

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Apr 29



AL 36112

MAXWELL  
ROOM 122  
AUL-SAS

12364 MKK NOV/85

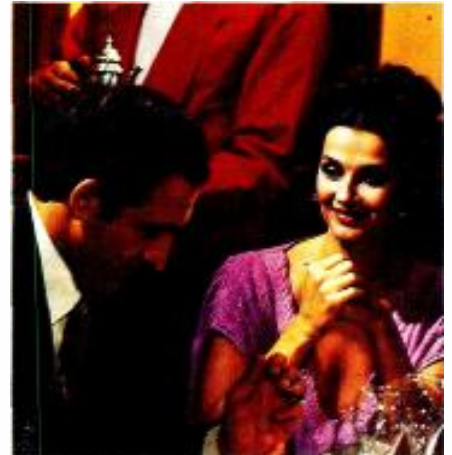
36112

54th Year 1985

A white knight  
for Storer

retrospective on  
TV's season

# Here's what women like.



## WOMEN 18-34

<b>Hill Street Blues</b>	<b>16</b>
Knots Landing	16
A Team	13
Knight Rider	13
Remington Steele	13
Simon & Simon	13
St. Elsewhere	13
Cagney & Lacey	12
Magnum, P.I.	12
Scarecrow & King	11
Fall Guy	10
Matt Houston	7

## WOMEN 18-49

<b>Hill Street Blues</b>	<b>16</b>
Knots Landing	15
Remington Steele	14
Simon & Simon	14
A Team	13
Cagney & Lacey	13
Magnum, P.I.	13
Knight Rider	12
Scarecrow & King	12
St. Elsewhere	12
Fall Guy	10
Matt Houston	8

## WOMEN 25-54

<b>Hill Street Blues</b>	<b>16</b>
Knots Landing	16
Simon & Simon	15
A Team	14
Cagney & Lacey	14
Magnum, P.I.	14
Remington Steele	14
Scarecrow & King	13
St. Elsewhere	13
Knight Rider	12
Fall Guy	11
Matt Houston	9

**“Hill Street Blues,” in its 5th prime-time season, is the favorite of young adults across the board.**

**And young adults are the prized audience for which advertisers pay premium rates.**

**HILL**

# Here's what men like.



## MEN 18-34

<b>Hill Street Blues</b>	<b>17</b>
A Team	13
Knight Rider	11
Magnum, P.I.	11
Remington Steele	11
Simon & Simon	11
Fall Guy	10
St. Elsewhere	10
Cagney & Lacey	7
Knots Landing	7
Scarecrow & King	6
Matt Houston	5

## MEN 18-49

<b>Hill Street Blues</b>	<b>17</b>
A Team	14
Simon & Simon	12
Knight Rider	11
Magnum, P.I.	11
Remington Steele	11
Fall Guy	10
St. Elsewhere	10
Cagney & Lacey	8
Knots Landing	7
Scarecrow & King	7
Matt Houston	6

## MEN 25-54

<b>Hill Street Blues</b>	<b>18</b>
A Team	15
Magnum, P.I.	13
Simon & Simon	13
Remington Steele	12
Fall Guy	11
Knight Rider	11
St. Elsewhere	10
Cagney & Lacey	8
Scarecrow & King	8
Knots Landing	7
Matt Houston	7

**Don't settle for a series that's strong with only one sex or a few age groups if you can still get the unanimous young adult choice.**

**STREET BLUES**  
AN MTM PRODUCTION

**VICTORY TELEVISION**

New York (212) 687-1516  
Chicago (312) 790-3030  
San Francisco (415) 435-9115  
Atlanta (404) 980-2552



K I N G W O R L D P R E S E N T S

# Sweet Sea™

You'd better start believing in mermaids because SWEET SEA is about to make a big splash all across America!

Children, parents and advertisers will love this charming 30-minute animated special featuring a cast of underwater characters created by TOMY TOYS and brought to life by TMS, one of the world's leading animation companies.

- NO CASH INVOLVED!
- NON-VIOLENT CONTENT!
- BACKED BY EXTENSIVE PROMOTION AND MERCHANDISING!
- 4 MINUTES AVAILABLE FOR LOCAL SALE!
- AVAILABLE NOW FOR THIS SEPTEMBER!

Catch the wave of SWEET SEA mania! Call your King World Enterprises representative now!



PRODUCED BY TMS, LTD.,  
EXCLUSIVELY FOR TOMY TOYS

KW-0485-03 ©1985 TOMY CORPORATION

DISTRIBUTED BY  
**KING WORLD**  
ENTERPRISES™

NEW YORK • 212-486-9300  
NASHVILLE • 615-373-1500



# Broadcasting Apr 29

## KKR comes to Storer's rescue

### A look at the new CRT

## Special report: the gear on hand at NAB

**STORER KNIGHT** □ Kohlberg, Kravis & Roberts makes leveraged buyout offer for Storer of \$75 in cash and \$25 in warrants per share. **PAGE 31.**

**ANOTHER BIDDER** □ Jack Kent Cooke steps into the takeover fray with bid of \$63 per share for Multimedia. **PAGE 33.**

**CBS-TURNER MANEUVERING** □ CBS begins fight to block unfriendly takeover bid by Ted Turner with filings in various courts and at the SEC. **PAGE 34.**

**SEASON PROLOGUE** □ CBS wins sixth consecutive prime time ratings race but surprise is success of NBC, which leaves ABC in third place. **PAGE 37.**

**EQUIPMENT REVIEW** □ The exhibit floor at the NAB found no new breakthroughs in technology to dominate the convention, but a host of upgrades to help broadcasters do a better job. **PAGE 42-60.**

**NEW BLOOD** □ The newly reconstituted Copyright Royalty Tribunal prepares to improve agency's record and efficiency. **PAGE 64.**

**CANNES REPORT** □ American sellers at MIP-TV say despite strong value of the dollar, activity was healthy at international programming fair. Small programmers report better chances overseas. **PAGE 72.**

**INWARD LOOK** □ NBC Chairman Grant Tinker says networks have ratings destiny in their own hands. **PAGE 76.**

**RADIO RESULTS** □ Contemporary hit radio, urban

and news/talk formats top list of top rated radio stations in country's largest markets. **PAGE 78.**

**STILL IT** □ Coke introduces "new" Coke with major advertising campaign. **PAGE 80.**

**NEW TIMES** □ CBS/Broadcast Group President Gene Jankowski says new strategy must be developed for advertising buys. **PAGE 81.**

**OVERCOMING LOGISTICS** □ Networks go to Vietnam for reports and live coverage of 10th anniversary of fall of Saigon. **PAGE 82.**

**THIS IS A TEST** □ Pentagon assembles pool of reporters in test of coverage guidelines. **PAGE 83.**

**CAUSAL CONNECTION** □ RTNDA study finds those stations with large news staffs tend to be profitable. **PAGE 84.**

**TECHNICAL KNOCKOUT** □ Videostar makes successful transmission of Hearn-Hagler fight from Las Vegas. **PAGE 85.**

**BOARD RACE** □ Edward Giller, Walter May and Ted Snider vie for joint board chairmanship of NAB. **PAGE 94.**

**END RUN** □ California public television stations look for new funding sources after appropriations are vetoed by governor. **PAGE 97.**

**KEEPING UP WITH JONES'S** □ Glenn Jones of Jones Intercable has helped bring the limited partnership to cable financing. **PAGE 119.**

#### INDEX TO DEPARTMENTS

Advertising & Marketing . . . . .	80	Editorials . . . . .	122	Journalism . . . . .	82	Riding Gain . . . . .	86
Business Briefly . . . . .	16	Fates & Fortunes . . . . .	115	Law & Regulation . . . . .	64	Stock Index . . . . .	92
Cablecastings . . . . .	10	Fifth Estater . . . . .	119	The Media . . . . .	94	Technology . . . . .	85
Changing Hands . . . . .	95	For the Record . . . . .	101	Monday Memo . . . . .	20	Telecastings . . . . .	99
Closed Circuit . . . . .	7	In Brief . . . . .	120	Open Mike . . . . .	28		
Datebook . . . . .	22	In Sync . . . . .	91	Programming . . . . .	72		

*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:** A.F. Associates 18 □ Aiml Television 74 □ Arbitron Ratings 55 □ Associated Press Broadcast Services 16 □ Audiotronics, Inc. 26 □ Blackburn & Co., Inc. 94 □ Centro 45 □ Celec Antennas 54 □ Classified Ads 105-114 □ Claster Television Productions 61 □ Columbia Pictures Television 8-9 □ Continental Electronics 86 □ Delta Electronics 43 □ The Dow Chemical Co. 60 □ Embassy Telecommunications 17, 19 □ Norman Fischer & Associates, Inc. 96 □ Grandy & Berkson Media Brokers 98 □ Harrington, Righter & Parsons, Inc. 51 □ The Ted Hepburn Co. 95 □ Horizon International 77 □ Independent Insurance Agents of America 59 □ Kalamusic 88 □ Katz Front Cover □ KHJ-TV 29 □ King World 4, Fourth Cover □ LBS Communications Inc. 14, 28, 56, 64, 70, 75 □ H.B. LaRue, Media Broker 99 □ Lorimar 40-41 □ MCA TV 21, 23, 25, 39 □ MicroLink Communications, Inc. 52 □ Microprobe Electronics, Inc. 58 □ Modulation Associates 50 □ Motorola 87 □ NBC Radio 27 □ Orion Television Syndication 81 □ Professional Cards 102, 103 □ Republic Pictures Corp. 6 □ Seltel Third Cover □ Services Directory 103 □ SFM Entertainment 11, 53 □ Springwood Psychiatric Institute 65 □ Standard Rate & Data Service, Inc. 93 □ Sunbow Productions, Inc. 61 □ D.L. Taffner 15 □ D.L. Taffner Syndication Sales 69 □ Torbet Radio 30 □ Tribune Entertainment Co. 57 □ United Stations Radio Networks 62-63 □ Utility Tower Co. 49 □ Victory Television Second Cover/3 □ Vital Industries 47 □ Warner Bros. Television Distribution 12-13 □ Westwood One 89 □ WLVJ-TV 67

(SOB...) NO MORE  
SITCOMS!

WRONG, SHEILA!  
THERE'S  
GET SMART!

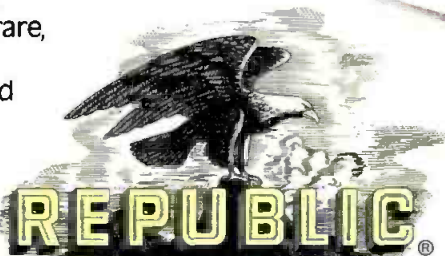


Everyone's talking about a shortage of sitcoms. Nonsense! We've got 138 half-hours of one of the best and most popular comedies of them all. *GET SMART*. In color and available right now.

Remember! *GET SMART*, with creators you couldn't afford today, Mel Brooks and Buck Henry ... a string of network and syndication successes a mile long ... stars "Would you believe" Don Adams and Barbara Feldon ... and a show that's a cult among a new generation of viewers!

So dry your tears, Sheila, 'cause great comedy series like *GET SMART* may be rare, indeed. But definitely available.

Call your Republic representative and find out when you can have these comics stripping for you.





## Swat at swaps

Senator Ernest Hollings (D-S.C.), ranking minority member on Senate Commerce Committee, will try to make good his threat to overturn FCC's proposal to permit public broadcasters to swap their VHF channels for commercial UHF's, plus cash. When Senate Commerce Committee marks up FCC authorization bill Tuesday, April 30, Hollings will offer amendment that would freeze television noncommercial allocations. But Hollings will have fight on his hands. Senate Commerce Committee Chairman John Danforth (R-Mo.) believes FCC should be allowed to continue with rulemaking.

## Figure from past

Major feature of hearing scheduled May 21 by House Telecommunications Subcommittee on beer and wine advertising is likely to concern fairness doctrine. In light of counteradvertising bill proposed by Representative John Seiberling (D-Ohio) (BROADCASTING, April 22), question of whether fairness doctrine should apply to advertising and commercial speech is likely to be raised. And scheduled to testify on that issue is John Banzhaf, George Washington University professor, who filed original complaint that led to FCC's decision to apply fairness doctrine to cigarette advertising before latter was banned from air.

## Dougan sidetracked

Senator Richard Lugar (R-Ind.), chairman of Senate Foreign Relations Committee, is newest obstacle to State Department's plan to reorganize its international communications policy-making functions. Senator Ernest F. Hollings (D-S.C.), ranking minority member on Senate Appropriations Subcommittee on Commerce, Justice, State, and Judiciary put original "hold" on proposal to create new bureau by merging Office of International Communications Policy into Office of Coordinator of International Communication and Information Policy, headed by Ambassador Diana Lady Dougan. And he has maintained that "hold" despite State's efforts to persuade him of plan's value. He feels State would be moving "competent" office into "incompetent" one. Lugar has long felt that bureau would be larger structure than necessary to house coordination function. Now he has doubts

about specifics of State's reorganization plan. His staff will pursue matter with State Department.

Adding to State's problems in obtaining approval of its reorganization plan is report of department's inspector general criticizing way State handles its communications policy-making (BROADCASTING, April 22). Among other things, report, issued in December, dismissed as inadequate three possible plans for remedying situation—including one that resembled reorganization State later proposed.

## Homegrown journalism

Local radio news service for music stations is idea being studied by Group W Radio executives. According to Warren Maurer, Group W vice president/AM stations, service may initially be launched in those markets where company can draw upon staff and resources of its all-news outlets: WINS(AM) New York, KFWB(AM) Los Angeles and KYW(AM) Philadelphia. If successful, service could be expanded to three other markets, Boston, Pittsburgh and Chicago, where Group W has staff at owned AM stations although those stations don't emphasize news. Concept would be local variation of network radio's offering of national and international news.

## Off the air

Officials of both Paramount and parent company, Gulf + Western, went public last year with announcement that they were seriously interested in becoming television station group owner. Much ado was made of statements at time because of G + W's billion-dollar kitty from divestiture of subsidiaries and stock portfolio. Since then, however, G + W chairman, Martin S. Davis, has passed on more than one opportunity to buy stations, including Gulf Broadcasting, which went to Taft. According to several reliable sources, company thinking has changed, and future will not likely include station ownership.

## Heavenly bird

Name of Dominion Video Satellite Inc., Naples, Fla.-based start-up company headed by Bob Johnson, may be sleeper in increasingly confusing satellite broadcasting sweepstakes. It was one of eight original high-power DBS permittees, and, unlike other members of pioneering

group like CBS, Western Union and Comsat, it is forging ahead with unique plan that would put it in business in summer of 1988. Dominion has promised to turn over one of eight nationwide channels on DBS system to group of 24 religious broadcasters including Oral Roberts, Jim Baker, Billy Graham and Jerry Falwell. Johnson expects religious broadcasters to urge faithful to buy and install .6-meter dish to receive their programming, thereby creating market for Dominion's other seven channels of "family-oriented" subscription programming. Dominion is considering launching interim two-channel service using medium-power Ku-band bird.

## Down to wire

At deadline last week, International Brotherhood of Electrical Workers local 1212 and noncommercial WNET(TV) New York (which co-produces PBS's *MacNeil/Lehrer NewsHour* with noncommercial WETA(TV) Washington) were still negotiating new contract for station's some 70 technicians, including camera operators and editors. Contract expired Dec. 31, 1984, but was extended until tomorrow (April 30). Jurisdictions are said to be main issue.

## Overexposure

Environmental Protection Agency FM radio "hot spot" list is ice cold. According to list, more than 230 cities were sites of antennas that expose public to excessive radiofrequency radiation, but EPA source acknowledged that any number of sites mentioned may be incorrectly listed since "unofficially released" report came from computer data garnered five years ago for comparative cost studies. EPA was swamped by calls, up to 100 per day, from worried stations following mid-April reports in national press. FCC officials, who are working jointly with EPA on issue, were also said to be speechless following release of outdated list.

Efforts to deal with actual trouble spots appear to be continuing unimpeded, however, with joint on-site study set to be conducted starting May 6 by EPA and FCC at Cougar Mountain, Wash., where several stations share multiple-antenna tower and have received complaints from local civic association. Week-long investigation will be similar to 1984 Honolulu inquiry which turned up several sites exceeding recommended public or occupational RF radiation exposure limits.





# LOOK WHAT'S HAPPENING NOW!!

## 68 Markets

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

## What's Happening Now!!

22 all new, first-run episodes



in association with LBS Communications, Inc.

## HBO scrambling

Home Box Office Inc. said last week that it had started testing scrambled feeds to Eastern affiliates of its Cinemax service and that tests to Eastern HBO affiliates will start today (April 29). The tests, to be carried out initially during interstitial program periods between features, are to insure that descrambler units sent to the East Coast systems are installed correctly and operating properly. All affiliates in good standing have been given one descrambler unit for each Cinemax and HBO receive antenna they have installed at their system head-ends. HBO said the tests will also confirm that all operators have completed and returned to HBO a descrambler authorization-registration card. Testing on the Cinemax Western feed started March 15 and scrambling of this feed is now operational daily, HBO reported. It said tests on the HBO Western feed started April 15.

## A union for C-SPAN?

C-SPAN may soon be a union shop.

The National Association of Broadcast Engineers and Technicians (NABET) has petitioned the National Labor Relations Board to conduct an election among C-SPAN production employees to see if they want to be represented by the union.

After meeting with between 20 and 30 of the affected employees in the union's Bethesda, Md., offices three weeks ago, Harry Coyte, NABET's director of organizing, said he felt "confident" that the union would be voted in. But, he said, he doesn't know whether enthusiasm for the union has grown or waned since then.

Before the vote can be taken, the NLRB has to determine how many of C-SPAN's 83 employees are eligible for union representation, part of the co-called "unit." NABET has identified 46 production technicians and engineers it believes should be part of the unit. The NLRB will rule on the unit size following a hearing on Thursday (May 2) unless the union and C-SPAN can settle on a number before then.

Once the unit is established, it will take a simple majority of it (24 or 46 votes, for instance) to vote in the union. If the union gets in, said Coyte, it will decide what it wants and then begin negotiating a contract with C-SPAN.

Between now and the election, said C-SPAN spokeswoman Susan Swain, C-SPAN management will be talking with their employees in hopes of heading off the movement toward unionization. "We hope we can solve the problems before something like a union is necessary," she said.

As Swain tells it, a union, with its demands for more money and more benefits, could put a strain on the nonprofit network, which has been run on a shoestring since its inception six years ago. If costs go up, she said, either C-SPAN rates will be raised or

employees will be laid off.

## Coast is clear

A Los Angeles judge has approved a \$2.7-million emergency bank loan to CommuniCom Cable Television, the Los Angeles cable operator that sought protection under federal bankruptcy laws last January. The payment, authorized by Bankruptcy Court Judge Richard Mednick, will allow the system to operate at least through June 30, by which time a new financial plan is expected to be announced for continued operation during the balance of 1985.

CommuniCom, believed to be the first major urban system to declare bankruptcy, has about 47,000 subscribers in a 300,000-home franchise extending from downtown Los Angeles west to Venice Beach. The largest of 14 area franchise holders, the company has reported debts of more than \$165 million.

The Bankruptcy Court is supervising private lending to CommuniCom by Security Pacific National Bank and First National Bank of Boston. The company, which received a \$2.3-million loan last February, is expected to seek additional loans totaling at least \$10 million some time by the end of this year.

According to CommuniCom's new chief executive officer, Richard E. Matthews, the company is still talking to possible buyers about selling the system but no serious discussions are pending.

In an unrelated move, the Los Angeles Board of Telecommunications Commissioners has unanimously approved a draft ordinance that would grant United Cable a 10-year replacement franchise for the 166,000-home East San Fernando Valley franchise. The present franchise is due to expire in 1987, however United has argued that it needs more time to complete construction of the system. The commission is requiring that United make an upfront payment to the city of \$500,000 for deferment of certain access facilities the company had proposed in its 1980 franchise proposal.

## Financial expansion

The Financial News Network, Santa Monica, Calif., plans to expand to a 24-hour-a-day schedule in May, with the addition of evening and weekend sports programming. The basic cable program service added four hours of nightly sports programming, under the title *Score* (8 p.m.-midnight NYT) on April 1. The four-year-old service has also shifted its *Wall Street Final* to the 7 p.m.-8 p.m. time slot.

Anheuser-Busch's AB-Sports and Dallas-based Pro Serv Television are producing the weekend sports fare, while Pro Serv is handling weeknight sports. The expanded schedule also includes business news updates and sports scores. Other offerings are *Business Today*, fed at 6-8 a.m. NYT and

again at 9-10 a.m. following *BizNet*, from the U.S. Chamber of Commerce.

According to FNN, AB-Sports will contribute some subscribers and program elements previously committed to the Sports Time regional cable service in which AB-Sports was a partner with Multimedia and TeleCommunications Inc. The venture went out of business March 31. FNN has taken over transponder time that was previously allocated to Sports Time.

The network, which serves 18 million homes via about 1,000 cable systems, expects to show its first profit later this year.

## Pacific berth

One out of every five residents of the Pacific island of Guam were expected to turn out last Saturday (April 27) for the launch of the Home Box Office and Cinemax pay television services on Guam Cable Television, according to HBO. "With the entire island of Guam invited to attend, this may well be the largest turn-out for a pay TV launch in the history of the cable industry," declared Lee M. Holmes, president of Western Systems Inc., Guam Cable's parent company.

The launch party, held in Ypao Park, was to include a fireworks display, celebrity appearances and a preview look at HBO's *USA For Africa* music special.

Guam joins Puerto Rico, the Virgin Islands and the 50 states in receiving the two Time Inc.-owned pay services. The programming reaches Guam by tape-delay from recordings made at Western's Pasadena, Calif., headquarters. The island system passes 28,500 homes and serves 23,000 subscribers.

## Audio consolidation

Star Ship Stereo, Satellite Syndicated Systems Inc.'s cable audio service, introduced a number of changes last week, in some cases getting rid of duplications, in others cutting costs, and in some cases doing both.

SSS terminated its Satcom IV lease and consolidated certain formats on Satcom III. "With more and more cable systems turning away from Satcom IV," said Jim Trecek, SSS vice president for sales and marketing, "the expense of leasing subcarrier space and the equipment required to look at an extra satellite has become cost-prohibitive for both SSS and system operators."

Star Ship Stereo has been offering a package of 11 full-time, commercial-free formats. Termination of the Satcom IV lease was made possible by combining the Rock and Rhythm & Blues channels into a single new format called Hot Hits. Among other changes, the classical format is being replaced by WFMT(FM) Chicago programming. SSS is also moving its In Touch Network, a free reading service for the visually handicapped, to Satcom III, which it said will allow more systems to offer this service.

SSS said it had also learned that the origi-



60% OF NATIONAL AVAILS ALREADY COMMITTED

Venture into the World of

# JAYCE AND THE WHEELIELED WARRIORS



- Daredevil action and unbeatable adventure in this epic space fantasy set to premiere September 16, '85. 65 animated first-run half-hours that will be stripped Monday-Friday in children's time periods.
  - A prestigious station line-up with clearance in over 70% of the nation, including the top 20 markets, and 30 out of the top 32—with stations from Metromedia, Capital Cities, Chris Craft, Cox, Gaylord, Meredith, Storer and TVX.
  - A superior children's programming vehicle, produced by DIC Audiovisual and ICC Television Productions, LTD., containing brilliant animation and outstanding story content. . . . And the marketing expertise behind it that will make the series successful.
  - Massive consumer awareness campaign designed to reach a broad demographic group to introduce the series, insure national press coverage and generate solid ratings.
  - Backed by the highest level of station promotional support to maximize repeat tune-in and guarantee local market publicity.
  - UCLA Psychology Professor to serve as educational and psychological advisor for the series to insure positive program content for children, and thus gaining parents' acceptability.
- And More . . .
- Powerful product—Spectacular Station Line-up—  
 And the right marketing mix to make the series fly—Join us in September '85 when Jayce and The Wheelieled Warriors comes alive!
- For more information contact, John Doscher or Gary Montanus (212) 790-4800

## ALREADY 70% CLEARED

- |                |                |                 |
|----------------|----------------|-----------------|
| New York       | Baltimore      | Flint           |
| Los Angeles    | Indianapolis   | Little Rock     |
| Chicago        | Hartford       | Wichita, KS     |
| Philadelphia   | Portland, OR   | Mobile          |
| San Francisco  | San Diego      | Knoxville       |
| Boston         | Cincinnati     | Jacksonville    |
| Detroit        | Nashville      | Green Bay       |
| Washington, DC | Milwaukee      | Davenport, IL   |
| Dallas         | Orlando        | Paducah, KY     |
| Cleveland      | New Orleans    | Tucson          |
| Houston        | Columbus, OH   | Huntsville      |
| Pittsburgh     | Oklahoma City  | Springfield, MA |
| Miami          | Raleigh, NC    | Fargo           |
| Minneapolis    | Memphis        | Yakima          |
| Atlanta        | Providence     | Tallahassee     |
| Seattle        | San Antonio    | Odessa          |
| Tampa          | Harrisburg     | Lake Charles    |
| St. Louis      | Norfolk        | Anchorage       |
| Denver         | Wilkes-Barre   | Honolulu        |
| Sacramento     | Greensboro, NC | Mt. Vernon, IL  |
| Fresno         | Tulsa          | Greenville      |
| Madison        | Richmond       | Spartanburg     |

© 1985  
 Entertainment  
 Division of SFM Media Corp.  
 DIC Audiovisual and  
 Television Productions, LTD., 1985

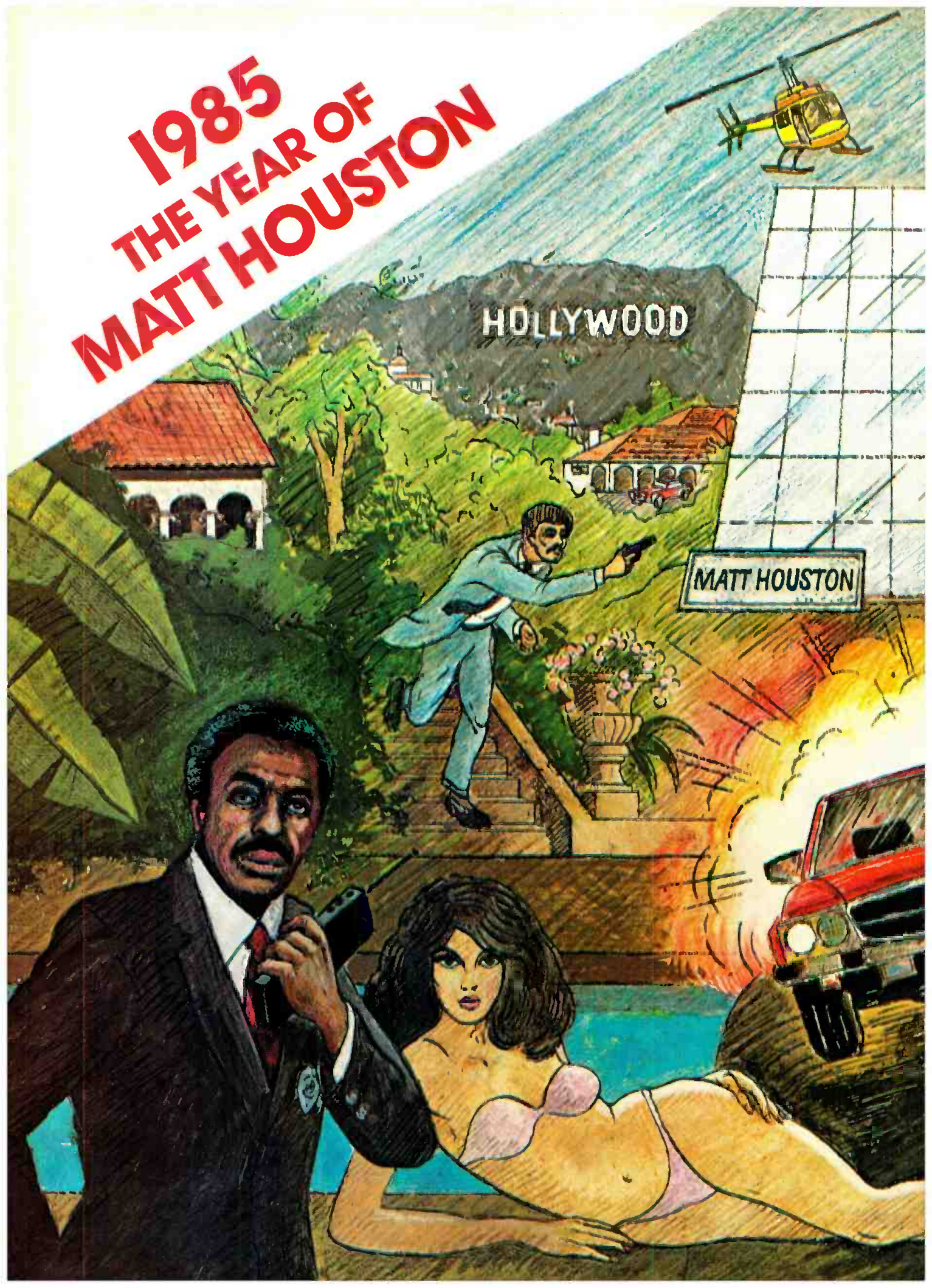
SFM Entertainment/Division of SFM Media Corporation  
 1180 Avenue of the Americas • New York, NY 10036 • (212) 790-4800



# 1985 THE YEAR OF MATT HOUSTON

HOLLYWOOD

MATT HOUSTON







Warner Bros. Television Distribution  
A Warner Communications Company





original Star Ship Stereo package featuring marketing, equipment and technical assistance met the needs of very few cable operators.

"We learned that unless a system is committed to marketing and selling premium audio, it just isn't going to work well for them," Trecek said. "This is the reason SSS now also strongly recommends that a system have a direct marketing staff in place ready to sell the new service before contracting with us."

Before being offered the complete Star Ship Stereo pay package, SSS said, a system must qualify with 20,000 or more subscribers, 85% pay-to-basic penetration and 55% basic-to-homes-passed.

Earlier this year the audio service shifted its emphasis from premium to basic. It now offers three packages: Star Ship Stereo I, a complete premium package; Star Ship Stereo II, premium a la carte, and Star Ship Stereo III, basic a la carte. Officials said that effective April 22, the new Hot Hits format started from Satcom III, transponder 6, and all other Star Ship Stereo formats were available from Satcom III, transponders 6 and 8, and Galaxy I, transponder 3.

### PPV test

Pacific Bell, through its Pacific Telesis subsidiary, has announced plans to work with one or more California cable operators "within the next few months" on a 90-day "impulse" pay-per-view experiment. The system would enable viewers to make last-minute decisions to subscribe to special programming, including movies, sports events and concerts. The process—which the company estimates will take about 10 seconds—is set in motion when a cable subscriber dials a specific ordering number, which is routed first to a telephone company switching center and then to the cable system's computer. The customer is automatically billed and the programming is released for viewing.

"Pacific Bell is creating a mechanism that can handle a virtually infinite number of calls at once," the San Francisco-based telecommunications provider claimed. Product manager Donna Brickell said Pacific Bell may eventually license the system outside California, assuming legal clearances may be attained.

"We feel we're ahead of the competition," said Brickell. "Most others" [impulse PPV]

systems are still in the paper stage."

Pacific says it soon expects to announce an agreement with an unnamed cable company for a three-to-six-month test of its system in a major California city. The company says it hopes to enter other markets in the state in 1986. An estimated 400,000 California homes are equipped with addressable converters.

Last March, Pacific Bell disclosed it had developed a new digital communications technology that can switch a single telephone line into two voice and five data channels, suggesting that this might lead to introduction of Bell-assisted PPV, videotex and security systems.

### Going north

Turner Broadcasting System's Headline News, the round-the-clock, short-format news service, is now available to cable subscribers in Canada, where Turner's CNN, the round-the-clock service offering news in greater detail, has been available since last August.

### City boosters

Arts & Entertainment Network and Partners for Livable Places, a coalition of some 600 organizations and individuals seeking to improve the quality of life in urban communities, are holding a documentary competition and inviting 17 U.S. cities—and cable operators in those cities—to participate. A&E said the cities are the 17 chosen as "the most livable" in North America in a book, "City Assets," to be published by Partners for Livable Places.

The cities and their cable operators are invited to tell of their accomplishments. The entries, due by April 1, 1986, will be judged on artistic and informational merit by a panel representing A&E, Partners for Livable Places and the National Endowment for the Arts' design arts program. A&E said it will air the winning documentary and that a donation of \$5,000 will go to a deserving community organization in the winning city, with another \$5,000 for the local cable system to encourage local programming.

Cities eligible to enter the competition were identified as San Antonio, Tex.; Seattle; Pittsburgh; Portland, Me.; St. Paul, Minn.; Tulsa, Okla.; Tampa, Fla.; Indianapolis; Memphis; Chattanooga; St. Louis; Baltimore; Denver; Louisville, Ky.; Salt Lake City; Richmond, Va., and Vancouver.

### Broadcasting Publications Inc.

Founder and Editor  
Sol Tishoff (1904-1982)

Lawrence B. Tishoff, president.  
Donald V. West, vice president.  
David N. Whitcombe, vice president.  
Jerome H. Heckman, secretary.  
Philippe E. Boucher, assistant treasurer.

## The Fifth Estate Broadcasting

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

Lawrence B. Tishoff, publisher.

### Editorial

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

Robert Orr, Todd F. Bowle, production.

Senior Editorial Consultants  
Edwin H. James (Washington)  
Rufus Crater (New York)

Editorial Consultant  
Rocco Famighetti (New York)

### Broadcasting ■ Cablecasting Yearbook

David Seyler, manager.  
Joseph A. Esser, associate editor.  
Judy Jackson, staff assistant.

### Advertising

Washington  
John Andre, sales manager (equipment and engineering).  
Robert (Skip) Tash, Southern sales manager.  
Doris Kelly, sales service manager.  
Christopher Moseley, classified advertising manager.

New York  
David Bertyn, senior sales manager.  
Charles Mohr, Ruth Windsor, sales managers.

Hollywood  
Tim Thometz, sales manager.

### Circulation

Kwentin K. Keenan, circulation manager.  
Patricia Waldron, Sandra Jenkins, Debra De Zarn, Joseph Kolthoff, Chris McGirr.

### Production

Harry Stevens, production manager.  
Don Gallo, production assistant.

### Administration

David N. Whitcombe, vice president/operations.  
Philippe E. Boucher, controller.

Albert Anderson.  
Irving C. Miller, financial consultant.  
Wendy J. Liebmann.

### Corporate Relations

Patricia A. Vance, director.

### Bureaus

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

Stephen McClellan, associate editor.  
Vincent M. Ditingo, senior editor: radio.  
John Lippman, assistant editor.  
Geoff Folsie, staff writer.

Marie Leonard, June Chauhan, advertising assistants.

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

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



# ABP

American  
Business  
Press Inc

Founded 1931. Broadcasting-Teletesting \* introduced in 1946. Television \* acquired in 1961. Cablecasting \* introduced in 1972. Reg. U.S. Patent Office. Copyright 1985 by Broadcasting Publications Inc.

TELEVISION. Cablecastings.

# It's Back



# WHEN THE COPIES ARE THIS GOOD



THREE'S COMPANY



THE ROPERS



THREE'S A CROWD



TOO CLOSE FOR COMFORT

# THINK HOW GREAT THE ORIGINALS MUST BE.

It takes a great original to make a great copy.

Each of the original series was already a runaway winner in Britain before it became a major hit produced in America.

Same wonderful characters. Same comedy situations. Same solid audience appeal.

Originals and copies: Fast, funny, outrageous sitcoms. Established audience-pleasers on both sides of the Atlantic.

Now you can put the audience power of the Thames Comedy Originals to work for *your* station. Strong, competitive half hours for cost-effective stripping.

You'll get the same ingredients that made their American cousins such big hits—for much less.

So while it's great to show off the copies, remember: now you can afford the originals, too.

Program the 156 Thames Comedy Originals back-to-back with American sitcoms—for proven performance in ratings and bottom-line profits.



Originals *and* copies are available from

## D.L. Taffner

New York  
(212) 245-4680  
Atlanta  
(404) 393-2491

Chicago  
(312) 593-3006  
Los Angeles  
(213) 937-1144



MAN ABOUT THE HOUSE



GEORGE & MILDRED



ROBIN'S NEST



KEEP IT IN THE FAMILY

# Business Briefly

## TV ONLY

**Southern Bell** □ Business sales will be promoted in six-week flight to start this week in 21 markets, including Charlotte and Greensboro, both North Carolina. Commercials will be scheduled in prime and fringe slots. Target: men, 25-54. Agency: Tucker Wayne & Co., Atlanta.

**Jim Dandy** □ Hunks O' Chunks dog food will be spotlighted in three-week flight starting on May 6 in 17 Southeast markets. Daytime and fringe periods will be used for commercials. Target: women, 25-49. Agency: Cole Henderson Drake, Atlanta.

**New England Apple Products** □ Various juices will be highlighted in three-week flight set to start in early May in eight markets, including Hartford, Conn., and Providence, R.I. Commercials will be carried in daytime and fringe periods. Target: women, 25-54. Agency: Cabot Advertising, Boston.

**Endicott Johnson** □ Dress shoes will

be accented in two- to three-week flights in about 12 markets, including Cleveland and Tampa, Fla., starting this week. Commercials will run in all dayparts. Target: men, 25-54. Agency: Eric Mower & Associates, Syracuse, N.Y.

**Kinney Shoe Corp.** □ Three-week flight is planned in about 30 markets, starting in late May. Commercials will be presented in daytime, fringe and prime positions. Target: adults, 18-49. Agency: Sawdon & Bess, New York.

**Beck's Beer** □ Nine markets will carry commercials as part of flight starting in early May and continuing for four weeks. Commercials will be slotted in fringe, prime and sports periods. Target: men, 18-34. Agency: Della Femina, Travisano & Partners, New York.

## RADIO ONLY

**Reynolds Recycling** □ Two-week flight is scheduled to begin in late May to



**Let there be light.** GTE Lighting Products and its advertising agency, Doyle Dane Bernbach, New York, have created a character, called "Mr. Light," to star in their new TV commercials as spokesperson for Sylvania light bulbs. The campaign is designed to increase awareness for Sylvania light bulbs among consumers and trade customers while helping to differentiate those products from competing brands. The commercials begin airing today (April 29) and the initial flight will run through May 26. The commercials will be carried on a wide range of network TV programs, including *60 Minutes* and *Simon & Simon* on CBS-TV; *20/20* and *Hardcastle & McCormick* on ABC-TV, and *Riptide* and *Knight Rider* on NBC-TV.

supplement effort that started in mid-April in 27 markets, including Atlanta, New Orleans, San Francisco and Tampa, Fla. Commercials will be carried on weekdays from 6 a.m.-7 p.m. and on weekends from 10 a.m.-3 p.m. Target: adults, 25-54. Agency: Martin Agency, Richmond, Va.

**Joseph Huber Brewing** □ Augsburger

## AP SALABLE UPCOMING FEATURES

### WIRECHECK: AP RADIO WIRE

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

**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.

### AIRCHECK: AP RADIO NETWORK

**HOW TO BE A BETTER CONSUMER** - Cynthia Hecht offers advice on everything from finding a sweet deal on a major appliance to avoiding a souring experience with a lawyer in her 60-second feature show entitled, *Consumerwatch*. Features are fed 7 days a week at 6:32 and 10:32 a.m. ET.

**TO YOUR HEALTH** - Get your minimum daily requirement of health and fitness news in our series entitled, *Health and Medicine*. 90-second shows feature updates on health care research, plus advice on everything from headaches to fallen arches. Get your daily dose at 10:32 a.m. ET.

**CHIP TALK** - Monday-Friday - Computers play a central role in everyone's lives and Dave Ross explains this fascinating high-tech world in his daily feature "Chip Talk." Feature shows are 90-seconds each.

For more information call (800) 821-4747

**AP ASSOCIATED PRESS BROADCAST SERVICES**

## Rep Report

KRLR-TV Las Vegas: To Adam Young (no previous rep).

□

WOHO(AM)-WWW(FM) Toledo, Ohio: To Blair Radio from Torbet Radio.

□

Wxxx-FM Burlington, Vt.: To Queen Co. (New England rep).



When we said Maude  
would fill late-nights with laughter  
...we weren't joking!



# Maude

ALREADY SOLD IN...

San Francisco · Boston · Detroit · Dallas-Ft. Worth · Cleveland · Houston · Pittsburgh  
Columbus, GA · Atlanta · Tampa · Phoenix · San Diego · Milwaukee · Rochester · Miami  
San Antonio · Albany-Schenectady · West Palm Beach · Jacksonville · Orlando · Memphis

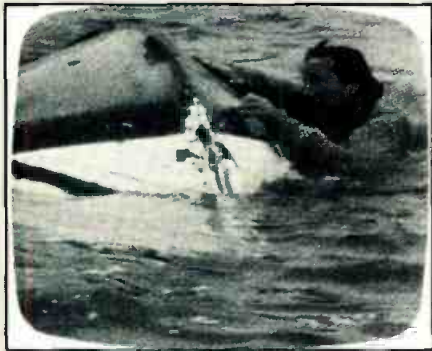
**41 HILARIOUS HALF-HOURS NOW AVAILABLE FOR LATE-NIGHT!**

DISTRIBUTION  
EXCLUSIVELY THROUGH  EMBASSY  
TELECOMMUNICATIONS  
1901 AVENUE OF THE STARS, SUITE 1600 · LOS ANGELES, CALIFORNIA 90067



## AdVantage

**Magic box.** New television commercial for Allied Corp. promotes company's advanced technology by demonstrating company's EFIS (Electronic Flight Information System), in use to help locate man who is drowning in open sea. Commercial notes that "this little box tells researchers where they have been and where they're going." Commercial began airing April

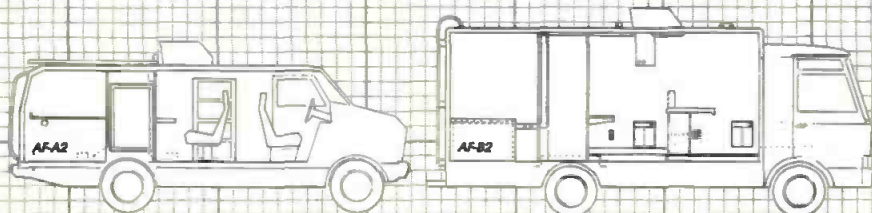


20 during CBS-TV's coverage of Heritage Golf Classic. It will continue to run during network sports programming (golf and tennis) to reach target audience of potential investors in Allied. Campaign was created by Allied's agency, Doyle Dane Bernbach, New York.

**1985 spot costs.** Report issued by BBDO Inc., New York, projects that spot television costs in 1985 will rise above 1984 by 4% to 5%. BBDO noted there will be some exceptions on market-by-market basis but said factors contributing to relatively low increase in costs include growing strength of existing independent TV stations and proliferation of new independents. Agency reported that over past four years, 103 independents have begun operations, and added that in 1985 approximately 25 new independents will sign on. BBDO pointed to "relatively high demand" for day spot, as compared with other dayparts, and added: "As matter of fact, quite a few stations are trying to restrict amount of daytime inventory which they will sell to any one agency or advertiser."

## NEW FROM AFA

# Two superbly-equipped mini mobile units that every station can afford!



Each of these standard mobile units brings with it the combination of the nation's leading mobile system designer, broadcast-quality equipment and a brilliantly-engineered Wolf Coach vehicle.

The AFA2 is a 19' 2-camera ENG/EFP unit that is equipped with your choice of broadcast-quality color cameras, a Grass Valley 100-N video switcher, two Sony BVU-50 portable 3/4" VCRs and a Yamaha audio console.

The AFA-B2 is a 23' 2- to 4-camera EFP unit that features your choice of broadcast-quality color cameras, a Grass Valley

1600-1L production switcher, a Yamaha 8 input audio console and two Sony BVU-800 series VCRs.

Both units can be expanded to include 4" VTRs, character generators, editing facilities and more.

The low cost of these standard mobile video systems will surprise you. The high quality is exactly what leading broadcasters and production and post-production companies have come to expect as a matter of course from AFA. Call us for details: in the East at (201) 767-1000; in the West (213) 466-5066.

**AFA**

**A.F. ASSOCIATES INC.**

ADVANCED SYSTEMS AND PRODUCTS FOR THE VIDEO INDUSTRY  
AFA SYSTEMS DIVISION 100 STONEHURST COURT NORTHVALE NJ 07647  
1438 NORTH GOWER STREET HOLLYWOOD CA 90028

beer will be featured in six-week flight to start in early June in four markets. Commercials will be placed in all dayparts. Target: adults, 25-49. Agency: Zechman & Associates, Chicago.

### RADIO AND TV

#### Wisconsin Department of Tourism □

Three-week flight is set to be launched in late May in Chicago and Minneapolis on radio and in Chicago and five Wisconsin markets on television. Commercials will be carried in all dayparts. Target: adults, 18-64. Agency: Stephan & Brady Inc., Madison, Wis.

#### Nestle Food Corp. □

Spot television and radio campaign promoting return of Chunky chocolate bar in its thick, trapezoid shape will be carried on stations in selected markets throughout U.S., starting on May 2. Commercial



heralding re-emergence of bar in its old form has catchy rock 'n' roll beat and includes campaign theme, "Chunky's back, thicker than ever before." Commercial will be carried in all periods. Target: young adults. Agency: J. Walter Thompson, New York.

#### Campus Sportswear □

Four-week flight will start in early May in 13 markets, including Salt Lake City, Denver, Oklahoma City and San Francisco. Commercials on radio will be carried in all dayparts and on television in prime and early and late fringe periods. Target:



**Birthday bash.** McGavren Guild Radio gave itself a 35th birthday party in its suite at the NAB convention. On hand were Ralph Guild (l), president of McGavren Guild Radio and Interep, and George Fritzing, president/general manager of KFAC(AM) Los Angeles.



# Deliver the unexpected.

# TALES OF THE UNEXPECTED

FEATURING



JOAN COLLINS



TELLY SAVALAS



GEORGE PEPPARD



DAVID CASSIDY



JACK WESTON



SIR JOHN GIELGUD

**SPINE-TINGLING SUSPENSE...**  
**100 DRAMATIC HALF-HOURS**  
**AVAILABLE NOW FOR FALL 1985!**

DISTRIBUTION  **EMBASSY**  
EXCLUSIVELY THROUGH TELECOMMUNICATIONS.

190 AVENUE OF THE STARS, SUITE 1600 • LOS ANGELES, CALIFORNIA 90067 • 213-553-3600



men, 18-34. Agency: Della Femina, Travisano & Partners, New York.

**Schmidt Baking Co.** □ Blue Ribbon

bread will be spotlighted in five-week flight to run in about 12 radio markets and six television markets, starting this week. Commercials will run in daytime

and fringe periods on TV and in daytime on weekdays and weekends on radio. Target: women, 25-54. Agency: Trahan, Burden & Charles, Baltimore.

## Monday Memo

An international satellite systems commentary from Irwin Schwartz, Boston College Law School

### Searching for a solution to separate systems

FCC Chairman Mark Fowler is in a quandry. In November, President Reagan determined that international communications satellite systems separate from Intelsat are in the "national interest." The FCC must find a legal and market rationale to authorize these separate systems.

Congress has skeptically reviewed the possibility of introducing competition to Intelsat, the international cooperative that provides most of the world's international communications satellite service. Having initiated Intelsat in 1962 through the Communications Satellite Act, Congress is demanding that no new entry be permitted to disturb the existing system's economic health. To this end the FCC must include provisions to protect Intelsat in any authorization of separate satellite systems.

In effecting the Reagan determination and satisfying congressional concerns, the FCC must be wary of the 1984 D.C. Circuit Court of Appeals' reversal of its *Authorized User II* policy. In that decision, the court ruled that the FCC may not truncate the international record carriers' share of the communications satellite service retail market without considering "all relevant factors." The court held that the FCC could not determine the public interest on that issue without first knowing the market effect of its policy. The FCC must demonstrate it has evaluated all factors relevant to the price of international communications satellite service in its consideration of separate systems.

Finally, the FCC must consider that Article XIV(d) of the Intelsat agreement was intended to inhibit Intelsat's members from using competitive satellite systems. The provision demands that any separate system be "coordinated" with Intelsat to insure against technical interference and to avoid "significant economic harm." These economic obligations have been interpreted to block separate systems from diverting a significant volume of Intelsat traffic. Under Article XIV(d), the FCC should impose limitations on any new system to insure it will not usurp Intelsat traffic.

The FCC has received little help from the Reagan Administration. A Senior Interagency Group (SIG) led by the Commerce and State Departments submitted a white paper to the FCC in February. The SIG proposal would restrict separate systems to carriage of television and private voice/data signals. Intelsat would be left with traffic generated



Irwin B. Schwartz is a second-year law student at Boston College and a staff member of the *Boston College International and Comparative Law Review*.

by the international common carriers.

While the SIG approach insulates approximately 75% of Intelsat's present traffic, it is porous because it protects a declining percentage of future traffic. Further, it has been assailed as unenforceable. Finally, a division of the public telecommunications market as a means to protect Intelsat is without basis in the Intelsat agreement or precedent in international communications satellite services.

The SIG is not alone in advancing solutions. Richard Colino, director general of Intelsat, has proposed that separate systems be "capped," or limited to a maximum volume of international traffic. Those who would establish separate systems assert competition will expand markets and thus insulate Intelsat from economic harm. Neither of these paradigms, however, offers the FCC sufficient rationale to reach a rulemaking decision. In the face of these tenuous proposals, Fowler is caught among a presidential determination, a skeptical Congress and a strict and probing standard of judicial scrutiny.

The answer to Fowler's dilemma may lie in an honest appraisal of Intelsat's purpose and the intent of the framers of Article XIV(d). Intelsat was created to carry the international traffic of its signatories, the various Post, Telephone and Telegraph Authori-

ties and Comsat. The history of the Intelsat agreements is replete with references to Intelsat's primary purpose as being the international satellite transmission of traffic generated by the signatories. Article XIV(d) was included to inhibit the signatories from using systems competitive with Intelsat. An early document indicates unanimous agreement that Intelsat signatories must not utilize systems offering international public telecommunications along the same routes as Intelsat. Taken together, these facts indicate the United States is bound to restrict any authorized separate systems from competing with Intelsat for international traffic carried by the signatories.

One method of accomplishing this is a modification of the FCC's satellite loading policy. Instead of indexing the volume of Intelsat traffic to the total international demand as is done now, the FCC might set minimum loading levels, guaranteeing Intelsat sufficient traffic to capitalize its contractual commitments. Assuming Intelsat has contracted for new facilities based on reasoned analysis of future international telecommunications demand, such a loading policy would leave only latent or new markets to the new systems. If the predictions of expanded markets are correct, usage will not dip below these traffic floors. Should separate systems usurp significant traffic, the FCC might intervene through tariffs or other restrictions on the new entries. In either event, Intelsat would be protected from competition.

The precise levels for such a solution might be negotiated under the Article XIV(d) coordination process. The floors would be set relative to specific Intelsat contractual commitments as adopted prior to the U.S. submission of proposals for separate systems under Article XIV(d). Intelsat would be responsible for monitoring its traffic levels, and Comsat might be empowered to bring a complaint before the FCC should the traffic levels drop below the minimums.

Clearly the FCC has authority to prescribe the loading of international satellite facilities. Unlike the *Authorized User II* policy, the minimum-levels paradigm would not usurp traffic from existing actors in the international telecommunications markets. Such a solution would be independent of the merits of the proposed systems, thus relieving the FCC of the headache of evaluating and approving individual systems. Last, it would both authorize entry of separate systems and insulate Intelsat traffic from diversion over the lifetime of Intelsat's contractual commitments.



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



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

# Datebook

## This week

**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" conference sponsored by *University of Wisconsin-Extension*. Wisconsin Center, UW-Extension campus, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512.

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

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

**Apr. 29-May 4**—"A Salute to Chuck Fries," motion picture and television producer, sponsored by *UCLA Film, Television & Radio Archives*. Melnitz Theater, University of California-Los Angeles, Los Angeles. Information: (213) 206-8013.

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

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

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

**May 1**—"Seventy-Fifth Birthday Tribute to Norman Corwin," journalist and broadcast dramatist-writer, co-sponsored by *University of Southern California School of Journalism, CBS President Emeritus*

*Frank Stanton, USC President James H. Zumberge and others*. Beverly Hilton hotel, Beverly Hills, Calif. Information: (213) 743-2391.

**May 1**—*Society of Satellite Professionals, southern California chapter*, monthly meeting. Speaker: John E. Ruchinskas, co-director, Telecommunications Research Group. Sheraton Miramar hotel, Santa Monica, Calif.

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

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

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

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

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

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

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

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

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

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

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

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

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

## Also in May

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

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

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

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

**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,

## Major Meetings

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 *Western Cable Television Association*. Georgia World Congress Center, Atlanta.

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

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

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

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

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

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

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

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

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

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



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





Angeles. Information: (213) 385-5104.

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

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

**May 8**—Connecticut Broadcasters Association spring sales and management seminar. Hartford Marriott 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 10-12**—Radio-Television News Directors Association region 12 meeting, with Pennsylvania AP. Lackawana Hilton, Scranton, Pa.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**May 17-19**—American Public Radio annual meeting.

## Stay Tuned

A professional's guide to the intermedia week (April 29-May 5)

**Network television** □ **ABC**: "Apocalypse Now" (drama), Monday 8-11 p.m.; *Joanna* (comedy), Tuesday 8-8:30 p.m.; *Miss Hollywood, 1985* (live talent competition), Wednesday 9-11 p.m.; *Lace II* (two-part mini-series), Sunday and next Monday, 9-11 p.m. **CBS**: *Loving Couples* (romantic comedy), Tuesday 9-11 p.m.; *The Heart of a Champion: The Ray Mancini Story* (drama), Wednesday 9-11 p.m.; *Christopher Columbus* (two-part mini-series), Sunday and next Monday, 8-11 p.m. **NBC**: *Missing—Have You Seen This Person?* (dramatic re-creation), Monday 10-11 p.m. **PBS** (check local times): *The Woman in White* (mystery), Thursday 9-10 p.m.; *Sweeney Todd* (musical), Friday 9-11:30 p.m.; *Strangers and Brothers* (drama), Sunday 9-10 p.m.; *Neighbors: The U.S. and Mexico* (documentary), Sunday 10-11 p.m.



Christopher Columbus on CBS



Sweeney Todd on PBS

**Cable** □ **Arts & Entertainment**: *Answers* (three plays), Tuesday 8-10 p.m.; *Lena Horne: The Lady and Her Music* (performance), Sunday 9 p.m.-midnight. **The Disney Channel**: *The Undergrads* (drama), Sunday 8-9:45 p.m. **HBO**: "Police Academy" (comedy), Wednesday 8-10 p.m.; *USA For Africa: The Story of "We Are the World"* (recording session), Wednesday 10-11 p.m.; *The Not-so-Great Moments in Sports* (bloopers), Sunday 10-11 p.m. **The Nashville Network**: *Off Road Championship Gran Prix\** (16-week racing series), Sunday 3:30-4 p.m. **WTBS(TV) Atlanta**: *The World at War\** (13-part documentary series), Sunday 8:05-10:05 p.m.

**Play It Again** □ **NBC**: *Adam* (drama), Monday 9-11 p.m.

**Museum of Broadcasting** (1 East 53d Street, New York) □ *Milton Berle: Mr. Television*, 60 hours of material highlighting Berle's early days of translating vaudeville to television, now through July 11. *Produced By... Herb Brodtkin: A Signature of Conviction and Integrity*, 50 dramatic teleplays, through Saturday.



USA For Africa on HBO



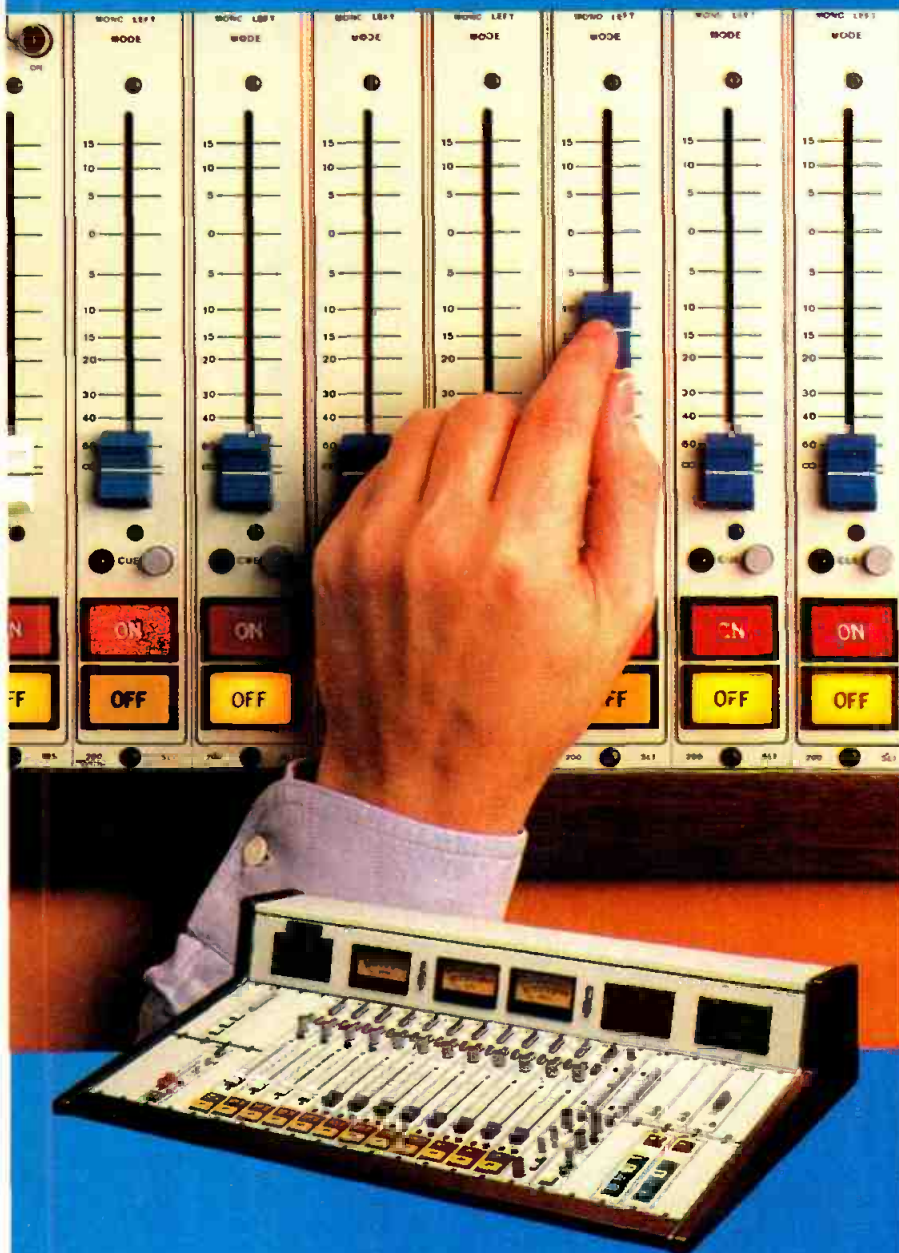
**ONCE A WEEK,  
BETWEEN JUNE AND SEPTEMBER,  
SUMMER COMES TO AN ABRUPT HALT.**



**The American Family goes indoors  
to watch, of all things, a rerun.**



# Moment of truth



## You're on-air. Will your console, the heart of your control system, perform flawlessly?

Your air time is too valuable not to be sure. If it's an Audiotronics, you can rest easy.

Unlike all the new companies which jumped headlong into the audio market during the last couple of years, Audiotronics has proved itself the hard way with almost two decades of experience in building dependable, user-oriented broadcast consoles. So when we say that our Audiotronics 200 Series Console is the best long term investment on the

market today, we can back it up with personal endorsements from literally hundreds of station managers and engineers across the country.

For a look at what your competition is saying about us and ours, write or give us a call. Our experience can save you money.



**audiotronics, inc.**

3750 Old Gerwell Rd.  
Memphis, TN 38118 USA  
Tel: (901) 362-1350  
Telex: 533356

Westin hotel, Vail, Colo. Information: (612) 293-5417.

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

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

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

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

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

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

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

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

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

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

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

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

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

**May 29**—*Golden Jubilee Commission on Telecommunications* conference. "At the Crossroads—Technology vs. Regulation in Mobile Radio and Enhanced Computer Services." Keynote speaker: Lionel Olmer, undersecretary of commerce for international trade.

## Errata

**Clifford Pine**, operations manager, WFTV(TV) Orlando, Fla., joins **wpsi-TV Chattanooga as general manager**, not Mike Starr, as incorrectly reported in "Fates & Fortunes," April 22. Starr is wpsi-TV general partner.

Omitted from report of **\$4-million sale of Drake-Chenault Enterprises** to Wagontrain Enterprises ("In Brief," April 15) was mention of **broker: Chapman Associates**.

Article on **Ted Turner's tender offer for CBS** ("Top of the Week," April 22) incorrectly stated that **CNN Headline News** would be sold as part of bid. Turner Broadcasting System had stated it **intends to keep cable channel, but will stop providing it to "broadcast stations,"** to avoid possible conflict with FCC's dual network prohibition.



# MUSIC STATIONS OF AMERICA, CAN WE TALK?

Ever want to clear a great talk show but were afraid it wouldn't quite fit because you're not News/Talk? Let's talk.

Most of the stations that carry our unique call-in programming service are actually music stations. According to a recent survey, 76% to be exact. And that covers just about any music format from MOR to AC, from Country and Western to Oldies. In fact, that same survey showed only 26% as being News/Talk stations.

So, if you thought that music and talk didn't mix, think again. Give us a call at (212) 664-4456.

Talknet. We hit just the right note.



**Talknet**  
FROM NBC RADIO



Mayflower hotel, Washington. Information: (202) 955-4687.

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

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

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

## June

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

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

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

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

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

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

**June 2-5**—PBS annual press tour. Arizona Biltmore, Phoenix.

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

**June 4-6**—NBC-TV promotion executives conference. Hyatt Regency, Chicago.

**June 4-7**—Satellite communications, course offered by Continuing Education Institute, nonprofit organization providing professional development in engineering and applied science. Amfac hotel, Los Angeles.

**June 5-9**—CBS annual press tour. Arizona Biltmore, Phoenix.

**June 6-8**—Iowa Broadcasters Association annual convention. Cedar Rapids, Iowa.

**June 6-9**—Broadcast Promotion and Marketing Executives/Broadcast Designers Association annual seminar. Hyatt Regency, Chicago.

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

**June 8-11**—American Advertising Federation nation-

al convention. J.W. Marriott, Washington.

**June 9-11**—Microwave Communications Association annual convention. Ramada Renaissance hotel, Washington. Information: (301) 464-8408.

**June 9-12**—Missouri Broadcasters Association spring meeting. Rock Lane Lodge on Table Rock Lake, Branson, Mo.

**June 10**—Presentation of Monitor Awards of Videotape Production Association. Lincoln Center, New York State Theater, New York.



## A question of context

EDITOR: Some weeks ago I wrote to you ("Open Mike," Feb. 14) regarding the speech by Senator Bob Packwood (R-Ore.) to the California Broadcasters Association (BROADCASTING, Jan. 14). I indicated that Senator Packwood referred to the National Association of Broadcasters in a generic manner with reference to the lobbying efforts of broadcasters. The enclosed letter from Senator Packwood indicates that the senator was not denigrating the efforts of the NAB but was in fact talking about individual broadcasters and their lobbying efforts:

Dear Bob: I wanted to thank you for putting my remarks about broadcast lobbying efforts back into context in your recent letter to BROADCASTING magazine. I was of course speaking generically when I spoke about efforts to get First Amendment rights for broadcasters and used the NAB as an example. As you know, those of us fighting for the rights of broadcasters have been frustrated by the fact that other groups with less worthy causes and with the same community bases have been more successful at getting what they want out of Congress than have broadcasters. My remarks were meant to be constructive criticism and I was delighted that you understood them that way.  
Sincerely,  
Bob Packwood.

I would appreciate it if you would publish my letter and that portion of Senator Packwood's letter dealing with the aforementioned topic.—Robert L. Fox, president, KVEN(AM)-KHAY(FM) Ventura, Calif.

**June 10-11**—NBC annual press tour. Century Plaza, Los Angeles.

**June 10-12**—Fourth annual International Radio Festival of New York, radio program competition. Sheraton Center hotel, New York. Information: (914) 238-4481.

**June 12**—International Radio and Television Society annual meeting and Broadcaster of the Year luncheon. Waldorf-Astoria, New York.

**June 12**—"Women at the Top," series sponsored by American Women in Radio and Television, Washing-

## Cameras in question

EDITOR: The Central Michigan Professional Chapter of The Society of Professional Journalists, Sigma Delta Chi, is collecting information on the impact of cameras in the courtroom.

Following the Michigan Supreme Court's last consideration of the issue, one justice indicated that the court lacked background information on the impact cameras might have on a fair trial. The chapter decided to try to overcome this particular obstacle by collecting information which could be presented to the court prior to its next consideration of the changes in the general court rules.

The chief justice, while indicating that the court has no specific timetable for reconsideration, said the court will consider any materials submitted by the chapter—unless there is pressure to reconsider the matter faster than the material can be collected.

We would, therefore, ask your readers to send either complete studies, summaries of study results, or bibliographic references (pro or con) to the Central Michigan Professional Chapter, SPJ-SDX, Box 19004, Lansing, Mich. 48901, as soon as possible. We hope to submit at least partial information by June 30, 1985.—Susan Elder and Todd Simon, cameras project co-chairmen, Central Michigan Chapter, SDX, Lansing.

## School daze

EDITOR: As a former broadcasting school student, I felt it necessary to respond to T.S. Storck's letter in the April 15 issue. He is correct in stating that these schools are not attracting good students. I have no wish to besmirch the reputation of the good schools which certainly exist, but I feel it is necessary for those schools which are short on quality and thoroughness (and they are great in number), to get on the ball.

How, I wonder, is a young announcer supposed to maintain his dedication to broadcasting when his first exposure to it is in slipshod, and occasionally seedy, schools. Basically, schools need to expand their curricula and be far more careful in their selection of teachers, not to mention their students. And while we're at it, how about advertising a little more to attract the students? Maybe the schools could even advertise on radio.—Carl H. Weiner, Corona, N.Y.



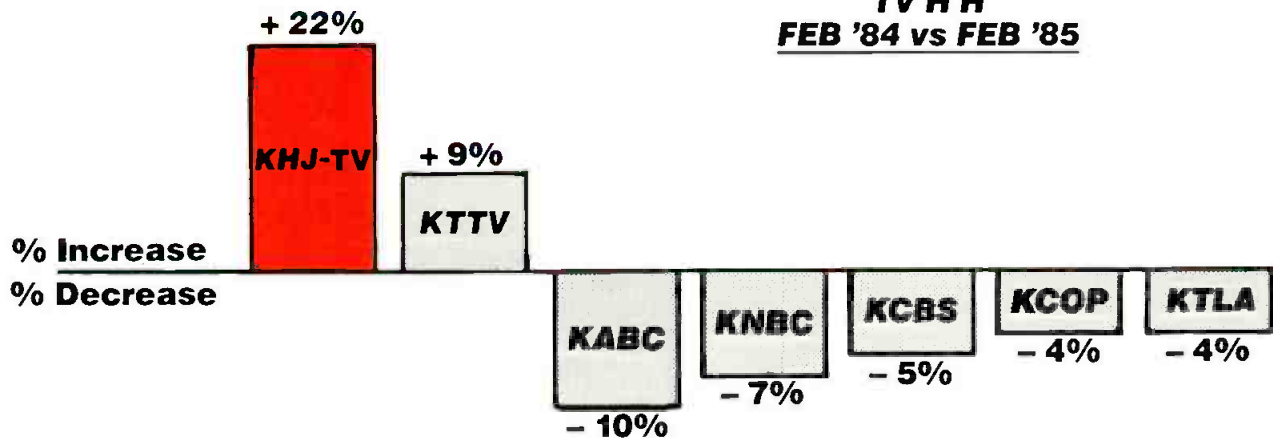
# IF WE KEEP SWEEPING UP LIKE THIS, KHJ-TV WILL END UP OWNING THE L.A. MARKET.

It's true.

KHJ-TV increased its TV households (Feb. '84 to Feb. '85) by a dominating 22% – more than any other VHF station in Los Angeles. In fact, while we were cleaning up, most of the others were taking a dip.

**KHJ-TV'S INCREASED ITS TV HOUSEHOLDS FEB '84 TO FEB '85 BY A LARGER % THAN ANY OTHER VHF STATION IN LOS ANGELES\***

**SIGN ON TO SIGN OFF  
TV H H  
FEB '84 vs FEB '85**



REPRESENTED BY  
BLAIR TELEVISION



**RKO TELEVISION**  
A Division of RKO General, Inc.

\* Source: ARBITRON, February 1984 & February 1985





## AGGRESSIVENESS.

The meek may indeed inherit the earth, but they won't win athletic contests and they'll make precious few sales.

At Torbet, we understand that.

That's why aggressiveness is something we prize when we see it and nurture when we hire it. It's why our sales force has a reputation for getting the extra order and the extra dollar. It's why we've been able to increase our clients' billings and why Torbet is the fastest growing rep in the business.

But we also know that aggressiveness has limitations. That without skill, judgment, research and a specific familiarity with individual markets we'd be spinning our wheels. Without continuing service, fast response to new developments and alert anticipation of future trends, we'd be shortchanging our clients.

At Torbet, we put it all together to create one of the most effective sales organizations in the business and to build a fine, satisfied list of diversified client stations. Find out how effective our organization could be for your station.

Call us today.



Torbet Radio

# TORBET

# Broadcasting Apr 29

Vol. 108 No. 17

TOP OF THE WEEK

## KKR's safe harbor for Storer

**\$2 billion leveraged buyout would rescue television-cable company from threat of proxy contest that would end up with liquidation; KKR, which previously absorbed Golden West and Wometco, would become one of nation's largest TV groups, fourth largest MSO**

Storer Communications found its white knight last week. Threatened with a proxy battle waged by dissident shareholders who want to liquidate the company, Storer instead accepted the bid of Kohlberg Kravis Roberts & Co. for a leveraged buyout that would give the company safe harbor.

Not only that, but the deal—should it succeed—would create one of the largest television group owners, the fourth largest cable multiple system owner and the largest broadcast-cable crossowner.

Peter Storer, chairman of Storer Communications, on two separate occasions last week announced plans to restructure the company to avoid the possibility of having the board taken over by Coniston Partners (or The Committee for Full Value of Storer Communications Inc.), which has intended to liquidate the assets of the broadcast group owner and fifth-ranked MSO. The second and seemingly final response from Storer, announced Thursday, was a plan to accept a slightly revised leveraged buyout (LBO) controlled by KKR. The later LBO announced last week was given a preliminary value by one securities analyst of \$87 to \$88 per share, about \$2 less than a KKR proposal rejected earlier in the week by Storer management as inadequate.

At week's end, it was still possible that that plan would be modified or changed, as Coniston indicated it still was not satisfied with management's response. Both sides were headed for a showdown Friday afternoon in the U.S. District Court for Southern Manhattan at which Storer was to have sought to have Coniston enjoined from seeking proxies and to press several other claims against the group ("Top of the Week," April 8). Additionally there was a Friday morning hearing in Superior Court for the Judicial District of New Haven, Conn., where Storer had claimed Coniston's proposed transfer had not obtained necessary approval from the state's public utilities commission. Additionally, Storer filed an appeal last Friday with the U.S. Court of Appeals in Washington against the FCC's action approving a

conditional transfer of control to the Full Value group.

KKR is a New York-based investment firm, unchallenged as the premiere practitioner of leveraged buyouts, which in essence involve taking a large public company private with the cooperation of management. On two recent occasions KKR has bought broadcasting companies, Golden West in 1983 and Wometco last year. And although relatively unknown in the Fifth Estate, it is the seventh largest television operator in the country before making its bid for Storer ("Top of the Week," Feb. 4).

The proposed LBO offers current shareholders of Storer \$75 cash. It also offers \$25, face value of preference stock that pays no

lyzed the LBO proposal this way: "I am giving the warrant about \$2 to \$3. The preference stock is worth about 40 cents on the dollar and with the cash that makes the offer worth \$87 to \$88. Assuming that the deal would not close until about nine months from now the deal is currently worth \$78 to \$80 per share." With the assumption of debt, that puts the total value of the deal near \$2 billion.

Gus K. Oliver, one of the three Coniston partners, reacted this way: "Even though it is heading in the right direction, it is not full value. We think the current deal is in the range of \$85 to \$87. The biggest concern that we have is that the company has not made a comprehensive effort to search out

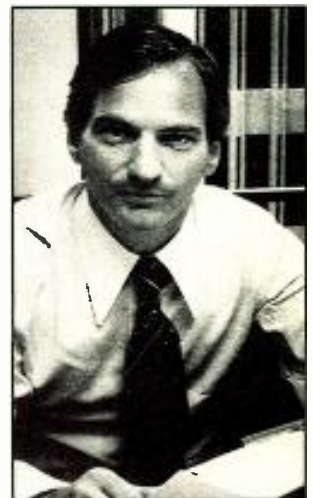
### KKR: The faces behind the initials



Jerome Kohlberg Jr.



Henry Kravis



George Roberts

dividends until the sixth year, thereafter paying 13% per annum.

The cash and preference stock appear exactly the same as in the original KKR offer Storer management said it rejected last Monday. A third feature was added in the Thursday proposal. If KKR decides to take the company public at any time in the next 10 years, current Storer shareholders would have warrants to purchase "a total of" 10% equity in that company. If the company is still private after 10 years, the warrants would then be repurchased "at a price based on the appraised value of the underlying shares of the new company."

Barbara Dalton Russell, a securities analyst with Prudential-Bache Securities, ana-

lyzed the LBO proposal this way: "I am giving the warrant about \$2 to \$3. The preference stock is worth about 40 cents on the dollar and with the cash that makes the offer worth \$87 to \$88. Assuming that the deal would not close until about nine months from now the deal is currently worth \$78 to \$80 per share." With the assumption of debt, that puts the total value of the deal near \$2 billion.

lyzed the LBO proposal this way: "I am giving the warrant about \$2 to \$3. The preference stock is worth about 40 cents on the dollar and with the cash that makes the offer worth \$87 to \$88. Assuming that the deal would not close until about nine months from now the deal is currently worth \$78 to \$80 per share." With the assumption of debt, that puts the total value of the deal near \$2 billion.

lyzed the LBO proposal this way: "I am giving the warrant about \$2 to \$3. The preference stock is worth about 40 cents on the dollar and with the cash that makes the offer worth \$87 to \$88. Assuming that the deal would not close until about nine months from now the deal is currently worth \$78 to \$80 per share." With the assumption of debt, that puts the total value of the deal near \$2 billion.

lyzed the LBO proposal this way: "I am giving the warrant about \$2 to \$3. The preference stock is worth about 40 cents on the dollar and with the cash that makes the offer worth \$87 to \$88. Assuming that the deal would not close until about nine months from now the deal is currently worth \$78 to \$80 per share." With the assumption of debt, that puts the total value of the deal near \$2 billion.



## FCC clears way for Full Value, Storer goes to court

Storer Communications Inc., with the backing of several public interest groups, carried its fight against a takeover by a dissident group of stockholders to the U.S. Court of Appeals in Washington. Storer asked the court to overturn an FCC order granted last week holding that the proposed change in Storer's board would not constitute the kind of substantial change in control that would require the commission to set a 30-day comment period during which petitions to deny the proposed transfer could be filed.

Storer acknowledged that a change in ownership of the company would not occur, but it said the statute governing transfers applies to control as well as to ownership. Furthermore, it said, the legislative history of the applicable provision of the Communications Act makes it clear that Congress intended to exempt only involuntary and pro forma applications from the public notice and petition to deny procedures. And it said compliance with those procedures would not be inconsistent with the commission's asserted goal of remaining neutral in intracorporate disputes, since, it added, the commission has demonstrated the capacity to act on "timely applications" speedily.

"What the commission may not do, and what it has done here," Storer said, "is to ignore clear requirements of the Communications Act in order to accommodate the time schedule of a dissident shareholder group which chose to approach the commission at a very late date."

Filing briefs in support of Storer were the National Black Media Coalition, in one, and Telecommunications Research and Action Center, Media Access Project and Action for Children's Television, in another. The NAACP, which had not participated in the proceeding at the commission, filed a friend of the court brief endorsing the position of the public interest groups. They complained that the procedure followed by the commission denies members of the public an opportunity to comment on a proposed transfer of control. NBMC also expressed disbelief at the commission's holding that a substantial change in control was not in prospect despite the dissident group's plans to replace all members of the Storer board and liquidate all of the company's assets. NBMC said, "No more substantial change is imaginable, suggesting that in the future, if this decision is upheld, no de facto change in control will be accompanied with full public scrutiny."

Under the expedited briefing schedule ordered by the court, the commission and the dissident group, the Coniston Partners, are to file reply briefs on Wednesday. The court has scheduled oral argument for Thursday at 10 a.m. Conceivably, a decision could be issued before the end of the week. The Storer board is scheduled to meet on May 7.

For the most part, the FCC's order—to which all of the commissioners except Dennis Patrick dissented in part and concurred in part—appears to jibe with the commission's directions to staff (BROADCASTING, April 15). But the order relies on one majority—consisting of Commissioners James Quello, Henry Rivera and Patrick (with Chairman Mark Fowler and Commissioner Mimi Dawson dissenting) to assert that a transfer of control would occur under the committee's plans. It relies on a different one—consisting of Fowler, Dawson and Patrick (with Quello and Rivera dissenting) to contend that no "substantial" transfer of control would occur in any event. As a result, the order said that the commission's "modified" short-form transfer application—that is, an FCC Form 316 supplemented with information on the committee's proposed directors—was the way to go. "The committee has represented that its proposed board members are all citizens, that they have not been the subject of any adverse findings as to the listed law violations, and that they have no media interests that conflict with our multiple ownership rules," the FCC order said. "We find, therefore, that the committee has

complied with our modified 316 application procedures announced herein and that application is approved."

Although the commission had directed the staff to prepare an item concluding that the committee's plans would "constitute a de facto transfer of control under Section 310 of the Communications Act," the order, reportedly at Patrick's insistence, asserts only that there would be a "cognizable transfer" of control under the meaning of Section 310. (In an interview, Patrick, who was reportedly "in the driver's seat" in this proceeding, said the order wasn't carving out a new sort of transfer; it was only asserting that, under the committee's plans, a transfer, under the meaning of Section 310, would occur.) "We believe that Storer's board has a sufficient degree of corporate control such that an abrupt change of the entire board under these circumstances requires prior commission approval under Section 310," the commission's order said.

Fowler dissented to the finding that a transfer of control would occur under the committee's plans. "The shareholders' ultimate control of a corporation is the only control cognizable under Section 310," Fowler said in a statement. "The change in Storer proposed in this case results from an exercise of control by the shareholders, not a transfer of control."

But Fowler said that since a majority found that a Section 310 transfer would occur, he agreed with Dawson and Patrick that "the neutral 'modified short-form' procedure adopted by the commission's decision, and not the long-form procedure, is appropriate."

Dawson dissented to the finding that a transfer of control would occur. But she said she agreed that no long-form application was necessary. "I see no reason why the commission would require anything other than an ownership report (Form 323) to report changes in a board of directors," Dawson said. "Even so, since a majority has found some kind of 'transfer,' I am willing to concur in the 'short-form' procedure, as outlined in the majority decision, to report 'insubstantial' transfers of control."

Dawson also said that, on the facts before the commission, Storer had not met the burden of proving its claim that de facto control doesn't lie with its shareholders. Among other things, she noted that in 1976, when George Storer, the company's founder, died and his stock was disbursed, the company informed the commission that de facto control had passed from George Storer to the general public. "This appears to be Storer's last representation to the commission regarding Storer's ownership until the present proxy fight," Dawson said.

In his own statement, Quello said he concurred with the finding that the committee was seeking a transfer of control. "I respectfully dissent to the majority view that this is not a 'substantial' change of control that is subject to the full provisions of Sections 309(b) and 309(d) of the [Communications] Act," Quello said.

Rivera said the committee's proposed "ouster" of Storer's constituted a transfer of control. "I dissent, however, from the memorandum's conclusion that the transfer is insubstantial and, therefore, that the public can be excluded from the examination process," Rivera said.

Rivera suggested a two-step procedure as a possible way to give the public an opportunity to participate and keep to a minimum the "potential dampening impact of the Communications Act upon the exercise of corporate democracy." In the first step, Rivera said, the FCC could do a "bare bones" review of the committee's qualifications before the proxy fight and grant a special or temporary authorization for the committee to succeed the incumbent board. A second, more intensive look—one the public given an opportunity to participate—could be taken after the new board was elected to decide whether the conditional authorization should be made permanent.

KKR will end up ahead of the game. Should Coniston succeed in its proxy fight, or if Storer should decide to accept a more attractive offer, KKR would be paid \$1 for each fully diluted share outstanding—19,390,000.

Meanwhile Coniston last week continued its campaign to obtain at least a majority of board seats at the upcoming shareholders meeting in Bal Harbour, Fla., on May 7. At a meeting in New York last Wednesday before roughly 60 securities analysts and other observers, the three partners—Oliver and Keith R. Gollust and Paul E. Tierney Jr.—and their investment bankers, Donaldson Lufkin & Jenrette, reiterated the case for liquidating the seven TV stations and cable systems serving roughly 1.5 million subs.

Donaldson analyst Dennis Leibowitz said that indications point to the current television station market being the "hottest." He added that the cable market was also good, even with the expected divestiture of Capital Cities Communications cable systems serving roughly one-third of a million subscribers, and the possible divestiture of Warner Amex, the sixth largest MSO.

The meeting also provided additional response to some claims made by Storer management that the Coniston liquidation would not provide shareholders with the \$90 to \$100 claimed by the "dissident" group. Disputing management's contention that Coniston had underestimated the tax burden to be incurred in a liquidation, the partners provided a letter from their counsel detailing some of the intricacies of the law: "This is the first proxy contest in which tax issues have played any role, and we hope it is the last," said Oliver.

Tierney, in response to a question, said that the partners still have no intention of being bought out by the company, saying that would violate "the whole thrust of our activity."

It was unclear whether KKR has intentions to merge the Storer television stations with its own stations, which comprise KTLA-TV Los Angeles; WTVJ(TV) Miami; WLOS-TV Asheville, N.C.; WWHT(TV) Newark, N.J., and satellite WSNL-TV Smithtown, N.Y. KKR recently sold KVOS-TV Bellingham, Wash., for \$25 million. BROADCASTING has also learned, and Tony Cassara, president of KKR's broadcasting operations, confirmed, that it has an agreement in principle to sell its WZZM-TV Grand Rapids, Mich., for over \$60 million.

By selling the station, KKR would eliminate any crossownership problem with WJBK-TV Detroit, owned by Storer. If KTLA-TV is not sold, then it is possible that Storer would have to divest itself of KCST-TV San Diego, a UHF NBC affiliate.

The firm has recently been taking bids on KTLA-TV, KKR's only independent, and there was at least the possibility that the Storer addition might change that. One reason suggested by observers for possibly selling the Los Angeles station was that KKR found it difficult to negotiate for syndicated product, having to compete with at least three other independents in the market, all of whom had the leverage of being part of larger indepen-

dent groups: Metromedia, RKO and Chris-Craft/United Television. With the addition of Storer's Boston independent, the motivation for selling the station might be lessened.

WWHT could make that a threesome of independents. The station and its satellite were under contract until April 1 to provide pay programming. Now Cassara said he is pondering the options: "We are currently meeting with two different parties on either a sale or joint venture."

As for merging the broadcasting operations, Cassara told BROADCASTING, "It is premature to say... with a deal of this size and complexity the whole world can change." He added that he had not been involved in the Storer negotiations.

At the Wednesday Coniston meeting, the partners also responded to the recapitalization plan, since abandoned, that Storer management had proposed on Monday at the time it initially rejected the KKR offer. That plan, valued by Coniston at roughly \$78 per share, would have bought in six million shares, or about 36% of the outstanding shares, in two stages. The first stage involving three million shares would have been for debentures with \$60 face value and \$40 in cash. The debentures, to mature in 10 years and callable after the third year, were to pay no interest for the first three years and 16% thereafter. The second phase involved another three million shares at the same terms but would have required additional financing including disposal of some assets.

At the time Peter Storer said, "This offer provides those shareholders wishing to dispose of shares at this time the opportunity to receive cash and a debt security of the company. Alternatively, shareholders can retain

their stock and share in the company's future." From the perspective of outsiders it was a defensive move to enable certain investors to quickly realize the 73% stock price jump registered by the company's shares since the beginning of this year. It was felt those who took advantage of the offer might also have been the most likely to give their proxies to the Coniston group. Indications are that the stock would have been Treasury stock and might not have been included in shareholder voting.

But it was not clear how successful the move might have been. There was no immediately available analysis on how the additional debt assumed to make the buy-back of shares would affect the remaining shareholders. At least publicly, Coniston was saying that at first glance, the proposal would not deter them. Gollust said the first round of the buy-back, which was to have taken place this week, would not have affected the returns to shareholders from a liquidation.

The feeling of many observers as of last Wednesday was that Storer's management might still be in trouble. Ed Platt, an analyst and portfolio manager for Bankers Trust of New York, stated his assessment cautiously: "In traveling around visiting institutions, management got a better feel of what people thought of the Coniston group and possibly that gave them cause for concern."

And even after the acceptance of KKR's offer there was still the possibility that more bids might be made for the company. TCI officials early in the week acknowledged an interest in Storer, but at a meeting with securities analysts in Denver several days later reportedly said they would not make a hostile bid on the company. □

## Cooke new variable in Multimedia equation

**Redskins owner is latest to make bid; his is \$63 per share and follows earlier ones by Lorimar and Wesray**

The founding family members of Multimedia Inc. have insisted that the company is not for sale, but somebody forgot to tell Jack Kent Cooke. The former chairman of Telemeter, the MSO sold in 1980 to Group W, issued a written release last Friday (April 26) that with his "affiliates" he had acquired more than 9.7% of Multimedia common stock and was intending to make an offer for the rest. He follows Lorimar and Wesray Corp. in making a bid for the company (Lorimar offered \$61 cash, Wesray \$60.)

Details of the offer were not yet known because if a tender offer filing (14-D) were made with the Securities and Exchange Commission it had not yet been made public. Cooke told BROADCASTING he could not comment beyond the press release. But he has been looking for media properties since last fall, according to sources familiar with Cooke, the owner of the Washington Redskins football team, New York's Chrysler building and numerous other real estate interests. Cooke, who was born in Canada, but was naturalized in 1960 by an act of Con-



Cooke



gress, is estimated by one recent report to be worth over \$600 million.

The ticker tape of Multimedia once again provided signs, early in the week, that something was afoot as the value of the company's stock continued its uninterrupted month-long rise and closed at record highs several times (in the upper 50's) on heavy volume. The heavy trading could have been caused by several things, among them purchases by Cooke or some other party or knowledge that Cooke had earlier in the week met with Multimedia management and directors to make an offer.

Those meetings, at which Cooke proposed to acquire the company at \$63 per share, were apparently kept secret, for when BROADCASTING asked Lorimar Chairman Merv Adelson, about the Cooke offer Thursday evening, he responded: "That's news to me... As far as I am concerned, the best deal is still the \$61 cash offer we have made."

On Friday morning, trading of Multimedia stock was suspended at which time the company announced the Cooke offer. That announcement also said that the four founding families had formed a pact not to sell to Cooke or Lorimar and to purchase enough additional shares beyond their current 42% holdings to enable their previously proposed recapitalization plan to succeed ("Top of the Week," April 15). The company also announced that the founding families had been joined by "certain shareholders in South Carolina who were instrumental in the founding of the company," effectively increasing the strength of their position. As an additional defensive measure, management said the company's directors had authorized the company to obtain a line of credit of up to \$300 million for share repurchases "if the board determines that such repurchases would be appropriate."

Where last week's maneuvering leaves the fairness committee of disinterested directors was uncertain. One reliable source said that Wesray Corp., the first outside party to express an interest in the company, upped its previous \$60 offer to \$62.50. Wesray's proposal would give both the founding families and management continued participation in the company, Cooke's offer is believed to involve just management, whereas Lorimar's offer, after continued discussions with Multimedia management, is still a \$61 straight cash offer. As a result of the new offers, Brown Brothers Harriman, which has been advising the committee, is reported to have withdrawn its previous opinion supporting the company's recapitalization plan.

The recapitalization offer, initially valued at \$54 per share, replaced the earlier leveraged buyout proposal of the founding families and management. It would have reduced the number of outstanding shares and increased the company's debt, while allowing current shareholders to continue owning a piece of the company. It provided several possible options for turning in current Multimedia shares including all cash, all notes or cash and a half share of stock in the new company.

There were some who thought that the

increase in stock price on Tuesday and Wednesday was due to a more positive evaluation by the investing community of the proposal.

Steve Becker, a principal with McCowan Associates, one of the largest institutional investors in Multimedia, according to recent filings with the Securities and Exchange Commission, was giving attention to the potential value of the half a share of new stock: "I would guess that investors are beginning to recognize that the half share to be received is a lot more valuable than roughly five and a half dollars (based on .527 per share in the newly capitalized company; each share to be initially priced at \$10).

"To do the recapitalization, the company will leverage itself to the hilt, but as they then pay off the debt and reduce interest expense the return could be in the 30% to 40% area (per annum) over a five-to-six-year period. I think that what the market is saying now is that the stock may be worth about \$20."

Donald Barhyte, Multimedia's chief financial officer, suggested that there was recent strength in the bond market that might have accounted for a higher evaluation of the recapitalization proposal.

With Cooke's offer, the lines between outside "third parties" and the founding families appeared even more clearly drawn. Whereas before there still seemed a possibility that some family members might be lured into breaking ranks, last week's announcement by the company seemed to foreclose that option. With more than 40% committed to

the recapitalization plan, it is not immediately apparent what a tender offer obtaining more than half the share would gain. Even with control of the board of directors, South Carolina corporate law permits a "merger, consolidation or exchange" only with two-thirds of the shareholders giving approval. Perhaps because Cooke is not believed to currently directly own any communications properties—he is still believed to be one of the limited partners in the Multimedia leveraged buyout—his owning Multimedia would not necessitate any consolidation.

According to a lawyer representing management, an exception to the rule exists if the affected company's by-laws allow it. But in Multimedia's case, he said, the two-thirds requirement is written into the charter of the company, and any change there would itself require a two-thirds vote of shareholders.

It was also uncertain last week how the new proposal and revising of other proposals would affect four shareholder suits filed in the Greenville County Court of Common Pleas. Initially objecting to the leveraged buyout proposal (BROADCASTING, Feb. 11), the suits were subsequently settled in principle when the fairness committee approved the recapitalization plan. As of early last week that was still the case, according to an attorney at Abbey & Ellis, the New York-based law firm representing the shareholders, who said that money was not the only consideration involved: "These shareholders also felt it was important to have a continued opportunity to be involved in the ownership of the company." □

## CBS begins to fight back

**Network files documents at SEC and district court alleging that Turner misrepresented finances for public offering last year as well as for current proposal**

Despite what it described as the "unusual complexity" of the Turner Broadcasting System proposal to take over the company, announced April 18 (BROADCASTING, April 22), CBS lost no time launching a counteroffensive. The first salvos were fired last week at the Securities and Exchange Commission and in the Southern District Court for New York, where CBS charged the TBS proposal violated numerous antitrust and securities laws and that TBS had lied about its own profit performance, not only to lure CBS shareholders to embrace the current exchange offer, but also to mislead current TBS shareholders when the company issued a public offering last December.

In a filing with the SEC, CBS reported that the company's board of directors met last Monday (April 22) and "unanimously determined that the proposed offer would be grossly inadequate and detrimental to the interests of the company and its shareholders." In a separate letter, CBS urged its shareholders to reject the offer. And a separate recommendation by the company's financial advisor, Morgan Stanley & Co., equated the TBS proposal to a "recapitalization of CBS" and,

in effect, a proposal for TBS to be acquired by CBS—in exchange for roughly 49% of the common equity interest in and 90% of the voting power of the much larger CBS. The exchange, concluded Morgan Stanley, "is grossly inadequate from a financial point of view" for CBS shareholders.

As CBS was launching its counteroffensive, arbitrageur Ivan Boesky sold more than half of his 8.7% stake in the company, realizing a profit of \$16 million, according to published reports. Boesky, who was the company's largest shareholder, now holds 4.3% of the outstanding CBS stock, according to a spokesman. Privately, CBS sources interpreted Boesky's move as a lack of faith in Turner's ability to succeed, although others saw it simply as a way of cashing in for considerable profit. In a prepared release, Boesky said that the TBS offer "should not be underestimated" and that he was "impressed with Mr. Turner's business record which clearly demonstrates that he is a skillful, tenacious and determined man." Boesky added he "may or may not" make further sales or purchases of CBS stock "depending on developments."

As for CBS's options, it ruled out a number of them in its SEC filing last week. Specifically, it said that "no negotiations are under way or are being undertaken by the company in response to the proposed offer which would relate to or result in... a merg-

**Congressional concern for CBS.**

Congress also had something to say about CBS last week. Six senators wrote FCC Chairman Mark Fowler calling on the commission to step up its role in overseeing Turner's bid for CBS. "We are appalled at the indifferent attitude which the FCC has displayed with respect to corporate maneuvering in the broadcast industry, most recently in the Storer Communications Inc., matter," wrote Senators Thomas Eagleton (D-Mo.), Wendell Ford (D-Ky.), Daniel Patrick Moynihan (D-N.Y.), James Sasser (R-Tenn.), Jeff Bingaman (D-N.M.), and John J. Exon (D-Neb.). "Now, there is before you the attempt by Ted Turner to take over CBS. If your past tendencies apply in this instance, you will let forth a huge yawn and say something brilliant like 'the broadcasting industry is no different than making and selling electric toasters.' We urge you not to do your big yawn in the Turner-CBS matter."

er or reorganization, involving the company or any of its subsidiaries; a purchase, sale or transfer of a material amount of assets by the company or any of its subsidiaries; a tender offer for, or other acquisition of, securities by or of the company; or any material change in the present capitalization or dividend policy of the company." Privately, inside sources contend, at this point anyway, that the Turner offer is so "ludicrous" that stockholders will reject it out of hand or that it will be thrown out by legal and regulatory authorities.

In its New York court filing last week, CBS charged that TBS made false statements, in both the current exchange offer and in a December public offering, about its financial position and results for 1982, 1983 and 1984. It said that TBS had overstated its assets and understated its liabilities, thereby overstating the stockholders' equity in the company as of Dec. 31, 1984, by approximately \$16 million. (TBS reported stockholders' equity at \$28.5 million at the end of last year.) If TBS had followed what CBS described as "generally accepted accounting procedures," TBS would have had a net loss of \$1.6 million in 1983, not the \$7 million profit it reported, while the company's reported 1984 net income would have been reduced from \$10 million to less than \$2 million, CBS said.

By way of explanation, CBS charged that TBS had overestimated the 1984 asset value of its earlier agreement to buy out and shut down Satellite News Channels by about \$9 million. CBS also challenged certain "deferred promotional costs" totaling almost \$6 million reported by TBS as assets. CBS said they should have been written off as expenses. CBS also challenged the way certain loans to TBS's Atlanta Hawks basketball team were accounted for. Concluded CBS: "Turner and TBS, having previously defrauded the investing public into purchasing TBS debt and common stock in the [December] public offering, are now attempting to defraud CBS shareholders and the investing public into exchanging their shares of CBS

stock for additional TBS debt and common stock."

CBS charged TBS with violation of federal laws prohibiting mergers or takeovers that lessen competition and monopolize competitive markets. CBS described the areas of competition between the two companies as news, entertainment and sports programming and the acquisition of such programming.

CBS also alleged TBS violated certain securities acts by divulging its proposed offer to some stock speculators "and others," including supporters of Fairness in Media, before the offer was made on April 18, but denied publicly that any such proposal was in the offing. As a result, CBS said, speculator activity caused CBS's stock to "gyrate wildly," rising more than \$20 per share to \$122 and then falling to \$106 on the day the proposal was made public. As a result, CBS said, many of the company's shareholders were hurt financially. CBS also charged that TBS's claim that its unit of debt securities being offered for each share of CBS stock is worth \$175 is "false and misleading," although it did not state what it believed to be the true value of the units. Analysts, however, have guessed they are worth anywhere from \$120 to \$160.

Aside from what the company contended were the long-term negative financial implications of the proposed takeover itself, CBS said in its letter to shareholders that Ted Turner's past behavior, specifically, a number of racial and ethnic slurs made by Turner in the press, would "undermine the CBS network's present broad acceptance by the American public." The statement cited several quotations ascribed to Turner. One quote appearing in the *Atlanta Constitution* in 1977 had Turner referring to a sports agent, Jerry Kapstein: "You should have some reason to dislike a guy besides the fact that he wears a full length fur coat and is a Jew." CBS also cited the widely publicized incident with Jesse Jackson in June 1982, when Jackson complained of slurs against blacks made to him directly by Turner. Another quote in *Playboy*, August 1983: "Once you've seen a bunch of tits, they're all the same, no different. They look like cows udders."

Commenting last week on CBS's rejection of the proposed Turner exchange offer, TBS issued a statement last week saying simply that it came as "no surprise." As to the CBS allegations that the TBS financial statements over the last three years were stated improperly, a TBS spokesman responded, "Our figures are certified by Price Waterhouse," a well known accounting firm. As to CBS's reference in its letter to shareholders to the reported slurs by Turner, the spokesman said, "We will not dignify the mudslinging by CBS with a response."

CBS is busily preparing additional court suits, follow-up SEC presentations and FCC comments, now due May 22. One CBS source involved in preparing the company's countermeasures said the FCC filing will probably focus "heavily" on the financial aspects of the proposal and the related issue of TBS's financial ability to carry out the offer successfully. □

## Intelsat contacts with Congress challenged by competitor

**Panamsat says rate payers shouldn't pay for what it calls lobbying of congressmen over separate systems issue; Fowler and Colino exchange letters of U.S.S.R.**

A Washington law firm retained by Intelsat made hundreds of contacts with members of the Senate and House of Representatives and their staffs during the six-month period ending March 8, all, apparently, on the issue of whether the U.S. should authorize separate satellite systems to compete with Intelsat. The Foreign Agents Registration Act filing of Preston, Thorgrimson, Ellis & Holman was submitted to the FCC by Pan American Satellite Corp. in connection with its complaint that the Communications Satellite Corp., through the rates it charges, is improperly financing "a vigorous lobbying campaign" against U.S. policy supporting the establishment of separate international satellite systems. Panamsat, one of five applicants seeking commission authority to establish a separate system, has petitioned the commission to prohibit Comsat, the U.S. signatory to Intelsat, from making any payments to the global system that would represent a portion of the alleged lobbying expenditures. Panamsat has also asked the commission to bar Comsat from including in its rate base "any lobbying expenses, whether incurred by Comsat or by Intelsat."

In another Intelsat-related development last week, an exchange of letters between Intelsat Director General Richard Colino and FCC Chairman Mark Fowler surfaced revealing hostile feelings between them regarding Fowler's testimony before a congressional committee last month. Colino took exception to Fowler's reported statements that Intelsat management is "stirring anti-Americanism" and is "opening its arms to the Soviet Union," and asked Fowler to correct his "misperceptions" on the public record. Fowler took nothing back; instead, he explained the statements to which Colino objected in terms of what Fowler said is Intelsat's "inconsistent" approach to the establishment of separate international satellite systems, one in which he feels U.S. proposals are greeted with less warmth than the Soviet Union's.

As for the issue raised by Panamsat, Intelsat and Comsat say the activities of law firms and others in Intelsat's behalf are "educational," not lobbying. And Preston, Thorgrimson, in answer to a question on the FARA form, described its activities in behalf of Intelsat as "educational"—to inform members of Congress and their staffs of Intelsat's role and to explain the impact authorization of the five proposed systems would have on Intelsat. But in response to a preceding question, as to whether it had en-



gaged in political activity in behalf of Intelsat, the firm answered, "yes."

All told, the FARA filing listed 13 senators and 35 representatives, as well as their staffs, whom Preston, Thorgrimson contacted. A number of the contacts listed referred to efforts to obtain "support for Intelsat." An example: "1/23/85. Telephone conversation with Roger Majak [staff director of the House Subcommittee on International Economic Policy and Trade] re support from Congressman [Don] Bonker [(D-Wash.), chairman of the subcommittee]; telephone call with Drew Pettus [administrative assistant to Representative Al Swift (D-Wash.)] re Swift support for Intelsat..." Several entries in October reported contacts with members of Congress that were made in an effort to obtain signatures for a "Dingell"

letter. The letter, presumably, was one Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, sent to President Reagan in mid-October. The letter contained the signatures of 50 other House members and asked the President to defer a decision on authorizing separate systems until Congress had an opportunity to act on the matter. The President acted in November.

Panamsat has claimed Intelsat spent at least \$560,000 during the first 10 months of 1984 "to lobby against the establishment of separate international satellite systems." Panamsat also said it believes much of a \$1.8 million expenditure Intelsat attributed to "professional fees" as of Dec. 31, 1984, in 1984 was spent on lobbying. (An Intelsat official has said only \$300,000 of that

amount was spent on "dissemination activities." Given such figures, however, Preston, Thorgrimson, according to its FARA filing, would appear to be one of Intelsat's lesser auxiliaries. It reports four Intelsat billings for "legal fees" between Oct. 1, 1984, and Jan. 8, 1985, that total \$34,337.

Colino, who initiated the exchange of letters with Fowler on April 2 as a result of the chairman's testimony before two subcommittees of the House Foreign Affairs Committee, in March, said charges of "stirring up 'anti-Americanism' will serve the conduct of serious and meaningful debate over a major U.S. national policy initiative with tremendous international repercussions." Such remarks, he said, "involve a misperception, mischaracterization, misinterpretation and significant misunderstanding of the Intelsat

## Putting together the pieces for a run at C-band direct

A major new television marketplace is about to open up and Holmes Harden wants to be in on the ground floor.

The market: almost a million backyard earth stations whose honeymoon of free cable network programming is expected to come to an inevitable end.

The Harden concept: a nationwide marketing service that would scramble services on their way up and descramble them on the way down—free for cable systems and for a fee to those individual earth station owners.

Harden has been working on the plan since mid-1984 and by last week felt he almost had a critical mass in his corner. He has been able to persuade 15 cable networks to sign "letters of intent" to participate in his C-band direct service, and—equally important—arranged with Citicorp for a \$50-million financing package. Harden won't say which



Harden

networks have signed letters of intent, but The Nashville Network (Group W Satellite Communications) and superstation WGN-TV Chicago (United Video) reportedly are among them. The missing links at the moment: ESPN, CNN and MTV.

"They are the key to this marketplace," Harden said during a visit to BROADCASTING's offices last week. "To the best of our knowledge they have signed with no one. We believe their decision will be critical in determining which packager or packagers enter this marketplace."

Harden considers at least two of the three basic services more important to his plans than any of the pay cable services. ESPN and CNN, he said, are characterized by very high fixed costs. "We can't find anyone to put up a replacement service for either one of those services," he said.

If HBO and Showtime/The Movie Channel continue to refuse to participate, he said, "we intend to put up our own premium movies service because we can do that because that is a low fixed-cost operation with high variable costs... We will have to pay for premium product on a per subscriber basis far more than HBO and Showtime have to pay. We understand that and if necessary we will put it in our package as a loss leader."

Harden, a 47-year-old former executive vice president of Warner

Amex Cable Communications and Warner Amex Satellite Communications Co., has been approaching cable networks over the past six months offering to cover the cost of scrambling (and descrambling at cable headends) their C-band satellite feeds in exchange for the right to market their signals to the some 800,000 owners of backyard earth stations. Once the signals are signatories, the newly formed Satellite Broadcasting Corp. (SBC), of which Harden is president and chief executive officer, would offer a package of networks to the dish owners for between \$20 and \$40, depending upon what signals are available and what signals the subscriber wants.

Because the programming, satellites and earth stations are already in place, Harden believes he can create his service for less than the cost of a single conventional urban cable system—between \$75 million and \$100 million. His only major expenses are the descramblers that will be sent to the networks' cable affiliates—subscribers will have to buy their own—and the computer center for authorizing and controlling the descramblers and for sending out bills to the subscribers.

The real obstacles to SBC's moving ahead and securing agreements with the key basic networks and other programmers, according to Harden, are certain cable operators and programmers who want to control the C-band direct business themselves and who see no reason for cutting in Harden or anyone else as a middleman.

According to Harden, several of the nation's largest MSOs, headed by Tele-Communications Inc. and American Television and Communications, have been trying to form a consortium to exploit the C-band direct market. At the same time, he said, Showtime/The Movie Channel Inc. has been attempting to persuade other cable programmers to join its services (Showtime and The Movie Channel) in a C-band direct package. (Home Box Office had once tried to take the lead, but it now appears to be working with the cable operators.)

Given the current situation, Harden believes he must persuade the cable operators that it's in their best interest to turn the market over to an "independent" like SBC, and he has hired former National Cable Television Association President Tom Wheeler to help make his case. If Harden and Wheeler can win over the operators, they not only eliminate a major competitor for the C-band direct market, but they also acquire powerful allies in lining up cable programming and knocking out Showtime/The Movie Channel.

Harden said that if the cable operators persist in pursuing the market they risk opening themselves up to charges of anti-competitive behavior and legislative and legal action against them. He said they will also burden themselves with at least part of the expense of scrambling, a burden that SBC is more than willing to bear.

Would this be the real beginning of DBS? Yes, Harden agrees, although that's not the immediate target in his sights. What he would like to become is the equivalent of the nation's largest single cable system. And what do the cable networks stand to gain from all this? "Over the next 10 years," says Harden, "they would gain \$2.2 billion in royalties from the plan we propose. That's also what they have to lose if this market isn't captured."

organization, its agreements and the relationship among and between its sovereign member nations and their telecommunications organizations. There can be destructive repercussions, not only for Intelsat, but also for relations between the United States and its telecommunications partners in a wide variety" of forums. As for Intelsat's dealings with the Soviet Union—Colino met with the Minister of Communications in Moscow in March—Colino noted that the Intelsat Agreement explicitly provides that any member of the International Telecommunication Union may join Intelsat by accepting

its agreement and that U.S. policy since 1962 has been to encourage the Soviet Union to join Intelsat.

Fowler, in his response, said he was not passing judgment on Intelsat welcoming the Soviet Union into Intelsat membership. Rather, he said his congressional testimony reflected concern over what he saw as inconsistency of approach. He said reports of Colino's visit to Moscow indicated that Intelsat would "willing, and without prejudice, enter into coordination procedures for the Intersputnik system. On the other hand," he added, "there are clear indications that Intelsat

management has been and continues to be predisposed against the international satellite systems currently proposed in the United States, although there has been no formal initiation of coordination procedures by the United States. . . ." He said it was "incongruous" that Intelsat would be willing to initiate coordination procedures with Intersputnik, Intelsat's "largest competitor," when Intelsat management "continues to cast doubts about the U.S. commitment to the Intelsat system," even before the U.S. had completed its review of the U.S. applications for separate systems. □

## THE BATTLE FOR PRIME TIME TELEVISION

# Fiercer struggle for shrinking market

For the sixth straight year, CBS-TV has won the prime time season race. But the big news, although no surprise, was, as one program analyst put it, "the great turnaround at NBC and the collapse of ABC."

For the first time in 10 years, NBC broke out of the cellar with a performance that left ABC in the dust and prompted many to wonder if NBC's momentum may continue into next season giving CBS a serious challenge for first place. Even B. Donald Grant, president, CBS Entertainment Division, acknowledged that "without question, it will be an extremely close season next season," if NBC conjures up another super hit like *The Cosby Show*, which debuted last fall and ended up as the third highest-ranked program of the season.

Brandon Tartikoff, president of NBC Entertainment, explained the network's success this way: "Certainly you can't mention us going from third to second without paying tribute to *Cosby* and what that did on Thursday night. But what shouldn't be forgotten is we went up on every single night of the week over a year ago. And I think what that represents is a maturing—in the nice sense of the word—of our rather young schedule."

Shows such as *Cheers*, *Family Ties*, *Remington Steele* and *St. Elsewhere*, noted Tartikoff, all scored their highest ratings ever. "The success of *The Cosby Show*, *Miami Vice* and *Highway to Heaven* contributed," Tartikoff said, "but if they had been succeeding while other shows we had relied on in the past were collapsing, we wouldn't have made the progress that we did."

The NBC-ABC flip-flop came during a season of further network audience erosion. For the first time ever, the combined network rating in the 30-week season sank below 50% to an average 48.5, a decline of 3.2%. That represents an audience drop of about 800,000 households in any given minute of prime time to about 41.2 million households. The three-network share also dropped again this year, by 2.8% to an average 76.6. The declines were attributed by network executives to increased competition, primarily from cable-originated services, and, to a lesser extent, to more aggressive independent television programming. Prime time levels of homes using television were down only slightly, from 63.6% last season to

63.3% this season, a drop of slightly less than 0.5%.

As for the season-ending numbers, CBS averaged a 16.9 rating and a 27 share, down 6% from a year ago. NBC finished a strong second with an average 16.2/26, representing the only improved performance over last year, up 9%. ABC dropped 10% to a 15.4/24, its worst performance since the 1956-57 season.

NBC was also the only network to improve its season-long regular-series program numbers (excluding series that aired six or fewer times), averaging a 15.8/25, up 8.2% from a year ago. The CBS regular-season lineup averaged a 17.5/28, down 6.5%, and ABC's regular-season lineup was down 10.2% to a 15.0/24. CBS won 21 of 30 weeks, while NBC won five and ABC two. There were two ties. Despite the declining performance of its regular series, CBS still held almost a two-point lead over second-place NBC and a two-and-a-half-point lead over ABC in series showings. CBS executives last week touted their regular schedule's performance as most consistent. The average variation in CBS's weekly regular-season performance was plus or minus 6.7%, compared to plus or minus 8.8% for NBC and plus or minus 9.5% for ABC.

On a night-by-night basis, NBC improved its numbers across the board. But CBS dominated Fridays and Sundays, while NBC captured Tuesdays, and gave CBS some competition on Thursdays, winning 10 times, compared to CBS's 19 times, and Mondays when CBS won 16 weeks, NBC eight weeks and ABC six weeks. ABC held on to Saturdays and Wednesdays.

The last place network claimed the top-ranked regular-series program this season. ABC's *Dynasty* took the honors for the first time in its four-year life, with an average 25/37, beating out second-place *Dallas* on CBS, which averaged a 24.7/39. *Dynasty*, however, was ABC's only program in the top-10 ranked programs.

CBS's *60 Minutes*, which ranked first or second in the four previous seasons, dropped to fourth place with a 22.2/35, down two full rating points and three share points from a year ago. Rounding out the top-10 were NBC's *Family Ties* (22.1/33) and *A Team* (21.9/33), and CBS's *Simon & Simon*

(21.8/33), new *Murder, She Wrote* (20.1/30), *Knots Landing* (20/33) and *Falcon Crest* (19.9/34).

ABC had only two programs in the top 20 and a total of five in the top-30 ranked shows. CBS had six of the top 10, 11 of the top 20 and 13 of the top-30 shows. NBC captured three of the top-10, seven of the top 20 and 12 of the top 30.

The biggest success story among new shows was NBC's *The Cosby Show*, which ranked third by season's end with an average 24.2/37. And CBS's *Murder, She Wrote*, which came in eighth, enabled the network to regroup on Sunday and solidify its hold there, switching out two situation comedies—*The Jeffersons* and *Alice*, which were fading fast.

Other new shows performed well this season also, speaking well for network program development. Four new programs made it into the top 20, including third-ranked *Cosby*, eighth-ranked *Murder, She Wrote*, CBS's *Crazy Like a Fox*, which ranked 11th with a 19.9/34 and NBC's *Highway to Heaven* which came in 18th with an average 17.7/26. Rounding out the top five new programs was ABC's *Who's the Boss?* which came in 30th with a 15.7/23.

As for program trends, situation comedies appear to be making a comeback and it's likely the networks will make even more room in their schedules for them next year at the expense of action-adventure programs, which seem to be trending downward in the ratings. David Poltrack, CBS vice president, research, suggested last week the appearance of six half-hour comedies in the top 20-ranked programs (10 in the top 30) represented a "real turnaround" for that genre. Last year, no comedies appeared on the top-20 list.

While there were more comedies in the top 20 this year, collectively sitcoms were off in the ratings, and remained at about the same percentage of the schedule as last year: 16%. The collective decline, said Poltrack, is probably due to "some natural kinds of erosion" among some of the older shows that are weakening, although the hotter comedies, such as *Family Ties*, *Cheers* and *Neuhart*, were all up in the ratings. The networks, he suggested, may start to move away from the action-adventure program



form next season, because the genre underperformed this season in relation to the development dollars invested in it. "This was where all the money was being placed last year," he said. Action-adventure shows accounted for 29% of this season's schedule, compared to 25% last season. "Based upon some fairly substantive audience erosion [the three-network ratings average for action-adventure programs was off 6.5%], I think we may see some movement away from the action-adventure show," or perhaps some modification in their presentation, he said.

As for next season, CBS's Grant acknowledged that the network hopes to develop additional comedies for its lineup. "I hope so," he said, noting he has reviewed a number of comedy pilots already and, "I've seen some good ones so far." Of the six comedies in the top 20, two belong to CBS: 16th-ranked *Kate & Allie* and 17th-ranked *Newhart*. The other four belong to NBC: third-ranked *Cosby*, fifth-ranked *Family Ties* (which *Cosby* helped to make a bona fide hit this year by delivering a substantial lead-in audience), 13th-ranked *Cheers* and 19th-ranked *Night Court*.

Grant said it was unlikely CBS would try to go head-to-head on Thursdays with a comedy, newly developed or otherwise, against *Cosby* at 8 p.m. But he said that *Magnum P.I.*, which was hurt in the ratings by *Cosby*, may be switched out of the Thursday 8 p.m.-9 p.m. slot, perhaps to Tuesday or Wednesday.

If NBC can somehow come up with one more strong comedy along with perhaps two additional solid programs, said NBC's Tartikoff, the network, he feels, will "cement down what I feel is a very strong schedule."

Tartikoff said the network needs at least one strong comedy for placement "perhaps" in the middle of the Saturday evening schedule, and didn't rule out adding other new comedies elsewhere. But in addition to anchoring Saturday's lineup with a strong comedy, he said he was looking for a dramatic series for the middle of the Friday night schedule and one other program (perhaps the Steven Spielberg dramatic anthology, a pilot for which Tartikoff was to have reviewed late last week) to plug into the middle of Sunday.

Tartikoff is reluctant to predict NBC's performance in next season's race. "There are a lot of factors that you can't call at this point," he said. "In order for us to be in contention next season, we've got to maintain the ratings base of the shows we've renewed [about 16 of 22 program hours] . . . The other factor which I particularly can't call is how strong the competition is. If somebody across the street comes up with a hit some place, it could change a night." Having said that, however, Tartikoff claimed that NBC has "outdeveloped CBS and ABC" in the last four or five years in terms of the number of new shows that have made it to the top 20.

Collectively, network mini-series were down 15% in the ratings this season, with many suggesting that perhaps viewers are being bombarded with too many hours of mini-series programming—usually coming in clusters during the sweeps periods—to watch anywhere near all of it. Grant of CBS said the networks have to do something or they "may beat this attractive form into the ground." Grant acknowledged he was "quite disappointed" by the ratings for *Space*, the five-part mini-series that aired the week of April 15 and averaged a 16.8/27. He attributed *Space*'s poor performance at least in

part to the fact that NBC's five-part *A.D.* had aired just two weeks earlier (averaging an 18.2/30). The solution? "We plan to be even more selective [in choosing mini-series fare] next season," said Grant. He also indicated CBS will probably cut back on the total number of mini-series hours from the roughly 40 hours this season to perhaps 30 hours next season.

NBC outperformed both CBS and ABC in the mini-series department, said NBC's Tartikoff, and the network has no plans to cut back on mini-series. But he said NBC has a plan to spread its mini-series within next season's schedule in such a way as to help keep "the mini-series from stacking up against each other." NBC has budgeted 40 to 42 hours of mini-series programming.

It's a safe bet there will be more general dramas on the air next season, as CBS and NBC have already announced plans to develop such programs for their schedules. The general dramas, such as *St. Elsewhere* and *Murder, She Wrote* accounted for 8% of this season's prime time schedule, up a percent from last year. Collectively, they are up in ratings too, averaging a 14.5 rating for the season, up almost 10% from a year ago. In addition to NBC's plans of developing a new dramatic anthology program by Steven Spielberg, CBS is planning a remake of the old Rod Serling classic, *Twilight Zone*.

Prime time soaps continue to perform solidly in the ratings. They accounted for 9% of the prime time schedule, the same as they did a year ago. Despite some "very slight erosion," said Poltrack, and the failure of two efforts, NBC's *Berenger's* and ABC's *Paper Dolls*, serial drama "continues to be the dominant form in terms of performance." □

## A win for First Amendment; a break for daytimers

The First Amendment is alive and well at the FCC.

The commission made that perfectly clear last week. It did designate the renewal application of KMCS(FM) (formerly KTTL(FM)) Dodge City, Kan., for comparative hearing with the competing application of Community Service Broadcasting Inc. But in so doing, it refused to designate programming issues against the station, which had broadcast attacks on Jews, blacks and other minorities.

On another tack, the FCC amended its rules to permit full-time operations on the 14 Canadian, Mexican and Bahamian AM clear channels. Under the commission's order, the 519 AM daytimers operating on those channels will be permitted to operate at night with up to 500 watts. The FCC hopes to be able to notify the daytimers on the Canadian clears of their nighttime power authorizations by the end of the summer (agreement with Canada has already been reached). AM daytimers operating on the Bahamian and Mexican clears will have to wait until negotiations are completed with those countries.

■ Not only did a competitor file on top of KMCS, owned by Nellie and Charles Babbs. But a variety of others, including the National Black Media Coalition, the Anti-Defamation League of B'nai B'rith and the Kansas attorney general, had filed petitions to deny and informal objections to the station's renewal. Chiefly at issue were the station's broadcasts of the taped remarks of two men who were described as paramilitary evangelists associated with a group called the Posse Comitatus (BROADCASTING, May 30, 1983).

In refusing to designate programming issues, the FCC cited the First Amendment and Section 326 of the Communications Act, which the commission said prohibited it from the censoring of broadcast material or interfering with the licensee's discretion in selecting and broadcasting particular programming. "Unless speech, no matter how abhorrent, creates a clear and present

danger of serious evil that rises far above the public inconvenience, annoyance or unrest, or is aired in violation of the Communications Act or [the FCC's] regulations, [the FCC] [will] not punish licensees for airing it," the FCC said in a press release.

With Chairman Mark Fowler dissenting on this point, the commission, in addition, designated an issue on whether the licensee violated commission regulations requiring the maintenance of issues/programs lists. Although some sort of issues/program list was apparently filed with the commission, that was said to have been "incomprehensible." Commissioners Henry Rivera and Dennis Patrick both said they were reserving their votes on whether an issue should be designated to determine whether the licensee had met the nonentertainment needs of the community.

■ According to Jonathan David, an attorney for the Mass Media Bureau, the night-time power authorizations for AM daytimers on the foreign clear channels should amount to about the same, or something less, than the post-sunset authorizations AM daytimers already have received. The daytimers won't have to apply; the FCC will notify them of their power authorizations. But before beginning operations, the licensee will have to provide "limited" engineering data indicating their intentions.

Those daytimers on the Canadian clears (except 540 khz, which is also a Mexican clear channel) could receive word of their power authorizations by the end of summer. Authorization for those operating on the Bahamian and Mexican clear channels will be delayed until negotiations are completed with those countries. The next negotiating session with Mexico has been set for early July "and we hope to make a lot of progress on the substantive issues," David said.

The FCC said it also will provide an opportunity for new stations on these channels, also with a maximum power of 500 watts. The best guess is that there will be room for about 40 newcomers.

**THIS FALL  
ALL NELL  
WILL BREAK LOOSE  
ON 95 STATIONS.**



**IF YOU'RE NOT ONE OF THEM,  
HEAVEN HELP YOU!**

**GIMME A BREAK  
STARRING NELL CARTER**

**110 half hours**

**An Alan Landsburg Production**

**MCA TV**


© 1985 Universal City Studios Inc. All rights reserved.



# FLAMINGO

---

**THE STEAMY,  
SIZZLING  
SUMMERTIME  
SOLUTION!**

A close-up photograph of a hand holding a camera, positioned on the right side of the page, partially overlapping the main text.

**39 Episodes**

---

**2 Runs**

**LORIMAR**



# ROAD



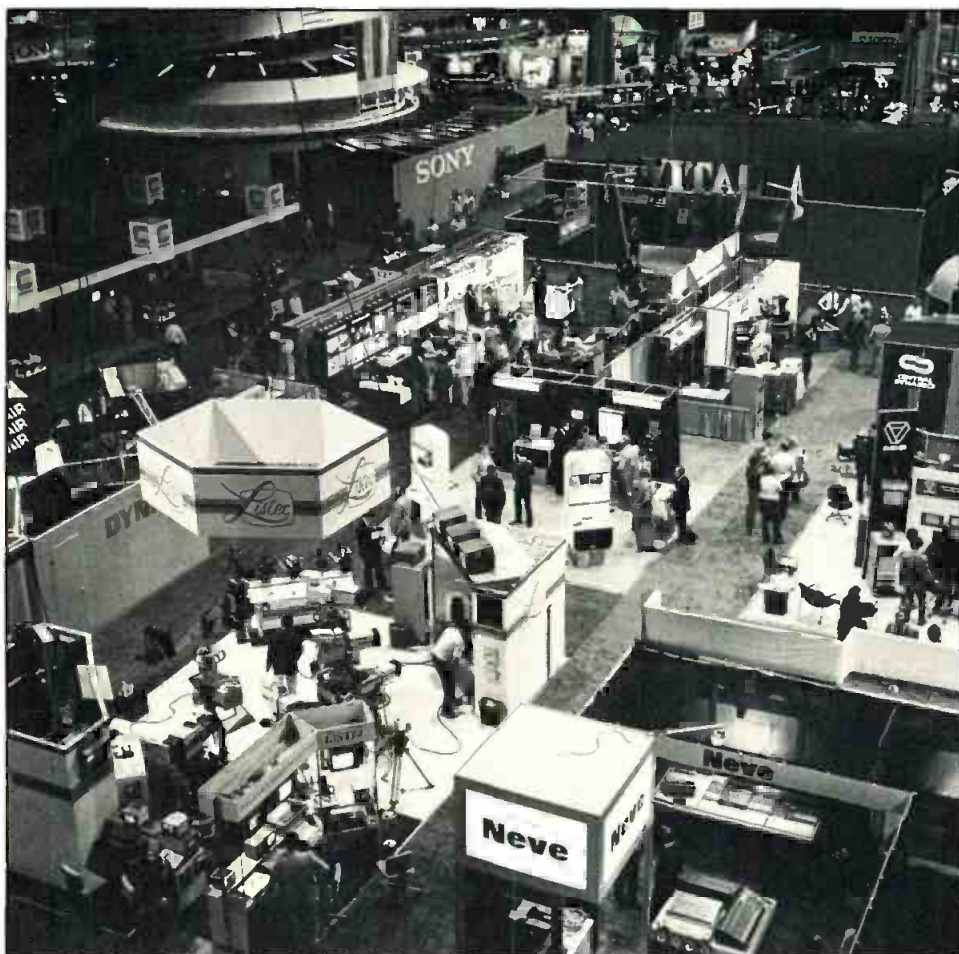


# N

# A

# B

# 85



## Getting technical in Las Vegas

Although the 1985 National Association of Broadcasters exhibition at the Las Vegas Convention Center will not be recorded as a watershed in the technological history of television and radio, the three-and-a-half-day show demonstrated for the thousands that streamed through the booths and aisles of the cavernous exhibit halls that technology continues to evolve at a blistering pace.

There were few major developments or products to excite the engineers. "In general," said Mike Fisher, director of equipment planning, broadcast operations and engineering, ABC-TV, "it was a catch-up year, with new features for old products." Otis Freeman, the top engineer for Tribune Broadcasting, was unable to turn up "anything really new" on his tour of the exhibit floor. "There were better ways to do things, but no breakthroughs."

But, as Karl Renwanz, head engineer at WNEV-TV Boston suggested, broadcasters should, perhaps, no longer expect a few "breakthroughs" to dominate a show. "It used to be, 10 years ago, that RCA or Ampex would have a surprise, and that would become the talk of the show," he said. "Those days are gone because of the diversity and power in the small companies. . . . Overall, there were plenty of innovative things."

One trend spotted by John Owen, engineering vice president for Taft Broadcasting, is

# AM Stereo Without Compromise



## C-QUAM<sup>®</sup> AM Stereo System by Delta Electronics, Inc. FCC Type Accepted

Delta Electronics, Inc. introduces the ASE-1 AM Stereo Exciter and ASM-1 AM Stereo Modulation Monitor: FCC type-accepted C-Quam System transmission equipment for the AM Stereo broadcast market. C-Quam is the *Compatible* Quadrature Amplitude Modulation system developed by Motorola, Inc. C-Quam is the system of choice for more than 200 U.S. stations plus additional Canadian stations. Users range from kilowatt day-timers to full-time network flagships. These stations report enthusiastic response from listeners using multimode and full C-Quam stereo receivers as well as typical monophonic receivers. The key is compatibility without compromise. All listeners, stereo and mono, receive a clear signal with low distortion. Delta's twenty-year leadership in the

field of broadcast instrumentation solidly backs this technological advance.

The proliferation of receivers from GM's Delco Electronics, Inc., MacIntosh Labs, Sherwood Electronics, Chrysler Corporation, Concord Electronics, Samsung Electronics and others not yet announced, is creating a sizeable C-Quam audience. With the outstanding performance of this equipment, you can be sure that the audience will *stay* tuned to your Delta C-Quam AM Stereo transmission system.

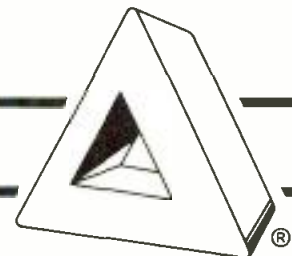
For additional information, contact Bob Bousman at (703) 354-3350.

C-QUAM is a registered trademark of Motorola, Inc. Manufactured under license from Motorola, Inc.

---

## DELTA ELECTRONICS

5730 General Washington Drive, Alexandria, Virginia 22312  
Telephone: 703-354-3350 • TWX: 710-832-0273 • Telex: 90-1963





"integration"—the combining of several related products or functions into one system or box.

Automated video cart machines drew a great deal of interest at this year's exhibit, as manufacturers raced to provide broadcasters with a new generation of spot players. Although the success of a number of these new systems may ride on the competitiveness of the half-inch tape format they use, either M or Beta, a variety of other considerations, such as developments in digital video, have also become factors.

RCA, which one engineer proclaimed to be "back among the living," introduced a replacement for its 15-year-old TCR-100 videocassette machine—Silverlake (TCR-500). The multicassette machine houses 281 M-format, half-inch cassettes which are loaded into cassette players by a robotic arm with four "grabbers" which were developed by Odetics, a company based in Anaheim, Calif.

According to RCA, the unit, which comes equipped with between four and six M-format players, can handle a 1,000-line play list and has an on-line programing capacity of up to 93 hours. Using a bar code label to identify only the box number of the cassette, the system's data base stores the house ID number, title, duration information etc., and can store up to 65,000 cassettes. Deliveries are slated to begin in the first quarter of 1986, with a base price for the TCR-500 of \$240,000, the company said.

Not to be outdone, Sony Broadcast, which last year introduced the robotic arm concept with its Betacart multicassette system, showed further refinements for its product, including new off-line playlist software which allows operators to key in an entire day's events. Also introduced were a new remote monitoring switcher controller, improvements in servo response, a new serial-to-parallel interface and a manual bar code reader enhancement.

Asaca introduced its own automatic cart system with a mechanical elevator-insert/eject arm, which uses four half-inch decks of either Beta or M formats and has the capacity to hold up to 600 cassettes. Other new systems were shown by Matco, whose Station Automation Sequencer is used by Panasonic in its MVP-100 system, and Data Communications Corp., with its new Bias Master Control Automation product.

Numerous broadcasters were excited by one particular development in spot players, even though no actual hardware was shown, and that was the new Ampex video cart machine designed to replace its decade-old ACR-25. Designated ACR-X, the new digital video system was shown in demonstration tapes privately to current ACR-25 users and other prospective customers. The unit will use a videotape cassette based on the new digital 19 millimeter standard being worked on by the Society of Motion Picture and Television Engineers and the European Broadcasting Union, with quality exceeding Type C one-inch tape and a life expectancy of over 1,000 operations, Ampex claimed.

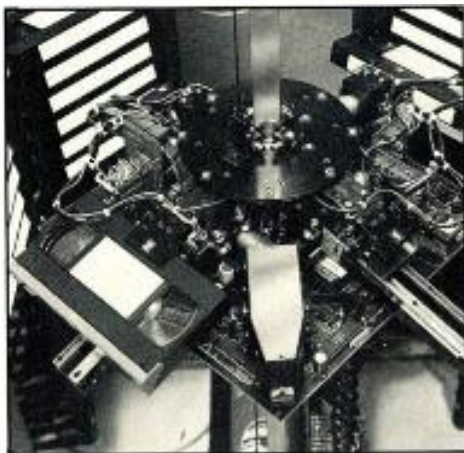
The company's goal for the multitransport system, which accommodates over 200 cas-

settes on-line, is to exceed ACR-25 reliability by 10 times and have the price tag stay in the same range as the earlier machine. Actual hardware will be shown at NAB 1986 in Dallas, it added.

### **Half-Inch In The Studio**

Outside of spot players, one notable videotape recorder development was Panasonic's new half-inch M-II format, which the company emphasized as a potential contender for the one-inch market. An M-II studio VTR, the AU-600, was demonstrated using a metal particle tape, and providing a 65-minute record/play time, with up to 90 minutes possible. Priced at under \$50,000, the system is not directly compatible with M-format products, but is easily interfaced with M products, as well as Beta, three-quarter-inch and one-inch format units.

M-II appears at least to have gained the eye of potential customers, although numerous questions were raised regarding the use of metal heads and metal particle tape (a first for a broadcast product), as well as when a more fully developed system, especially for



RCA's Silverlake

the field, would be forthcoming. But likely to contribute to confidence in the new format is the fact that over 90 have already been delivered by Panasonic's parent, Matsushita, to Japan's national broadcasting service, the NHK, and another 150 are under order.

Sony seemed to maintain its psychological, if not literal, lead in the battle to bring small format technology to broadcasters (the company now claims users at 52 independent TV stations, 33 broadcasting group facilities and 129 production houses). Bolstering its position was the introduction of several new products for what it terms its fourth-phase Betacam equipment rollout. Included were a pair of new half-inch recorders, the BVW-25 field recorder/player, modeled after the BVU-110 U-matic recorder, and the new Betacam BVW-15 stand-alone front-loading studio player with dynamic tracking capability, derived from its BVW-11 Betacart player predecessor.

Among other new VTR's was JVC's front-loading three-quarter-inch unit. Ampex also showed at its first NAB the previously introduced VPR-6 VTR.

Whether quarter-inch video is dead was a question many potential users seemed to be

asking at the exhibit, and the answer appeared to depend on who you asked. Although the possibility for a single, voluntary standard system may be growing increasingly remote (and that could hurt quarter-inch in relation to half-inch equipment sales), one manufacturer, at least, believes interest in the format still is widespread.

According to a Bosch representative, the next step for quarter-inch technology must be to "fight it out in the field," seeking a marketplace standard for one of two incompatible systems (not unlike the half-inch situation). Bosch hopes to take some of the 500 inquiries it is said to have received about its Quartercam system at the show, and begin a full demonstration program for stations, beginning deliveries in September, the representative explained.

Whether disillusionment with the standards process is likely to dampen interest is something only the market can decide, the source added. The company apparently believes that many broadcast stations don't need a SMPTE standard to buy a system, they're just looking for small, lightweight, economical, reliable solutions to ENG problems.

Hitachi is still apparently not taking orders for its own quarter-inch recorder, which was a tentative SMPTE standard until it failed to meet user quality requirements earlier this year. Although representatives could not be reached following the show, one did comment during the exhibit that the company believes it would be advantageous to continue the SMPTE standardization process. Even though it could slow sales in relation to half-inch systems, "the alternative of trying to sell nonstandardized systems is worse."

In the less controversial area of VTR accessories, a variety of new products, including several time base correctors, made their first showing at the exhibit. Sony plugged a plug-in TBC for its one-inch VTR's, as well as a new U-matic machine TBC, and Ampex introduced a TBC for use with its one-inch VPR-80 deck. For-A showed a component TBC for half-inch and U-matic formats, new TBC's were shown by Adda Corp. and Nova Systems, and Transimage International introduced a TBC Super Time Sharer for 8, 12 or 16 VTR operations. Paltex had on hand its new NTSC time code sync monitor, an SCH and time code test system, and Ampex introduced the VRC-2 video recorder controller.

Videotape itself saw a number of developments, including the use of new backing materials to improve coercivity and reduce dropouts in three-quarter-inch tapes shown by Kodak, with its Series EB-930 broadcast product. A replacement of 3M's MBU tape was shown by that company, while Ampex has provided new packaging for its established 197 series with five and 45 minutes sizes.

Several new half-inch tapes were introduced, with 3M showing broadcast PB and PV videocassettes with Color Plus oxide formulation and a five-minute cassette for commercial playback systems, and with Sony showing five-minute and 30-minute play





# STABILITY

With ten years of service and dedication to quality, Centro has provided the production and broadcast industries with the ultimate in television facilities and mobile systems.

Innovative concepts, attention to detail and competitive pricing has identified Centro as the leader in facilities planning, systems integration and project implementation.

Our experienced disciplines can provide you with a single point of contact and responsibility for the design and construction of television facilities and remote units.

Centro's longevity during a time of rapid technological growth is a testimonial to our creative approach to telecommunications facilities.

Our goal for the future is to continue to provide our present and future clients with innovative solutions for tomorrow's challenges.

In order to achieve this goal, we will continue to provide you with our most valuable asset: stability.



San Diego, California (619) 560-1578



lengths for its Betacam HG series cassettes. Sony also expanded its one-inch broadcast tape line with the new V1-K series, and Maxell is making a push for the one-inch market with a new Master Broadcast CV series, to be offered in 30-minute, 60-minute and 90-minute lengths.

### ***Gearing Up For Stereo***

Because a television station's conversion to multichannel sound (stereo, SAP and Pro channel) is more a matter of when than if, engineers from most television stations or groups were checking out stereo equipment at the NAB convention to determine what it would take and how much it would cost to go stereo. And manufacturers selling everything from stereo generators to stereo consoles to stereo-ready transmitters vied for their attention and dollars.

Orban Associates Inc. and Modulation Sciences Inc. could account for just about all of the 30-odd stereo generators in use at the time the convention opened its doors. Orban has been selling the 8182A/SG processor/generator for \$10,000; MSI, the TSG generator for \$13,000. But, during the show, several other firms announced their intention to challenge Orban and MSI in the market by introducing generators of their own.

Circuit Research Laboratories introduced a combination stereo generator and limiter (TVS-3001), designed for use in conjunction with a multi-function TV audio processor (TVS-3002), including the CBS loudness control. According to CRL's Stan Salek, the package, which will also be sold by Thomson-CSF under its own label, will sell for around \$10,000. CRL, he said, expects to be shipping the first units in August. CRL also has SAP and Pro channel generators in the works, he said, and hopes to have them on the market early next year.

Noncommercial WTTW(TV) Chicago became the first station to regularly broadcast stereo sound last August, using a Broadcast Electronics FM stereo generator modified for TV stereo. So it wasn't surprising that BE was at the NAB with a complete line of multichannel sound generators, hoping to capture a large share of the market. On display in the BE booth was the TZ-30 stereo generator (\$7,800), the TS-30 SAP generator (\$2,900) and the TP-30 Pro channel generator (\$1,900). According to BE's Geoff Mendenhall, BE has 50 stereo generators in production and expects them all to be sold and shipped by the end of August.

BE had a bit of a promotional advantage over the other stereo generator manufacturers. KRLR(TV) Las Vegas, a music video station, had begun full-time stereo broadcasting just prior to the show using the BE generator. So BE set up a stereo television set with high-fidelity speakers next to its generator and gave potential customers live off-the-air demonstrations. (The same broadcasts could be seen and heard in the Townsend booth; KRLR is using a Townsend transmitter.)

The least expensive stereo generator on the floor was Marcom/Inovonics' Model 710. It goes for just \$2,995. Marcom/Ino-

vonics President Martin Jackson said the unit is priced on the basis of its cost, not "on what the market will bear." He promised delivery within 120 days on orders taken at the show.

Asaca/Shibasoku Corp. of America entered the stereo generator marketplace at the convention with the \$12,000 TA35A. Although it was designed as a test generator for makers of stereo television sets, said Asaca/Shibasoku's Alan Davis, the unit is suitable for broadcast operation. Eiden/Elecon, a Japanese newcomer, offered the 475A-S generator for \$10,000. (Panasonic also showed a multichannel test generator, the VP-7682P.)

To help stations keep an eye on their stereo broadcasts, Belar Electronics Laboratory Inc. introduced the TVM-100 baseband modulation monitor (\$2,500) and the complementary TVM-200 stereo monitor (\$4,000). The TVM-100 is needed to provide a demodulated composite signal to the TVM-200, but it can also be used to monitor the modulation of mono signals.

TFT introduced the Model 850 modulation monitor, which incorporates a Tektronix AS501 digital distortion analyzer. The all-in-one package, TFT said, can monitor or measure more than 20 multichannel sound parameter. The unit sells for \$10,000.

An alternative to the Belar and TFT packages is MSI's \$4,750 stereo reference decoder. When coupled with a demodulator, according to MSI's Eric Small, the decoder permits broadcasters to use conventional test gear to measure the performance of their stereo generators and make sure they stay within industry standards.

To meet the demands of multichannel sound, Tektronix showed an improved version of the 1450-1 television demodulator featuring a wider audio output (150 khz), improved distortion and phase linearity specifications. Tek was also selling a retrofit kit (1450F20) that will enable stations to incorporate the multichannel improvements into 1450-1's delivered prior to February 1985.

Leader Instruments Corp. introduced Stereoscope (LBO-552BH1) for measuring various parameters, including separation, of the stereo channels. The test equipment manufacturer also showed a new low-distortion audio signal generator (LAG-126S). Schmid Telecommunications also showed a device (SZ-340 Sound Program Circuit Analyzer) for measuring stereo sound.

To simplify some of the logistics of implementing multichannel sound, TFT introduced the 8500/8501 composite subcarrier generator/demodulator. The system combines all the multichannel sound subcarriers into one signal so that they can be beamed easily via microwave from the studio to the transmitter. M/A-COM announced at the show that it would offer the system with its various microwave transmission systems.

Because there is little true stereo programming available, most of the pioneer stereo television broadcasters have purchased stereo synthesizers which create quasi-stereo from monophonic material. Orban featured its 245F stereo synthesizer, which is, so far,

the most popular synthesizer. In the Audio Engineering booth, Studio Technologies Inc. showed its competitively priced AN-2 Stereo Simulator. Kintek showed a much more sophisticated unit, which, according to Kintek, distinguishes dialogue and centers it in the stereo image.

With the advent of multichannel sound, many television-audio engineers are in the market for an audio console. And, at the NAB, they were confronted with an almost overwhelming number of consoles and console options. For the station interested in all sorts of audio production and post-production, Solid State Logic offered the SL6000E series consoles; Yamaha, the M-1500 series; Rupert Neve, the 8128-TV, 51 and 542 series; Harrison Systems, the TV-3 and TV-4 series, and Wheatstone Broadcast, the TV-80.

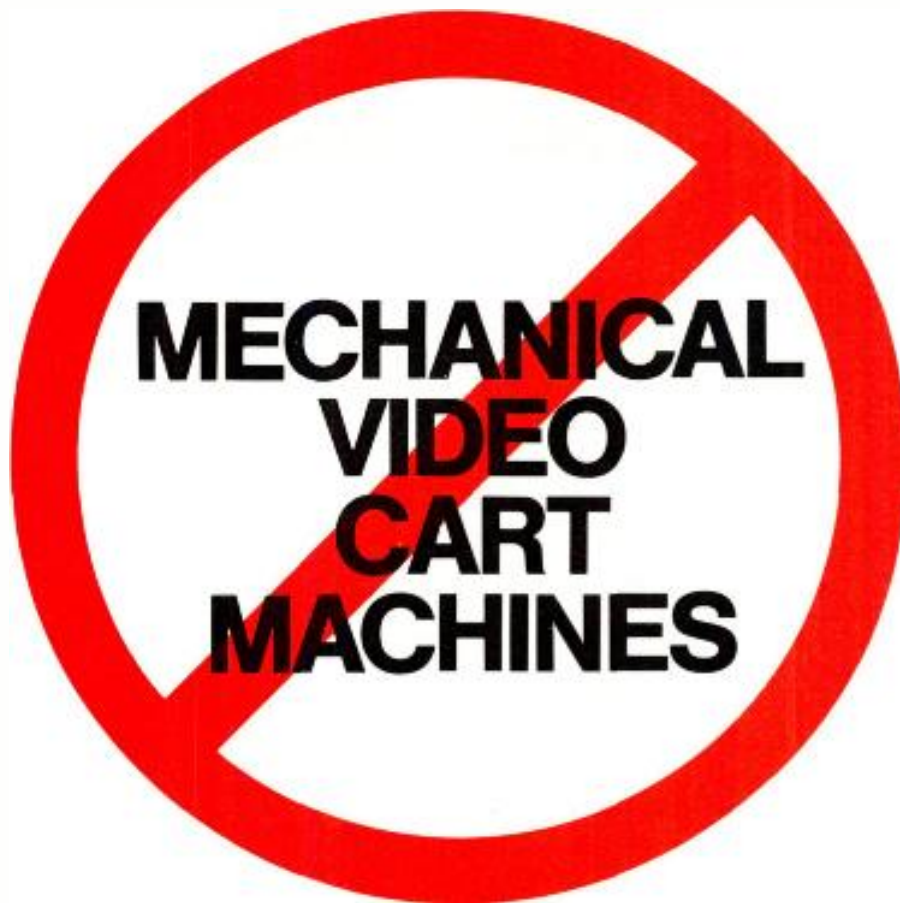
All the transmitter manufacturers were also talking about the multichannel sound—how their new transmitters were compatible or how they could retrofit existing transmitters to make them compatible.

RCA assembled the necessary hardware in its booth for a complete multichannel television sound demonstration. Using an RCA TTUE-44A UHF exciter operating on channel 27, RCA "broadcast" stereo and a Spanish-language SAP service several feet into a Dimensia stereo/SAP tuner attached to a video monitor and two widely spaced high-fidelity speakers. RCA used an MSI generator for the stereo and the Asaca/Shibasoku for the SAP service. The system also included a group delay corrector, which compensated for an aural power amplifier and notch diplexer group delay distortion, and a video low-pass filter, which prevents the video from interfering with any of the aural channels.

In order for many broadcasters to switch to multichannel sound, they have to upgrade their exciters. But retrofit kits from the major transmitter manufacturers have been slow in coming. According to an RCA transmitter salesman at the convention, RCA will begin shipping kits for the G-line VHF exciters at the end of May, for the TTUE-44 UHF exciters in June, for the F-line VHF exciters in September or October and for the TTUE-4A/4B UHF exciters in the fourth quarter.

RCA said the new 60 kw UHF unit as well as the 100 kw TTG-100U unit, which was introduced last year, will handle multichannel sound signals, providing two 75 ohm multichannel sound inputs and a standard 150/600 ohm mono input.

Making a play for a bigger share of the VHF replacement market was Larcam Communications Inc., which highlighted the multichannel performance of its 30 kw high-band transmitter (TTC-30LH). On March 18, it said, it measured the separation of a companded stereo signal before and after it passed through two TTC-30LH's at KERA-TV Dallas and found less than 5 db difference. With a Modulation Sciences Inc. (MSI) stereo generator connected directly to an MSI stereo decoder, it measured about 40 db of separation, it said, and, with the same generator hooked up to each of the stations' two transmitters and then to a Marconi demodu-



**STOP MECHANICAL BREAKDOWNS.  
START RELIABILITY.  
GET SAM-CART.**

**The SAM-CART system:**

- Redundant tape decks
- No elevators or carousels
- Talks to traffic system
- Positive identification of media
- Finds all traffic and loading errors
- Produces live tags
- Converts to future storage media
- Low investment — fast return

**SAM-CART—The Solution You've Been Looking For**

an advanced product from



call 904/378-1581 and ask for a SAM-CART specialist  
Vital Industries • 3700 NE 53rd Avenue • Gainesville, Florida 32601



lator and the MSI decoder, it measured at least 35 db of separation. The measurements were made with a Tektronix 7L5 spectrum analyzer.

Philips/Pye TVT said its new 60 kw UHF LDM 1791 transmitter is designed to make sure it could handle multichannel sound signals with "minimal distortion." The LDM 1991, Philips said, can be coupled with with an LDM 1790 visual amplifier to generate 120 kw of RF power.

NEC America introduced its PCU-900 Series of UHF transmitters and the PCN-1400 series of VHF transmitters at the show, although none of the UHF models were on hand. NEC said that any of the transmitters can, without modification, be used with any stereo generator on the market. The UHF transmitter, with powers ranging from 10 kw to 60 kw, come with Amperex, EEV or NEC klystrons. The VHF line features transmitters with 10 kw, 20 kw, 25 kw and 35 kw of output power.

The other theme running through the UHF transmitter marketplace was power efficiency. In ads placed in trade magazines prior to the show, Harris claimed that its 60 kw transmitter was the most efficient transmitter—that is, it delivers more RF power per watt of electrical power than any other transmitter. That raised Comark's hackles. It feels that its S series transmitter equipped with a Marconi B7500 modulator is the most efficient. And what does RCA, which is marketing a "high-efficiency" 60 kw transmitter of its own, think? "It's specmanship," said RCA's Dan Mager. The differences in claimed efficiencies are so slight, he said, that they are not "going to make or break a sale" and not worth bickering over.

### Creating New Images

Much activity was evident in the video computer graphics and character generator field, with growth seen in the number of competitors as well as an increase in their competitiveness. The major emphasis for most companies seemed to be the addition of new peripheral hardware and software to established systems, increasing their versatility and applications for a broadcast environment. Several company's new to broadcasting announced intentions to bring to the field their expertise from other graphics industries.

Quantel attracted large crowds with software enhancements for its Paintbox and Mirage digital art/graphics systems, and further development of the digital recorder/editor product, Henry, first shown in 1984. An offshoot of the stand-alone Henry was Harry, the company's new digital cel recorder for use with the Paintbox. The product is an optical disk system which can record 90 seconds of live video, or be used for single-frame animation (2,700 cel capacity). Paintbox upgrades shown included a new retrofittable perspective option. For the Mirage there was a new shape generating package, dubbed Morph, with three-dimensional capabilities.



Colorgraphics Art Star

Three-dimensional graphics were emphasized as well by Ampex and Bosch. Ampex introduced to its four-year-old ADO, an Infinity upgrade, which uses two or more ADO channels and a Concentrator control accessory to allow one object to pass through another, and can also create swirl, trail and sparkle effects. Bosch's FGS-4000 system saw additions to its three-dimensional software with a new smooth shading editor, and also added new animation editor software.

A debut in the 3-D graphics market was made by Cubicomp Corp., a three-year-old company which has developed solid-modeling graphics products for the scientific and manufacturing industries. At the show, Cubicomp introduced PictureMaker, an IBM PC-based video/film animation system with 512 by 512 resolution which has features for modeling, rendering animation, titling, painting and composition.

Also new on the hardware side is Computer Graphics Laboratories, which announced at the show its intention to join its software experience with the computer manufacturing capabilities of Trillium Corp., to introduce a real-time broadcast computer graphics simulator by the end of the year, with features including a 32-bit depth resolution and display resolution of 512 by 512, with upgrades for 1536 by 972 pixels expected.

NEC has repackaged its E-Flex/Optiflex digital video effects system into a new unit half the size. The DVE System 10 has the real-time capabilities of the other DVE, but also features several new off-line production capabilities, such as a small display screen for size and position information on an effect, an off-line 100-event storage system, and programable function keys.

Other new graphics products shown included a new component analog Ultimatte-5, which has dynamic background matte tracking through color changes from back wall to floor, and can be controlled from four remote locations; a Philips component video effects system; Microtime's joystick control terminal for the Genesis I unit, and a single channel version of the ADDA ESP-II. Paltex showed the Gemini NTSC digital video processor, which combines a time base correc-

tor, field store, four-input production switcher, digital effects system, digital video processor and sync pulse generator, while Fairlight introduced a low-cost, but versatile, computer video instrument.

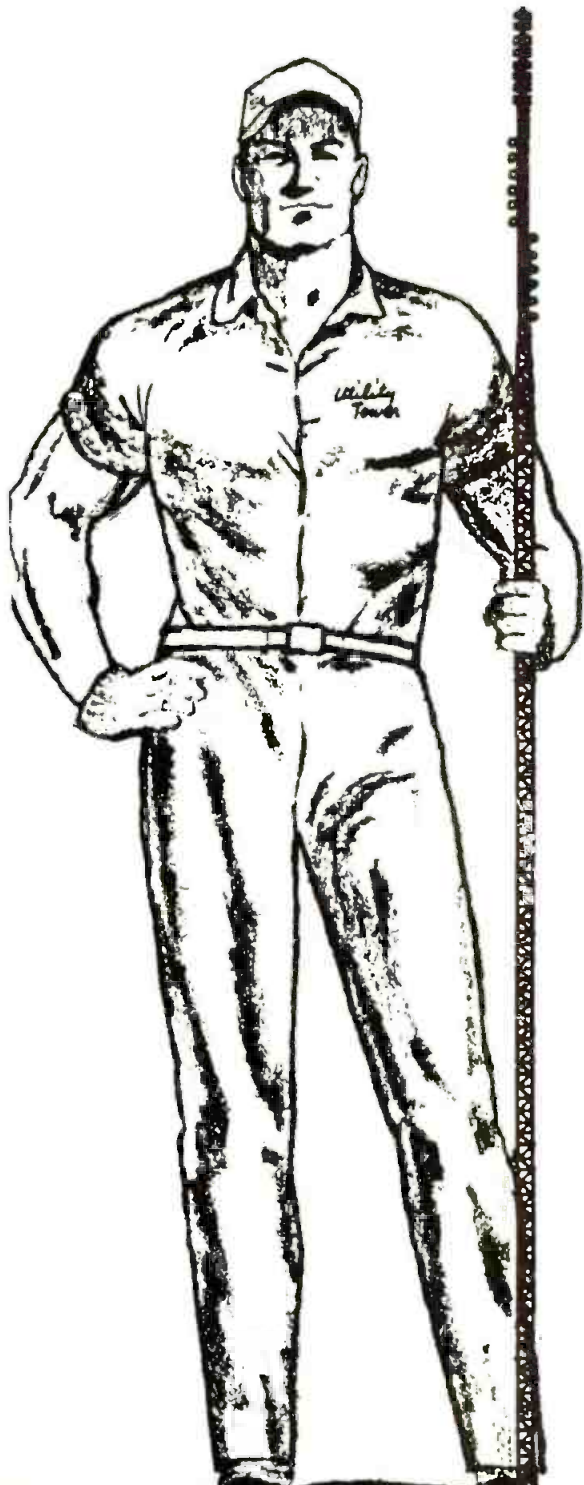
Abekas, which recently finalized its merger with the British firm Carlton Communications and has moved to expanded facilities, introduced dual channel capability for its A52 digital special effects system, and also showed a new mini-control panel for the unit, more than 80 of which have been shipped since it hit the market in 1984. Also on public display for the first time was the company's A62 digital disk recorder, which with its single-frame edit capability and storage capacities of 50 and 100 seconds, can be used for animation purposes.

Character generator makers did not disappoint this NAB. Chyron showed its new Scribe, which, according to the company, uses sophisticated anti-aliasing techniques to provide resolution higher than the Chyron IV and RGU. Upgrades were also announced for the Chyron IV, which now has a third input channel for off-line entry, an on-line font capacity of up to 12 fonts per page, and a 3-D perspective rotation for background graphics.

Thomson-CSF expanded its Vidifont line by adding a "back-to-basics" unit, Vidity II, which has many of the features of the higher-end Graphics V at less than half the cost. Quanta also introduced a new titling system, the single-channel or dual-channel QCG-500.

Dubner, now owned by Grass Valley Group, had a number of new members for its character generator product family. In addition to Texta, first introduced last fall, the company showed the Model 10-K, an on-line generator for use in professional video, cable and small broadcast markets, designed to complement GVG's Model 100 production switcher. Developments for its CBG-2 generator include software enhancements for improved texture mapping and timed roll, and a serial interface adapter with the GVG 300 switcher.

Another Dubner hardware option for the CGB is its Third Plane, a four-field video frame store which can digitize full-color vid-



You get a  
**TOWER OF  
STRENGTH**

When you buy  
*Utility*

EXPERIENCED ENGINEERING, STRONG CONSTRUCTION,

PROMPT INSTALLATION — YOU GET ALL

THESE WHEN YOU BUY UTILITY.

UTILITY TOWERS ARE EASIER TO TUNE,

EASIER TO MAINTAIN.

AND THESE MONEY-SAVING EXTRAS COST

YOU NO MORE FROM UTILITY.

THERE ARE UTILITY TOWERS IN

NORTH AMERICA, SOUTH AMERICA, EUROPE

AND ASIA.

CHOOSE UTILITY — KNOWN THE WORLD OVER

AS THE "TOPS IN TOWERS."

SERVING NATIONAL ASSOCIATION OF BROADCASTERS FOR OVER THIRTY YEARS

P. O. BOX 12369  
3200 NORTHWEST 38TH STREET  
OKLAHOMA CITY, OKLAHOMA 73157

*Utility Tower*  
COMPANY



eo from any source in real time, and also acts as a downstream keyer. The hardware also provides full-color video "paint" capabilities, and can, in fact, serve as a stand-alone paint system, which features a touch and angle-sensitive brush. (A component version is also being developed).

A number of other companies normally associated with character generation are venturing into paint system development. Chyron introduced its Chameleon paint system at the show, while Quanta showed its EVP-500 and 800 series paint systems, which operate either as stand-alone or in conjunction with the QCG-500 character generator.

Artronic and 3M, which have worked together previously on an eight-plane paint systems, are jointly marketing a new 24-plane paint/animation system introduced at the show. The 1024-line, PC-based system includes a video input camera, and can use AniMagic, a new animation software package developed by the companies which has multiplane, multicell and color table animation features.

Upgrades of previously introduced color systems were shown by Colorgraphics for its Artstar II, with increases in color palette from 250,000 to over 16 million colors, and by Aurora, with a lower-cost version of the AU/125, the AU/75, which will be marketed jointly by Harris. Also new from Syntec is the Super Color 1024, which features 1024

displayable colors with a 512 X 480 resolution.

Judging from the convention, computer-based weather graphics and services continue to proliferate.

Accu-Weather introduced a new real-time, updated weather data base providing complete forecasts and data to subscribers. Founded in 1962, Accu-Weather is now offering what it terms a "total weather service," including satellite images, national radar, alphanumeric data reports as well as news, sports and financial graphics.

Advanced Designs Corp. featured two new products, the Doprad II super high resolution Doppler radar display and the RCD-1000 remote radar display. The Doppler radar system known as Doprad I, previously introduced, can be retrofitted to incorporate the Doprad II features, including pan and zoom capabilities and time-lapse animation.

Alden Electronics was demonstrating in its booth its Model CV-2000D/C color radar unit, designed specifically for radio stations. The device can call up National Weather Service (NWS) data and can be integrated with other Alden data and graphics systems.

Colorgraphics Systems was showing broadcasters its new Liveline IV digital art/paint system for weather, news, sports, production graphics and animation. Liveline IV includes new Artstar graphics software, a digital paint system that allows use of simultaneous multiple graphics production sta-

tions. The weather display includes: increase 3-D capability, Doppler radar interface, WSI-derived satellite and surface weather data, Accu-Weather forecast and graphics, dial-up weather radar and FLASH lightning strike display system.

Environmental Satellite Data is now offering the Color Connection System, a weather and graphics production unit designed to operate on the IBM PC. The system interfaces with ESD's color satellite/radar/ground observation graphics as well as Doprad II, Accu-Weather, Zephyr Weather Service and other data services.

At the Kavouras booth, broadcasters could check out Radac II, an updated version of the firm's existing dial-up weather radar system, plus an enhanced animation system and color paint box for its Triton X graphics unit.

WSI Corp. used the convention to introduce its new Astro-Wx system, a hardware package enabling stations to receive satellite-delivered NWS maps and charts transmitted by WSI. Astro-Wx includes a receiving dish, a receiver, software and a printer. The unit is preprogramed to receive only those maps and charts desired by the user.

### Putting The Pieces Together

Developments in production switcher technology this year focused on the continuing penetration of component video in new

## SATELLITE SPORTS NETWORKS...

When the **CALIFORNIA ANGELS** developed their own satellite radio network, they chose **MODULATION ASSOCIATES** for their satellite equipment.



It makes sense. Modulation Associates has specialized in building satellite radio networks since the 1970's.

In fact, since we developed the optimized SCPC technology for special interest radio networks in 1981, most sports networks on WESTAR have chosen Modulation Associates for their satellite transmission.

Most recently IDB Communications specified Modulation Associates satellite hardware for their new nationwide Satellite Sports Interconnect system.

When you switch to satellite — Modulation Associates would like to assist you in building a winning network.



**MODULATION ASSOCIATES, 897 Independence Ave., Mountain View, CA 94043  
415-962-8000**

# WCAX-TV

Burlington/Plattsburgh,  
Vermont

CBS Channel 3  
announces the  
appointment of  
Harrington, Righter  
and Parsons, Inc.  
as national  
representative.

hrp

*Aggressively selling for the  
finest television stations in America*



product lines, while most of the news in editing was less in the handful of enhanced and upgraded systems, than in the variety of business developments.

On the switcher side, Grass Valley Group, hoping to follow the sales success of the model 100 switcher it introduced at NAB in 1984, has developed a component version with the same operating controls and same three bus multilevel mix/effects system. A new option for both models is the Key-Mem effects memory system, which provides single button recall for 16 memory registers, with each register storing the complete control panel setting of the switcher. Another enhancement from GVG, Omni-Key, is for

the 300 series production switcher, which adds features such as linear key mode, key memory, key invert and external key.

Shintron, which showed the first component switcher at NAB in 1983, introduced several new component products, including the component version of the Empress 2000 switcher. The 2000C is a 12-input A/B bus switcher with built-in component frame synchronizer/digital video effects unit. Another product introduction was a component switcher/editor interface called the DubYC 392. Based on component switcher model 390, the dual video channel switcher is equipped with six sets of external Y/C inputs and can be utilized for dubbing multigenera-

tion tapes without encoding and decoding.

In addition, the company showed its new Andromeda 3000 component frame synchronizer/digital video effects unit, used in conjunction with the Empress 2000C to capture and store one full television frame in component format. A component intermatrix converter and audio-follow-video programmable mixer for Empress switchers were also shown for the first time.

New production switchers were introduced by For-A, with its PVM-500 composite video mixer (the company also has a component version CVM-500), and by Ross Video, with its model 210. JVC showed its new KM-12000 switcher/special effects generator with RGB chroma-key and EchoLab introduced the SE/6, its first broadcast special effects switcher.

Ampex had new developments on hand for its AVC switcher series, including an interface between the switcher and the company's ADO digital optics system which allows effects to be run from the switcher's control console and a new AVC audio system designed primarily for editing and post-production applications. Intergroup, newly formed from Industrial Sciences, gave preliminary details of a new mini-Master Control, an eight-input audio-follow-video switcher.

Editing equipment news, for the second year in a row, hinged on the innovative systems made by Montage and LucasFilm/Convergence. Although both systems have less application to broadcasters than to film/video studio producers, they continued to be one of the busiest of the edit equipment company booths at the exhibit.

Montage introduced a handful of software enhancements developed since its Picture Processor was first shown in 1984, including time code display in frames and an electronic 'grease pencil.' But probably the biggest development came just before the convention, with the announcement of a multimillion dollar investment in the company by Interscope Group, a diversified conglomerate which also recently purchased a controlling interest in film camera manufacturer Panavision, and is involved in a variety of motion picture and network television projects.

Also making business moves to firm up the position of its own innovative computerized video editing system, the EditDroid, are Lucasfilm and Convergence, which have been part of a joint venture since 1983. The two recently formed a new company, Droid

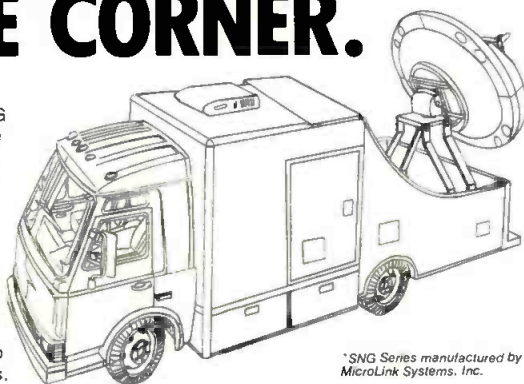
# MICROLINK: BECAUSE GREAT NEWS STORIES AREN'T ALWAYS JUST AROUND THE CORNER.

Introducing the MicroLink SNG Series vehicle. Unlike microwave dependent mobile units, the self contained SNG Series uses the interference-free Ku satellite band. So you're guaranteed reliable broadcast-quality transmissions virtually anywhere in the continental United States.

The rugged SNG Series is so mobile you can drive it right up to the news source and be ready to transmit in less than 20 minutes. There are even optional equipment packages for on-location editing and production.

Only the SNG Series gives you complete satellite remote broadcasting capabilities at a price comparable to ENG vehicles. Isn't it time your news operation got the satellite news gathering edge?

For more information and technical specifications, call MicroLink Communications today.



\*SNG Series manufactured by MicroLink Systems, Inc.

## MICROLINK COMMUNICATIONS, INC.

228 Essex Street • Salem, MA 01970 • (617) 744-3738



Convergence's 205 editor

# MORRIE ROIZMAN

1912-1985

*A special man  
who has touched the hearts  
and minds of people  
everywhere and whose unique  
contributions to the film industry  
will surface  
time and time again.*

**TIME...MARCHES ON**

SFM Media Corporation  
1180 Avenue of the Americas • New York, N. Y. 10036



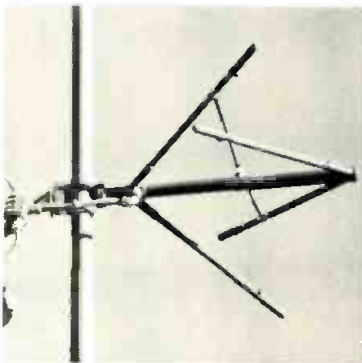


## Cetec Antennas

**WHY BUY JUST  
AN ANTENNA?  
WITH A CETEC  
ANTENNA YOU GET:**



★ HIGH QUALITY ★  
TWO YEAR WARRANTY  
PERFORMANCE THAT'S  
UNEQUALLED  
RECOGNIZED SUPERIORITY



In today's competitive FM market, you have no reason to consider an antenna that's not the very best. That means a tried and proven Cetec antenna. Over one thousand JSCP Penetrators have built this reputation, and other Cetec models support higher or lower power requirements.

**NOW, DON'T YOU WISH  
YOU HAD A CETEC?  
THE EDGE IN PERFORMANCE!**

**CALL THE FACTORY  
OR YOUR CETEC DEALER**

Cetec Antennas  
6939 Power Inn Rd.  
Sacramento, CA 95828  
Tel: (916) 383-1177  
Telex: 377 321

Works, headed by Lucasfilm's Bob Doris, to continue development and marketing of the post-production systems. The first test units were shipped earlier this year.

Droid Works also introduced SoundDroid, the "all-digital sound studio in a box." According to its manufacturer, the computer-based SoundDroid is capable of storing, recording, editing, mixing, processing and synthesizing sound for film, television or record production. Despite all the capabilities, SoundDroid looks simpler than a four-knob radio board. That's because the eight faders, 16 buttons and eight knobs are "soft"—their function can be changed as the operator switches from one task to the next.

Convergence remains busy on its front, with the release of a new model 195 A/B roll video editing system, which, according to the company, fills the gap between cuts-only and multisource list management configurations. Also introduced was the model 205, an upgrade for the 200 series units which can control up to eight videotape recorders.

Edit system enhancements were also shown by Interactive Systems Corp., now under the aegis of Grass Valley Group. VTR interfaces for the Ampex VPR-6, Sony BVW-10/40 and Hitachi HR-230 were all made available, as were new machine control capabilities, and switcher interfaces for GVG, Central Dynamics, Ampex and Graham-Patten units.

Upgraded products were introduced by Ampex, which showed its ACE Micro for small post-production operations or off-line editing in larger facilities, and by EECO, with its Ives II desktop editing system, for control of up to three VTR's and a special effects generator. EECO also announced that it has entered into an original equipment manufacturer (OEM) agreement with RCA Broadcast Systems Division, which will market both the new Ives II and the established EMME computerized editing system.

Paltex demonstrated its new Esprit editing

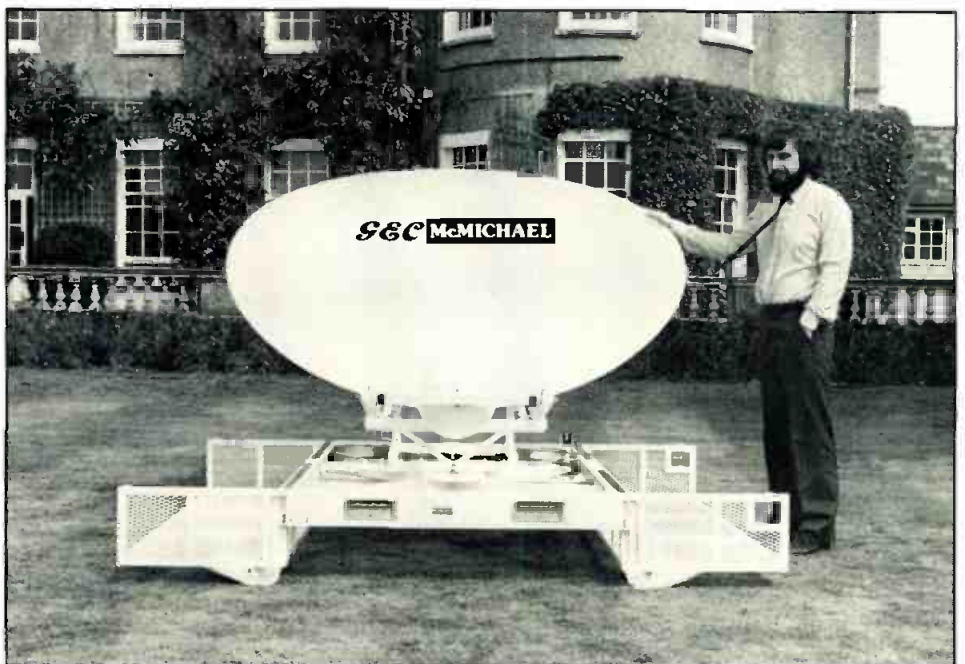
system, which replaced the company's older Vanguard unit, and also introduced edit list clean-up software for its Edit-Star unit, which now interfaces with the GVG model 100 switcher, while Harrison Systems had on hand its new VSI video switcher/editor interface for its audio console series. Other new products were shown by CMX and Horizon.

### Satellite ENG

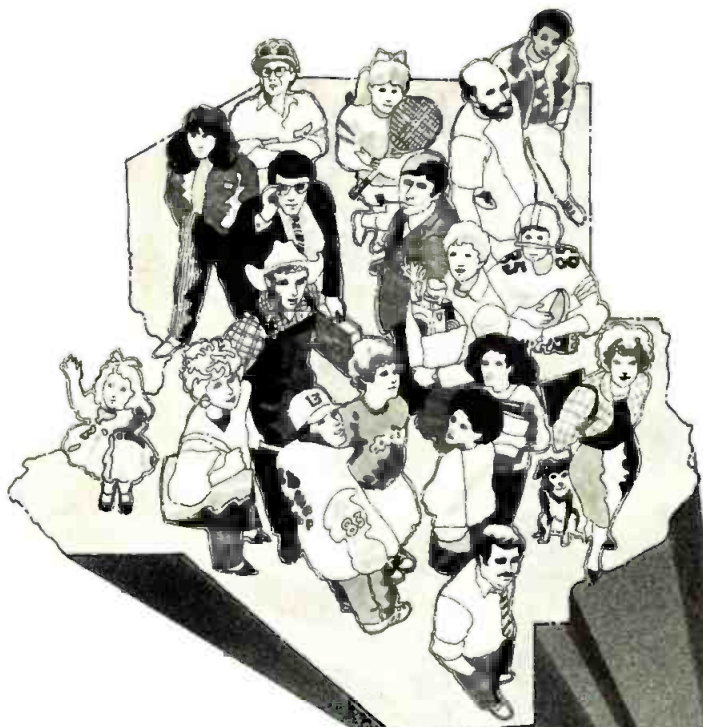
The sudden growth of Ku-band satellite news services and remote equipment evidenced at the exhibit brought technical management reaction ranging from "fantastic" to "Do we need one?" While many stations which are still trying to achieve standard electronic news gathering capabilities won't make the investment in satellite news gathering gear for at least a year or two more, there was a widespread sense that following the launch of several new Ku-band satellites in late 1985 and 1986, SNG will begin to have a tremendous impact on broadcast TV stations.

One company working to spur that result is Hubbard Broadcasting, which introduced its Conus Communications' SNG service at last year's NAB and currently has 13 partner stations, the newest, WESH-TV in Orlando, Fla., which joined the group in late March.

Just prior to this year's show, Hubbard announced its United States Satellite Broadcasting subsidiary had leased at least four and possibly up to 10 transponders on the RCA Americom Satcom K-2 Ku-band satellite to be launched next December. The \$85 million, four-transponder deal will allow Conus to distribute its service on the same satellite used by NBC for its new interconnect system, and coincides with an arrangement by which RCA Americom will provide free a 3.7-meter satellite antenna and receiver to any commercial broadcast station requesting one in order to pick up the satellite's



GEC McMichael's Newshawk



# COUNTY COVERAGE PUTS YOUR RADIO AUDIENCE ON THE MAP.

It's not just how large your audience is, but *where* your audience is that counts. That adds up to a better selling approach for your station.

With County Coverage, you can pinpoint your station's audience reach county by county. Show advertisers your station can deliver a target audience in their trading area.

Arbitron Radio 1985 County Coverage Study, with all field work conducted in 1984, will be published June 7, 1985. Order now and put your audience on the map.

Contact your Arbitron Radio representative for more information or call:

**(212) 887-1300**

**ARBITRON  
RATINGS**





services.

Another new SNG service is now underway in a joint effort between GTE Spacenet and Dalsat (the two companies had first worked together at the request of four Florida TV stations earlier this year to help equip the Florida News Network). GTE will supply time up to eight channels on four Ku-band satellites, with two more channels expected on a fifth bird scheduled for launch in January 1986.

Dalsat, meanwhile, has designed for the service its SNG-25 28 foot-long remote truck with uplinking accomplished from a 4.5-meter collapsible dish antenna. The unit also has satellite-linked interrupt feedback and direct telephone services for use as two-way field-to-station communications.

Robert N. Wold has brought his own company, Wold Communications, into the fray with satellite equipment manufacturer, Microdyne, to offer their own joint SNG Ku-band service. Also using the RCA K-2 satellite, full operation is expected in March 1986. Wold, however, is considering the possibility of an earlier launch using another Ku-band satellite. Between 10 and 20 stations are needed to participate for Wold to meet the \$500,000 cost of building a master control earth station near Wold's Los Angeles headquarters for the service.

Working with Wold, Microdyne has developed a transportable system, dubbed QuickLink, which, unlike Conus and Dalsat products, mounts a 3.66-meter dish on a 20-foot trailer to be towed behind a station's existing remote vehicle. Microdyne also can provide affiliates with five-meter or seven-meter Ku-band downlinks.

Several other companies also established their presence in the burgeoning technology with new transportable uplinks. GEC McMichael introduced its NewsHawk, a two-meter-by-one-meter elliptical aperture satellite terminal, small enough to be transportable by ENG station wagon or private light aircraft. Wolf Coach and Microlink will have their transportable uplinks on the bed of an Iveco chassis.

In other ENG news, Centro showed its new mobile unit for electronic news production. Within a 10-foot body, the ENP unit has a multicamera production capability, on-



Dalsat's transportable Ku uplink

board editing, switcher, audio mixer and microwave transmission capabilities. A pair of microwave units newly introduced include a new Microscan antenna from M/A-Com, and from General Electric, its new Gemlink 23 ghz PVL2000 FM video system with up to three audio subcarriers.

### Focusing On Cameras

Camera developments this year were slim, although several product upgrades were introduced and interest (although apparently not investment) in solid-state CCD cameras remains high. New accessory product introductions for teleprompters, lenses and batteries were also made by a variety of companies.

RCA appears to have continued raising the reputation of its CCD cameras (with NEC working hard to bring attention to its less-expensive SP-3A unit), showing sever-

al new configurations for the CCD-1, as well as production models of its CCD-1S sports version. Deliveries were scheduled to begin just following the show at initial rates of five a week, although RCA representatives continue to withhold the total number of units sold.

Further developments expected with the RCA system are enhancements to the body, which currently is identical to the Hawkeye camera body the unit replaces. Several perspective users had complained about the bulk of the present body, but RCA's Dennis Woywood explained the company chose to stay with the Hawkeye frame in order to bring the product to users sooner.

Another change under consideration is a more versatile shuttering system as an alternative to the fixed-speed one-ninety-fifth-of-a-second shutter of the CCD-1 and one-five-hundredth-of-a-second shutter of the CCD-1S. Variable speed shutter technology was shown at the exhibit by Nisus Video, which demonstrated a modified Ikegami HL-79E camera with shutter speeds ranging from one-two-hundred-and-fiftieth-of-a-second up to one-five-thousandth-of-a-second.

Other new ENG/EFP cameras were introduced by Sony. New three-tube Plumbicon BVP-30 and three-tube Saticon BVP-3A Betacam units were shown with an improved high resolution viewfinder and the repositioning of audio controls, according to the company. Production models of the BVP-360, shown in prototype form last year, were also on display, with deliveries set to begin in July.

Other new cameras were shown by Panasonic, which had several low-end broadcast units, and by Philips, with improved designs for its quarter-inch camera/recorder model.

# It's All First-Run



IT'S HERE!  
THE MOST EXCITING  
ANIMATED DAILY SERIES EVER!

# G.I. JOE

A REAL AMERICAN HERO

A  
REAL  
AMERICAN  
HERO  
TO KIDS!

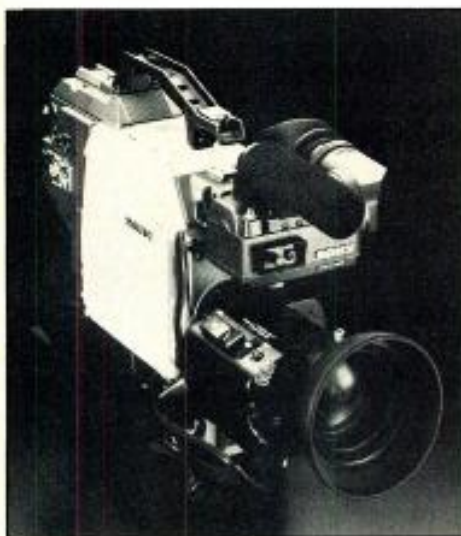
A  
REAL  
AFTERNOON  
HERO TO  
STATIONS!

Think of the enormous impact these shows will have! It's like repeating the unprecedented success of the "G.I. Joe Mini Series" every day of the week, every week of the year! Every Monday through Friday kids will race home to catch the latest 1/2 hour episode — already cleared in over 100 markets for 88% U.S. coverage!

For program clearance, contact Claster Television Productions, (301) 561-5500.

For advertiser sales, contact Tribune Entertainment in New York at (212) 557-7800 in Chicago at (312) 222-4412.





Sony's BVP-3A

Ikegami also showed upgrades to its studio line.

A new camera tally status monitor for studio control rooms or remote trucks was shown by Roscor, new computer teleprompting systems were displayed by Computer Prompting Corporation and Tekskil, and new battery products were shown by Perrott Engineering, with the double version of its 500 mini silver zinc battery charger, and by Christie, with the CASP automated charger system first introduced last fall.

New video camera lens designs were made available by Angenieux, which had a zoom and servo control mechanism using belts instead of gears for decreased noise, as well as EFP zoom, studio and ENG zoom lenses. New zooms were also introduced by Schneider and Canon.

Canon announced its move into the camera support line, with a group of products, including studio pedestals, tripods, a dolly and cam head, Karl Heitz had new tripods, monopods and fishpole booms on hand, while Matthews Studio Equipment introduced a variety of support gear, including a One-Man Console to control pan, tilt, zoom and focus, which interfaces with the company's Cam-remote and Sports-Cam products.

### High Definition

Although broadcasters may not quite yet be sure what to do with high-definition television, a growing number of equipment manufacturers appear determined to remain at the leading edge of the new technology, especially with the possibility for a single world production standard based on the NHK-developed 1125-line system.

Sony, which exhibited its established HDVS system again this year (as well as the production version of the Super Motion System used by ABC TV in the 1984 Summer Olympics and based on HDTV research), added two new products, a projection system and a 28-inch HDTV monitor. The company also demonstrated on the equipment floor together with Grass Valley Group an experimental GVG HDTV switcher, based on its model 300 architecture, as well as an experimental Sony wideband fiber optic system.

GVG explained its plans to support HDTV as market conditions dictate, with other product possibilities including routers, distribution amplifiers and fiber optic transmission systems.

Hitachi showed the digital HDTV VTR, a first of its kind, it had introduced last fall, and also demonstrated a new HDTV camera. A number of HDTV test and monitor products were displayed by Asaca, Barco had a new HDTV picture monitor, Image Video showed a new high density routing switcher compatible with HDTV signals, and the first HDTV telecine was introduced by Rank Cintel.

In the world of test gear, Tektronix is making a pass at spreading its dominance to lower-end markets, introducing less costly TV test signal generators and waveform monitors. The company is also moving into experiments with waveform monitors for component analog video signals, and showed a prototype Lightning system it hopes will bring user input on CAV system monitoring needs. A component analog test signal generator for ENG gear was also shown.

Of interest for test and measurement products also was a new field color monitor from Sony, with a prototype of a new auto-

matic set-up device, and from a new firm, Amherst Electronic Instruments, a IBM-PC programable test and monitor package, as well as new picture monitors from JVC, Videotek, Sharp, Philips and Barco.

### Radio, Radio

A radio broadcaster in the market for an audio console had much to choose from at the NAB convention. The capabilities and the prices differed dramatically from company to company and board to board.

Logitek Electronic Systems Inc. showed for the first time its Perfectionist-12 audio console, which it described as a "stretched" or 12-channel (four inputs per channel) version of the Perfectionist-8. Harris also introduced a 12-channel console with four inputs per channel, the Gold Medalist. Audionics featured the series 200 on-air boards. Broadcast Audio introduced the Series IV consoles with eight, 12 or 16 channels. Pacific Recorders & Engineering Corp. introduced its AMX series, which, it said, combines the features of on-air and production boards.

JVC showed a new rack-mountable audio mixer (the MI-2000), capable of handling up to eight mono sources or four stereo sources. McCurdy Radio Industries featured its SS8800 series A and E boards.

Graham-Patten Systems Inc. featured its 600 Series ESAM post-production audio mixers, which are designed to operate like a video switcher. The series now includes the Model 612, Model 616 and Model 620 with 12, 16 or 20 inputs, respectively.

Audio-Technica U.S. Inc. offered for \$1,500 a mixer/recorder (AT-RMX64), which combines a full-featured six-input mixer with a two-speed cassette recorder. For radio news, Sony featured its TC-D5 PRO mono cassette recorder with VU meters, Dolby noise reduction and balanced microphone inputs.

Sony introduced the APR-5000 series of quarter-inch microprocessor-controlled analog recorders, suitable for both radio and television production. The APR-5001 is full-track mono; the APR-5002, half-track stereo, and the APR-5003, half-track stereo with center-track-time-code capability.

For teleproduction, Sony offered the new APR-2003 two-track, reel-to-reel recorder. The machine, which can run on a rechargeable battery pack, is designed, Sony said, "to integrate easily" with the Sony Betacam camcorder.

Audio Kinetics showed a new audio editing system. The Eclipse Editor has a high-resolution display and will support up to 32 machines, any one of which can be individually accessed and controlled.

Harris officially joined the Motorola C-Quam AM stereo team at the convention, showing an FCC type-accepted AM stereo exciter and monitor. It was also offering a retrofit kits for transforming Harris system exciters into C-Quam exciters.

Soon to follow Harris will be Continental Electronics. At the show, it announced that it would make and market a C-Quam exciter and monitor. The units, which have not yet been type accepted by the FCC, were not

AUTOMATION - LIVE ASSIST - PRODUCTION - RECORDING STUDIO

# NEW



DIGITAL AUDIO  
FOR THE BROADCAST INDUSTRY!

INTRODUCING  
**DIGISOUND**

A random access digital audio  
record/playback unit

**DIGICART**

A digital audio cartridge system

Dave Collins (312) 295-2606

**MEI** MICROPROBE  
ELECTRONICS INC

910 Sherwood Drive Unit 19  
Lake Bluff, Illinois 60044

NOW WITH THE SPEED AND ACCURACY  
OF ELECTRONICS—

# INSURANCE AND LOSS INFORMATION FOR EVERY JOURNALISTIC NEED!

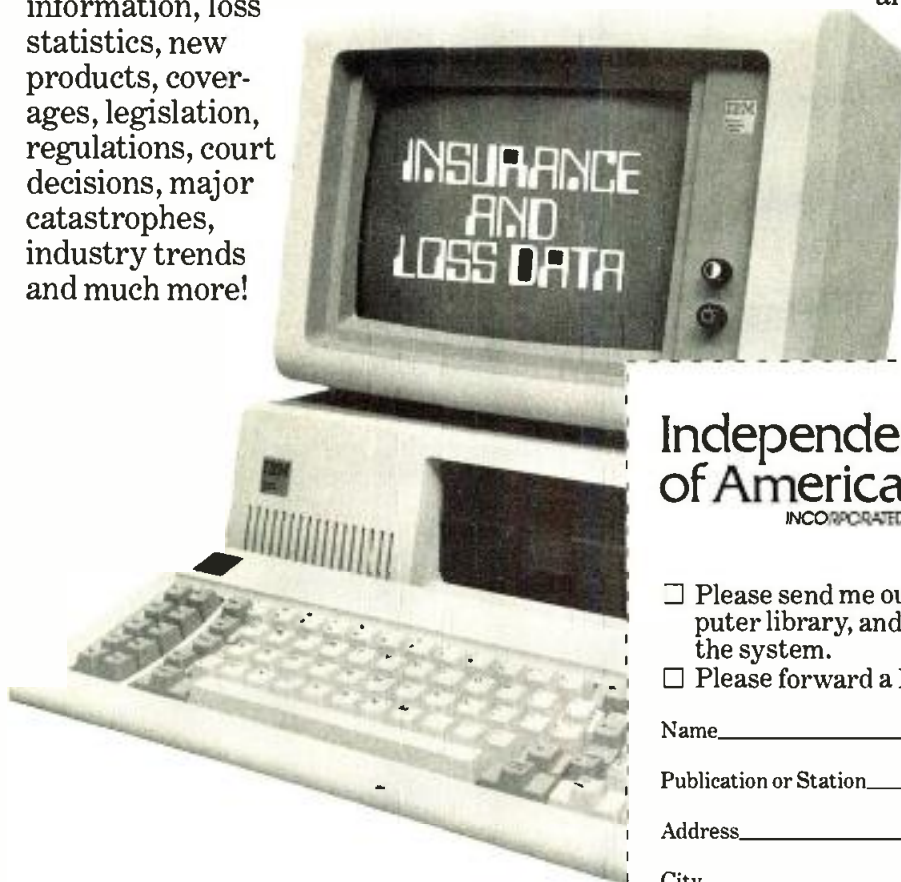
Here are 3 ways to be completely informed:

**1** Access a comprehensive ELECTRONIC INSURANCE RESOURCE LIBRARY, created by the Independent Insurance Agents of America, which can be at your computer fingertips. Just complete the coupon below and we'll give you your local access telephone number. It will link your business or personal computer with modem to our library that includes insurance background and historical information, loss statistics, new products, coverages, legislation, regulations, court decisions, major catastrophes, industry trends and much more!

**2** Use the IIAA's toll-free number—1-800-221-7917—(or 212-285-4250 in New York State)—and we will give you sources for information on any insurance subject you are covering.

**3** Refer to a comprehensive media kit—**FREE** for the asking. It contains background information on the Property/Casualty Industry and the Independent Agency System, plus a directory for additional source material, an alphabetical list of State Insurance Commissioners with phone numbers *and* a list of top insurance executives.

Complete this coupon for your computer access number and your FREE media kit!



## Independent Insurance Agents of America

INCORPORATED 100 Church Street, New York, NY 10007  
Attn: Ms. Barbara A. Morris

- Please send me our local access number to your computer library, and background information on utilizing the system.
- Please forward a FREE media kit.

Name \_\_\_\_\_

Publication or Station \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_



shown at the show. Continental had been an early proponent of the Magnavox system. It offered a Magnavox exciter for at least two years before deciding the system had no future.

Other makers of C-Quam exciters and/or monitors include Motorola, Broadcast Electronics, TFT and Delta Electronics.

Harris showed an improved line of Sound-Star AM transmitters, the SX-1A, the SX-2.5A and the SX-5A. By improving the transmitters' modulation system, Harris has lowered the harmonic and intermodulation distortion, which, it said, will produce "noticeable improvement in signal quality on current and new generation, high-performance AM receivers."

Radio broadcasters today have a greater choice of how they want to generate their programming and commercials than ever before. One of the newest methods is the compact disk (CD) player. At the show, Phillips/Pye TVT demonstrated a professional CD system, comprising up to three players and a controller. The price of a three-player system: \$10,000.

Microprobe Electronics Inc. showed Digisound, which it described as a "random access digital audio storage unit." According to Microprobe's Dave Collins, the unit, which uses up to four computer hard disks as storage media, is designed to replace multi-cart carousels and IGM Communications' Instacart for spot playback by providing, among other things, "superb" digital sound,

instant access and greater reliability. Digisound with one disk drive will store up to 25 minutes of stereo programming (50 minutes of mono programming), which is more than the average radio station has stored in its multi-cart machines at any given time, he said. Digisound with one drive costs nearly \$30,000, he said.

Allied Broadcast Equipment offered a similar system, the Compusonics DSP-2000, which can store and play back up to 30 minutes of stereo programming on a single computer "storage module." The system can handle up to 960 minutes in stereo with additional modules. Compusonics, through Allied, also introduced the DSP-2002 audio console based on the same computer storage system as the DSP-2000. (It's intended for sophisticated audio post-production for either radio or television.)

Broadcast Electronic unveiled Digitalk (DV-1), a device that stores up to three minutes of audio information in a 256K RAM memory. Although the frequency response of the device is limited, said BE's Jim Tucker, it's suitable for recording news and weather reports and other perishable information for instant playback. The system can be stopped and started in mid-word without the loss of a single syllable and can be recued instantly to the beginning at the touch of a button. It costs \$2,500.

Harris offered a solution to a nagging problem in the form of the Phase Fixer, a digital audio time base corrector system. Ac-

cording to Tom Rosback, the system, which includes an \$875 encoder and a \$5,475 decoder, corrects the phase shifts produced by stereo tape machines that tend to wipe out high-frequency sounds. The system also "audibly" reduces wow and flutter, he said.

Along more conventional lines, Harris also introduced a tri-band AGC compressor/limiter, the Ulti-Mate 91. Harris said the unit has a dynamic range of 110 db, which exceeds the range of any source, including the compact disk player.

Although not the mother lode it may have seemed two years ago, the use of subcarriers as an additional source of income is still very much on the minds of radio broadcasters. Among the areas of growing interest, reflected at this year's NAB convention in Las Vegas, is the use of AM (full-time) subcarrier channels for utility load management.

To that end, McGraw-Edison's Power Systems Division, Pittsburgh, Pa., was in full force on the NAB exhibit floor, touting a new automated system that it bills as "the complete load management system for \$37,500."

Paging and data distribution are still popular applications of FM subcarrier channels, and in the process of launching such a network nationwide is Costa Mesa, Calif.-based American Diversified Capital Corp.'s Diverscom unit.

Showcasing new "desk top" SCA tuners and receivers was Johnson Electronics, Winter Park, Fla. ■

## "Ninety percent of the businessmen in this country would not pick up the phone when the press calls."

—John Lawrence  
Los Angeles Times  
on CBS' "Business and the Media"

We will. In fact, we're making it easier to reach us. We've created a national information line . . . for news media only . . . 800-258-INFO.

When you call Dow you'll get a quick answer, or we'll find the specific expert best able to answer your questions.

And you'll always get someone who understands deadlines.

**When you call Dow, we'll answer.**

**Dow information line . . .  
For news media only  
800-258-INFO**

(800-258-4636)



\*Trademark of The Dow Chemical Company

# A PHENOMENON BECOMES A DAILY SERIES!



## THE TRANSFORMERS

MORE THAN MEETS THE EYE!



MARVEL PRODUCTIONS LTD.

After achieving blockbuster numbers in its first telecast in September, '84, The Transformers™ became an incredibly high-rated weekend series! This Fall, The Transformers will transform your afternoon kid block as kids race home from school to watch the most exciting action adventure on planet Earth! It's already cleared in over 91 markets for 86% U.S. coverage.

**Claster**  
TELEVISION PRODUCTIONS

For program clearance contact:  
Claster Television Productions, (301) 561-5500





UNITED



STATIONS

RADIO NETWORKS

TARGETING RADIO  
TO AMERICA

- NEW YORK
- WASHINGTON
- CHICAGO
- DETROIT
- DALLAS
- LOS ANGELES
- LONDON

# Announcing America's newest radio company (and we're already number one!)\*

We're talkin' and singin' big here!  
Big and proud.

Because United Stations has acquired the  
RKO Radio Networks. And that means a bigger  
voice for radio. And more opportunities to  
help you build your audience.

For starters,  
United Stations Radio Networks means  
three big ways to better reach your listeners;  
United Stations 1,  
United Stations 2, and  
United Stations Programming Network  
to provide and continually create programs,  
specials, and unique new programming  
for your radio station.

We've got personality too.  
There's **Dick Clark**—  
not just a major presence behind the mike,  
but a major guiding force, leading you to bigger  
and better audience shares.  
Then there's the likes of **John Madden**—  
one of the biggest, if not *the* biggest voice  
in sportscasting today.  
And **Rick Dees**—America's favorite when  
it comes to America's favorites in today's music.

When you're a broadcaster in the ranks of  
United Stations Radio Networks, you're among  
America's top 2500 radio stations, airing  
the brightest most up-to-the minute shows.  
Via satellite over 6 live channels on  
SATCOM 1R...the primary radio network  
satellite. You can't beat that for strength.  
It's programming that delivers audience...  
the audience your advertisers want to reach  
most. With programs America listens to...  
conducts business to...hums to.

United Stations Radio Networks.  
Big and getting bigger.  
Because we've got America by the ears!



\*RADAR 30, VOLUME 2, RKO ONE:  
#1 ADULTS 18-34, 18-49, 25-49, 25-54  
MON.-SUN., 6 AM-MIDNIGHT



## The curious combination at the CRT

The weak link in implementation of the Copyright Act of 1976 has always been the Copyright Royalty Tribunal, whose mission has never been matched by resources; this is the story of the three commissioners now trying to keep up

The Copyright Act of 1976 placed much of its hope for marketplace justice in the Copyright Royalty Tribunal, a tiny—but increasingly powerful—federal agency that determines how much cable operators pay for the compulsory copyright license and how the collected royalties—now amounting to tens of millions of dollars a year—are split among program producers and suppliers. The incumbent clout is concentrated in the hands of three individuals—Chairman Marianne Mele Hall and Commissioners Edward W. Ray and Mario F. Aguero.

They're a curious combination. Hall, who joined the CRT last November, is a 34-year-old lawyer with a pronounced conservative bent who has had more experience in teaching law than in practicing it. Ray, 58, who was appointed to the CRT in 1982 and who served as its chairman in 1983, is a soft-spoken former record producer and distributor. And Aguero, 53, named a commissioner last May, is a Cuban immigrant and former New York businessman and producer of concerts, motion pictures and television shows.

The three have at least one thing in common: All are staunch Republicans with enough of the right connections to secure a presidential appointment to the CRT—a seven-year job with a current annual salary of nearly \$70,000.

Only Hall joined the tribunal with any kind of background in copyright matters. But that's not unusual. Indeed, during the seven-year history of the CRT, only Hall and Thomas Brennan, a former congressional staffer who helped draft the 1976 act, have



Aguero, Hall and Ray

had measurable copyright experience, even though the act's legislative history suggests that the President appoint "persons who have demonstrated professional competence in the field of copyright policy."

Since its inception, the CRT has earned little respect from the industries it affects, the Congress or the courts. That's attributed to a number of factors, including the inexperience of most of the commissioners, the lack of staff and small budget (\$722,000 this year) and the absence of clear guidance from the Copyright Act.

The cable industry feels the CRT is inherently biased toward the copyright holders and seems to have given up all hope of getting what it considers "a fair shake" from it. John Malone, president of Tele-Communications Inc. and chairman of the National Cable Television Association's copyright

committee, said, "If the cable industry is going to get a fair shake, it will be through legislation and the courts."

Three years ago, Senator Charles Mathias (R-Md.) told a group of broadcasters that the White House considers the CRT "a useful place to put some otherwise embarrassing applications for jobs." And Robert Kastenmeier (D-Wis.), chairman of the House Copyright Subcommittee, has written that subcommittee believes the body is "in dire need of reform."

Moreover, the U.S. Court of Appeals in Washington has twice stated in upholding CRT decisions: "While we do not sanction [the quality of the CRT's explanation]. We have regarded [it] charitably in light of the tribunal's lack of a professional staff and the [relative] novelty of the proceeding. We expect the quality of the tribunal's decision-making to improve with experience."

As the CRT is now constituted, Hall is the key player, not so much because she is current chairman, but because of her intention to improve the much-maligned agency by tightening up procedures, restructuring its organization and strengthening the soundness of its opinions.

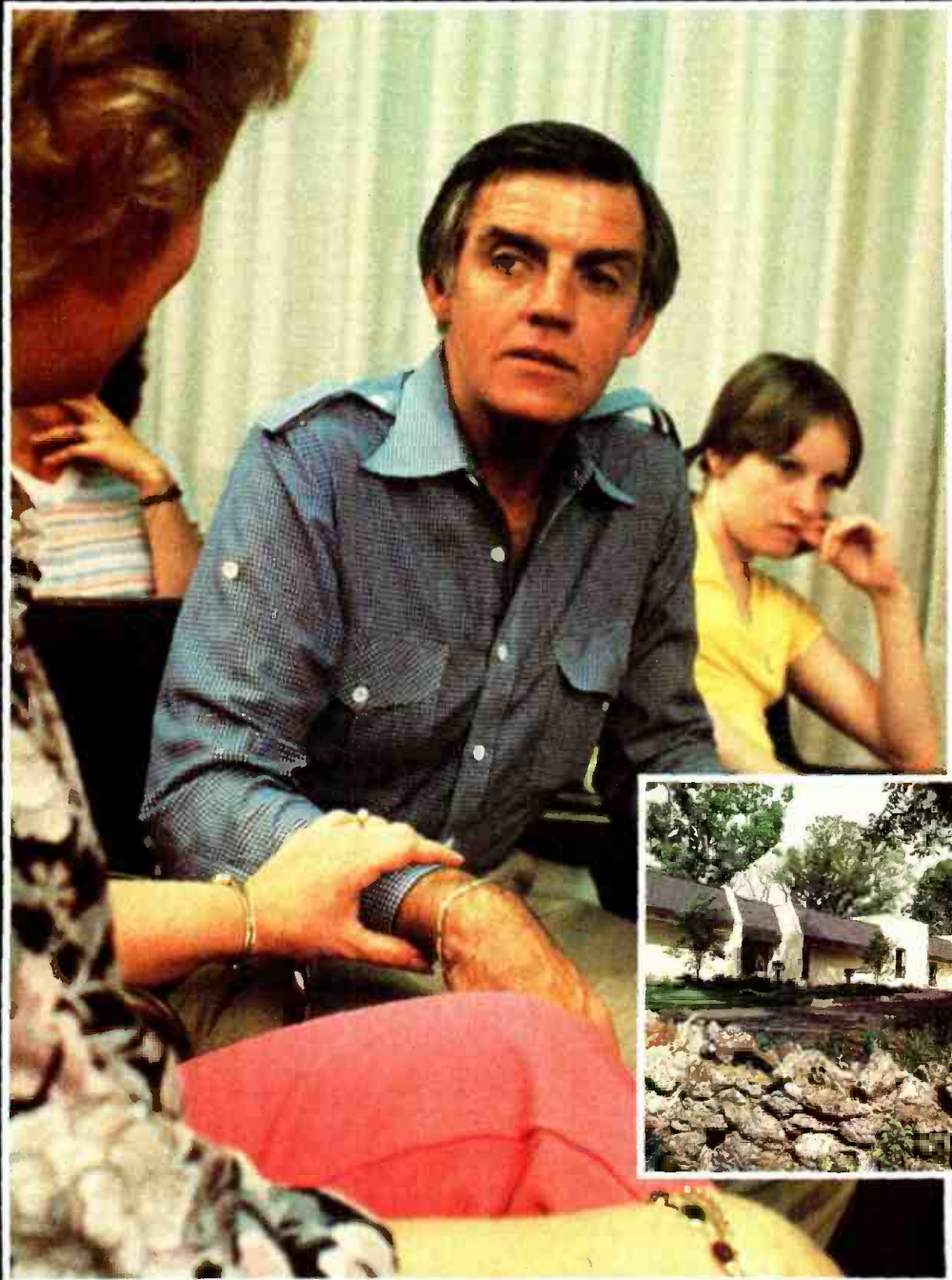
Her interest in copyright goes back to the summer of 1977 when she worked as an intern at the Copyright Office of the Library of Congress, the agency that actually collects and disburses the cable copyright fees.

Since being graduated from Rutgers Law School in 1978, Hall has taught law, worked for several banks and has become involved with a number of right-wing groups.

Most of her teaching has been done at Northern Virginia Law School in Alexandria, Va., which Hall describes as a "small

**It's Dynamite  
With Young  
Adults**

For the times in your life  
when all is not right  
with your world.



# Springwood

Psychiatric, Alcohol and Drug Treatment Center

Telephone 703-777-0800 or 800-572-2341 in Virginia



private school with a part-time program." Calls to the school, which is not accredited by the American Bar Association, are answered by a recording describing the school as "the weekend-only law school," and offering information through a post office box. Returning a call left with his answering service, Alfred Avins, the head of the school, said Hall is an "instructor" at the school, but declined further comment.

In the fall of 1981, she taught one semester of estates and wills at Antioch Law School in Washington, where her conservative values often clashed with those of the liberal students and faculty. According to Antioch professor Richard Rubenstein, who hired Hall, she "did very well." He remembers that she would "provoke her students by saying things she knew they would disagree with." And, he said, she was always prepared to defend her views. "She talks back," he said. "She doesn't take s... from anyone."

Hall says she also taught one semester of "law in the business environment" in the business school of the University of the District of Columbia in the spring of 1981.

Some of Hall's conservative views are distilled in a 71-page booklet—"Foundations in Sand"—that she helped write and publish with two others, Lawrence Hafstad and John H. Morse, in 1982.

The booklet's most controversial chapter may be the one that addresses *The Minority Problem*. It argues that black males are at a disadvantage in Western culture because of the "10,000 years of selective breeding" that allowed them to thrive in the African jungles. "Black male youths have great difficulty overcoming their millenia of breeding for short-sighted, high-energy solutions to problems," it says. "Their race has skipped the centuries of training which has produced in other races the discipline, foresight and tolerance of drudgery, necessary for success in the agricultural and industrial ages in the temperate zones...."

It's possible for black males to overcome their genetic handicap, the booklet says. And to help them, it says, the country should

**LPTV grants.** FCC has tentatively granted low-power television applications of Mountain TV Network for channels 52 and 54, Hazen, N.D.; 45 and 47, Hamilton, Mont.; 64, Malta, Mont.; 55, 33, 31, 63, 67, 61, 59 and 65, all Bonilla, S.D.; 60, 68, 62, 56, 64 and 58, all Chamberlain, S.D.; 36, 44, 54 and 60, all Wishek, N.D.; 23, 25, 62, 64 and 31, all Dubois, Wyo.; 62, Rugby, N.D.; 20, 28 and 36, Wheatland, Wyo.; 68, Reva, S.D.; 49, 51 and 53, Hyannis, Neb. It also has tentatively granted applications of State of Alaska for ch. 24, Trapper Creek, Alaska; Douglas Televiewers Inc., ch. 2, Douglas, Ga.; Steven C. Nelson, ch. 8, Fairmont, N.D.; Harlan L. Jacobsen, ch. 12, Mitchel & Woonsocket, S.D.; Graphic Scanning Corp., ch. 69, Wichita, Kan.; State Board of Directors for Educational Television, ch. 9, Mitchell, S.D.; Bear Paw TV Club, ch. 11, Lloyd, Mont.; John W. Smith Sr. and Mary L. Smith, ch. 5, Jeffersonville, Ind.; Regents of the University of New Mexico and Board of Education of the City of Albuquerque, ch. 32, Albuquerque, N.M.; Arapahoe County TV Club, ch. 30, Gallup, N.M.; North Tillamook County Translators Inc., channels 53, 44 and 57, Rockaway (and vicinity), Ore.; Kentel, ch. 47, Boise, Idaho; North Sherman TV Co-op, ch. 67, Wasco, Ore.; World Out Reach For Deliverance, ch. 60, Keokuk, Iowa, and Five County Public Telecommunications Project, ch. 62, Lake George, Colo.

set up a "separate, but superior school system" for blacks. Because black males resent the authority of whites and females, it says, the schools should have male teachers and, whenever possible, former star athletes as principals. Black students who accept "the work ethic" would qualify for integration into "the majority schools," it says.

The chapter proffers other unconventional ideas. It asserts that "life is still cheap in Africa," citing Idi Amin's reign of terror in Uganda. It also contends that slavery was an African tradition and that it died out in European cultures because it proved "inefficient."

Although she told the Senate Judiciary Committee that she "co-authored" the booklet, Hall told BROADCASTING the ideas are really those of Hafstad and that she acted primarily as an editor. She doesn't, however, disavow the booklet and the ideas it contains. The booklet was intended "to stir thinking into alternative methods of solving our problems," she said.

Although "Foundations in Sand" firmly rejects "affirmative action" as a means of improving the lot of blacks and other minorities in business, Hall says she helped implement an Equal Employment Opportunity program for Washington's Riggs National Bank when she worked for the bank between

March 1979 and May 1980. She says she also set up a system to aid the bank in making sure it stays in compliance with federal and city EEO laws.

In 1981, Hall worked with Lieutenant General Daniel O. Graham (U.S. Army, now retired) and others on "High Frontier: A New National Strategy," a study that proposed the "strategic defense initiative" that was later adopted in part by the Reagan administration and popularized as "Star Wars." The study also spawned a permanent organization, High Frontier Inc., on whose board of advisers, according to project director Graham, Hall still serves. Graham strongly endorses Hall, calling her a "brilliant young woman."

And over the past few years, Hall has also advised and contributed money to the Leadership Foundation, a conservative group headed by former broadcast newswoman Martha Rountree. According to Rountree, one of the goals of the group is to "clean up" television by encouraging grass-roots protests against excessive sex and violence on television. Like Graham, Rountree praises Hall as "one of the most conscientious people I know.... I don't know anyone with more integrity. She'll do her homework and she'll be fair."

Hall anticipates that the remainder of 1985 will be busy for the CRT. "I don't think we are going to get a day off for the next eight months," she said. The proceeding to determine the distribution of the 1983 copyright pool, which amounts to around \$85 million, will be more complicated, and, possibly, more contentious than ever, she said. For the first time, she said, the pool includes fees stemming from the CRT's 1982 rate increases—3.75% of gross revenues for distant signals added by cable systems after the FCC dropped its distant-signal rules and an across-the-board hike on all distant signals to compensate copyright holders for the FCC's elimination of the syndicated exclusivity rules.

At the same time, she said, the CRT will probably have to launch a proceeding to review the 3.75% rate and the so-called syndicated exclusivity surcharge. Turner Broadcasting System, owner of superstation WTBS(TV) Atlanta, has already petitioned the CRT to review the 3.75% rate for cable systems wishing to add the superstation. And, she said, she expects others to petition for a broader review and trigger a "full-blown

**CPB budget hearings.** The threat of the administration's \$14 million rescission of the Corporation for Public Broadcasting's proposed fiscal 1987 appropriation, died last week. The White House recommended that Congress cut the \$200 million proposed for CPB to \$186 million; however, 45 legislative days had passed since the rescission request was filed. Since Congress had not voted on it, the requested cut expired April 24. In an attempt to avoid a third Presidential veto, CPB has also supported the administration's proposed FY 1988 appropriation of \$214 million. With that, \$108.3 million would go to noncommercial television stations in the form of community service grants (CSG's); \$36.1 million for national television program production, and \$48.2 million for radio's CSG program and national radio program production. CPB Chairman Sonia Landau told House Appropriations Subcommittee members April 18.

At a Senate Appropriations Subcommittee hearing last Thursday (April 25), CPB Landau offered her "personal observations about CPB's priorities": Public broadcasting "can, and should play a meaningful role in educating America's children"; CPB was "committed to opening up the benefits of public broadcasting to the physically impaired"; public broadcasting "should never become preoccupied with ratings," and noncommercial broadcasting should do "more in the area of public affairs." For the last, she would like to see "more extensive coverage of Congress," including programs offering an historical prospective on it. She also wanted to attract more "innovative producers" of children's programming to noncommercial broadcasting, she said. Among other topics discussed during the hearings was CPB's relationship with National Public Radio. Pfister told the House subcommittee members that CPB had a "testy" relationship with the noncommercial radio network.

## One Year New!

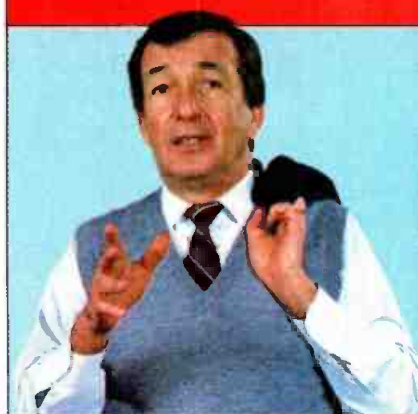
*It has been a wonderful, exciting, successful year of bringing Boston a comprehensive late newscast at a new, more convenient time. We look forward to many more.*

THE TIME IS RIGHT!



# The News at **TEN**

JACK HYNES JULIE EMRY BILL O'CONNELL JERRY BROWN



WEEKNIGHTS  
AT 10:00 PM

WLVI  
TV 56

GANNETT  
BROADCASTING GROUP





## Washington Watch

**Direct access.** ABC, CBS and NBC have given their support to petition by National Telecommunications and Information Administration seeking FCC rulemaking to consider authorizing "competitive access" by U.S. carriers and users to Intelsat space segment for provision of "customized" International communications services (that is, sale or long-term lease of transponders or space segment capacity for communications not interconnected with public switched message networks). In joint comments, networks said NTIA petition raised question of whether Intelsat, as it faces increasing competition, will be free to deal directly with potential customers or will continue to market its services exclusively through Communications Satellite Corp., U.S. signatory to Intelsat. "The networks believe that the changing international communications environment requires a re-examination of the system by which Intelsat's services are delivered to U.S. end users," networks said. In its own comments, Comsat, among other things, said direct access was contrary to law. "NTIA's proposal is just a repackaged version of what has been clearly shown to be a discredited concept," Comsat said.

□

**BATF rules.** Center for Science in Public Interest, which is spearheading Project SMART (Stop Marketing Alcohol on Radio and Television), asked Senate Appropriations Subcommittee last week to direct Department of Treasury to publish Bureau of Alcohol, Tobacco and Firearms' proposed rulemaking concerning alcohol advertising for public comment. Rulemaking, which is still being reviewed by secretary of Treasury James Baker, would limit use of athletes and famous personalities in beer and wine ads (BROADCASTING, Feb. 25). There has been some question as to status of rulemaking which was expected to be released month ago.

□

**Reconsideration requested.** Committee for Community Access has petitioned FCC to reconsider aspect of Docket 80-90 decision that would permit AM daytimers who obtain new FM "to sell, rather than surrender, their daytime AM licenses." Group said preferences given daytimers would leave other applicants with little chance of success in contests for many new FM's. If relinquished daytime licenses were opened for competing applications, newcomers would have something to compete for, group said.

□

**Thumbs down.** FCC has released text of decision denying Rhodes Productions declaratory ruling or waiver to market re-edited version of its *SCTV*, portions of which had first run on network, without running afoul of prime time access rule ("Closed Circuit," Jan. 28). Chairman Mark Fowler was lone dissenter. "I am persuaded that the unique combination of circumstances surrounding Rhodes's proposed syndicated version of *SCTV* warrants waiver of the rule," Fowler said in statement.

□

**TV opportunities.** FCC study has revealed that there were 10 open (vacant and unapplied for) commercial VHF television channels in top 100 markets as of Dec. 31, 1984. But all of them were more than 55 miles from principal ADI cities. In those same markets there were 61 open commercial UHF channels, but 23 of them were more than 55 miles away from principal ADI cities. In next 125 markets, there were 24 open VHF's and 48 open UHF's. But 14 VHF's were more than 55 miles away from principal ADI cities, as were 14 UHF's.

□

**New checklists.** FCC has announced availability of revised AM-FM broadcast station and TV checklists. Publications, compiled by FCC Field Operations Bureau, are designed to assist station technical staff maintain compliance with FCC rules and regulations. Copies are available at FCC FOB in Washington and at commission field offices.

□

**Against separate systems.** Representative Bob Carr (D-Mich.) may introduce legislation to block FCC authorization of new satellite systems that would compete with Intelsat. Carr, member of House Appropriations Subcommittee on Commerce, Justice, State and Judiciary, said there are various ways Congress could deal with situation, including addition of language to FCC appropriation bill directing it to "hold up" separate systems matter. Carr made his comment during testimony of former FCC Commissioner Abbott Washburn, who testified, as he has in past, against plans for separate systems. Washburn headed U.S. delegation to conference that negotiated Intelsat Definitive Agreements and fears that U.S. plans to reverse policy of maintaining single global system would do Intelsat serious, perhaps irreparable, harm.

□

**FTC consolidation.** Senator Robert W. Kasten Jr. (R-Wis.) said at Senate Consumer Subcommittee hearing that he will introduce Federal Trade Commission authorization bill which includes special appropriation of \$3,811,000 for "one-time building consolidation" of FTC's Washington headquarters. FTC Chairman James Miller testified that consolidation would save taxpayers "millions of dollars in the long-run."

proceeding."

One task the CRT will not have to perform this year is deciding on an adjustment of the copyright fees for inflation. The cable industry and the programmers got together earlier this year and agreed to increase the rates nearly 12%, obviating the need for the CRT proceeding. "The inflation proceeding is pretty much laid to rest," Hall said.

To do the job and do it right, Hall feels that the CRT must have something it has never had: a competent "professional staff" to support the work and decisions of the commissioners. She has already hired the CRT's first general counsel—former FCC attorney Robert Cassler—and would like to hire at least two more lawyers, an economist and an accountant.

Although the Copyright Act specifies five commissioners, Hall believes it can get along with just three. In fact, she believes the appointment of two more commissioners would "be a frightful waste." She said she plans to ask Congress to allow her to use money earmarked for the absent commissioners for additional staffers.

Once the upcoming distribution and rate-review proceedings are wrapped up, Hall said she would like to explore rewriting parts of the Copyright Act to "see if we can't officially reorganize the [CRT] into a more workable structure" with three commissioners and sufficient staff. (She said she would also like to see a rewrite of Section 111 "to make it more readable. That thing is just like mud.")

In preparation for this year's hearings, Hall said she is also in the process of reforming the procedures "to give them more structure and more consistency." The CRT has hired a law firm to help analyze the procedures and recommend improvements, she said.

"The next big headache . . . is really beefing up our opinions, our determinations, so that they have more substance than they have had in the past," she said. "That is going to be a project in which I wish my legal counsel had a half a dozen assistants because the determinations we come out with this year are going to be major."

Despite her conservative credentials, or perhaps because of them, Hall is a dedicated reformer—at least when it comes to the CRT. "I think this agency needs a total overhaul," she said. "When every determination results in people storming the courts and storming the Congress, that says to me that this agency is not doing the job that it was expected to do. You expect half the sides to be unsatisfied. But when the biggest takers are still dissatisfied, it tells me we have to look at what we are doing and why."

The cable industry has long maintained that the CRT has a bias in favor of the copyright holders. This bias, they say, was manifested in 1982 with the CRT rate increases. "It's not so much a function of bias," said Hall in response to the charge. "It's more a function . . . of inactivity. If [the previous commissioners] did more, studied more, worked harder toward finding a better answer then maybe some of the discontent from all sides would have been ameliorated.

"I'm not going to sit here and say I'm

#1 FEB '84 SWEEPS  
#1 MAY '84 SWEEPS  
#1 JULY '84 SWEEPS  
#1 NOV '84 SWEEPS  
#1 FEB '85 SWEEPS

**There appears to be a definite trend here.**

If you needed any more confirmation that "Three's Company" is the most powerful half-hour comedy in syndication, take a look at the February ARB Sweeps that just came in.

It's Number One.

For the fifth consecutive time.

Once again topping *all* of syndication's toughest sitcom competition. Including "M\*A\*S\*H."

"Three's Company's" remarkable audience appeal should be on *your* station.

If you own it...renew it now! If you don't own it...buy it now!

**The audience powerhouse  
THREE'S COMPANY**

**D.L. TAFFNER  
SYNDICATION SALES**

**New York**  
(212) 245-4680  
**Atlanta**  
(404) 393-2491  
**Chicago**  
(312) 593-3006  
**Los Angeles**  
(213) 937-1144





**Support for public radio.** More than 100 stars came out for National Public Radio's first nationally coordinated fund-raising effort, Public Radio Campaign '85. The drive ran April 22-27 and by last Thursday (April 25) had raised more than \$2,800,000 for participating NPR member stations. (Last July, NPR stations assumed responsibility for the noncommercial radio network's remaining \$5.4-million debt.)

Personalities were heard live on the air from NPR's Washington studios, and from special studios set up in New York, Los Angeles and London. Television personality Dick Cavett hosted the campaign last Monday (April 22) from a special studio set up at the St. Regis-Sheraton hotel in New York—where guests, such as television host Phil Donahue, dropped in to cheer for public radio. Pearl Bailey was to host the campaign from Washington last Friday (April 26). Others participated live via telephone from across the country. According to Campaign '85 coordinator Pamela Sweat (who was given a leave of absence from noncommercial WABE Atlanta in September to organize the national drive), celebrity support was plentiful. By last Wednesday, she said, stars, through their agents, were calling Sweat to schedule time on the air.

Among those helping out were former President Gerald Ford and former First Lady Betty Ford; comedians David Steinberg and Henny Youngman; actresses Helen Hayes, Meredith Baxter Birney, Stockard Channing, Ruby Dee, Jane Fonda and Glenda Jackson; actors Matthew Broderick, Tom Hulce, Ossie Davis, David Birney, Douglas Fairbanks Jr. and Gene Wilder. Those television journalists participating included: NBC's Jane Pauley, Tom Brokaw and Connie Chung; ABC's Peter Jennings, Barbara Walters, Sam Donaldson and Ted Koppel; Public Broadcasting Service's Jim Lehrer, Robert MacNeil and Judy Woodruff, and Cable News Network's Sandi Freeman.

going to make it all better. I don't know if I can," said Hall. "But I do know that I will work as hard as I can to try to find better solutions."

Of the three commissioners, Ray now has the most experience, having arrived at the CRT in 1982 and having served as chairman in 1983. He is the only current commissioner to have participated in the controversial 3.75% rate hike proceeding. Ray supported the increase.

Like Aguero, Ray has strong ties with the entertainment industry. His career spans several decades in the music industry beginning in the 1950's when he worked for Central Record Sales, a record distribution firm in Los Angeles. In 1955, he joined Imperial Records, another Los Angeles record distribution firm, as national promotion manager. For five years, he worked for Capitol Records, eventually becoming a vice president, and later joined MGM Records where he served as senior vice president.

Ray left MGM Records in 1974 to establish Eddie Ray Music Enterprises, whose holdings included a recording studio, music publishing and record production divisions. The company also operated the Tennessee College of Recording Arts, a vocational college for those interested in the recording business. In 1979, Ray returned to Los An-

geles as president of California Multiple Industries Inc., a real estate and music consulting company.

In California, he was active in Republican politics and was a California state co-chairman for Republican Black Voters for the Reagan/Bush Campaign in 1980. And during the 1984 campaign Ray served on the national advisory committee of the National Black Republican Council and was an active Republican Eagle in 1983.

(He received a bachelor of professional studies degree from Memphis State University and studied in business administration at Los Angeles City College.)

Nominated initially to fill the unexpired term of Clarence James, Ray was reappointed for a full term which expires September 1989. At the time of his second confirmation before the Senate, there was some congressional concern that Ray's background in the record industry might compromise his position at the CRT. Nonetheless those concerns were quelled. And as Ray explains: "The position of the people at the White House who recommended me was that they felt it was time to have someone at an agency in Washington who was not the typical Washington lawyer type, but someone who had business experience, who had a practical working knowledge, that can give a different

perspective." Moreover, Ray says that when the 1987 recording rate proceeding comes before the tribunal he will not participate if the parties feel it's necessary.

As for the size of the CRT, Ray agrees with Hall that it should be reduced from five to three commissioners. He says he has always taken that position. He also backed the decision to hire a chief counsel. During his chairmanship, with the help of then commissioner Katherine Ortega, Ray was able to get a budget set aside to hire a chief counsel. But he failed to convince the rest of his colleagues. He's now "very happy" they finally got one.

However, that's as far as he will go. He doesn't see any need for more staff or a full-time economist. "Unless there are additional responsibilities given to the CRT I think it would be a terrible waste of time and money to have a full-time economist. As to whether we might hire an outside economist for a specific project, that's another thing that I would probably support," Ray said.

Ray was reluctant to comment on the Turner petition, although he expressed surprise that the CRT hadn't been petitioned sooner for a review of the 3.75% rate.

"By no means am I closing my mind or making prejudgments as to what a review might turn up," he said. "My decisions are based on the record before us. . . . If the record has changed, if other things are presented then, of course, I have no idea what my vote will be on the appeal until that record is recorded."

His view on the compulsory license is similar to Hall's. "I have always taken a position that if and when the industries can develop an internal mechanism in which they can negotiate themselves in a free market atmosphere—I would love to see that day happen—I think then that there certainly would be no need for the CRT or anything like the CRT. I am not convinced at this point, in fact I know at this point, they have not been able to do that."

Ray has had some doubts about the CRT's role from the very beginning. He questions whether "taxpayers should be responsible for these kinds of actions." However, "as long as Congress does not change it and as long as the industries themselves cannot develop the kind of mechanisms so that they can do it themselves, I don't see any other way," he added.

But as far as copyright reform goes, Ray is not anxious to become entangled in such an endeavour. What's more, he said, it's not in the CRT's mandate to seek reform. "I would not be in favor of a member of the tribunal becoming a lobbyist on the Hill."

If cable operators petition the CRT to lower the 3.75% copyright rate, they will have to deal with at least one unsympathetic commissioner, Mario Aguero. Asked what he thought about the rate, Aguero said, "I don't think it's too much, the 3.75%." And, apparently unaware of the NCTA's ill-fated court appeal of the rate, he added, "So far today we haven't had any challenge of the 3.75%. What do you think?"

Aguero was appointed in May 1984 to fill out the unexpired term of the late Marylou Burg (Burg died in May 1983) and was reappointed in September 1984 to a full seven-



**It's Available  
Now For Fall '85**



year term. He says he received a bachelor's degree in science and letters from the Camaguey Institute before leaving Cuba in 1960, and a degree in business administration from Havana University.

Soon after arriving in the U.S., Agüero founded Enterprises Latinos, which dubbed Spanish soundtracks onto English movies, and Artists in Radio, Television and Spectacles, a union for foreign performers. Neither company nor union exists today.

Agüero became involved in other show business jobs and ventures. Calling himself a "theatrical entrepreneur," Agüero says he served as a talent consultant for several Latin American television stations and says he produced numerous concerts, stage and radio shows at Carnegie Hall and Lincoln Center. He cites his production of "Roberto Iglesias Ballet Espanol," which appeared on the New York stage as well as the *Ed Sullivan Show* and *Bell Telephone Hour*, as one of his major accomplishments.

Agüero owned and operated a New York restaurant, Havana East, for 10 years before selling it in 1981. And at the beginning of this year, he sold off his real estate interests, mostly apartment buildings held by Amalia Realty Corp. As a CRT commissioner, Agüero feels it's necessary to rid himself of any possible conflicts of interest. "As long as I am here I want to be in the best possible shape with the tribunal."

Agüero was particularly active in President Reagan's 1980 presidential campaign and in 1983 was named chairman of public relations for the Republican National Hispanic Assembly, a post he held until Feb. 24, 1985.

Since his roots are in show business, some CRT watchers may feel Agüero will lean in favor of the copyright holders. Not so, the commissioner maintained. "We are here to make decisions in the right manner. We don't have any favorites. We make the most honest decision we can afford. It's our job," he said. Furthermore, Agüero added, he has already participated in at least 11 tribunal hearings and has not shown an inclination toward any certain entity. "I loved my career as a producer, I love actors and performers, but this has nothing to do with the business of the tribunal," he said.

Agüero also deflects any criticism that all the commissioners should have some background in copyright law. "I think we combine a good team here. That team represents people who know the law very well and very deeply and people involved in business." In his opinion, it's combinations like that that have made the "tribunal great in the last seven years."

Like Hall, Agüero wants to strengthen the tribunal. However, he would go about that differently. He favors filling the two vacant commissioner seats to give the CRT a full com-

plement. With only three commissioners, Agüero fears there will be times the tribunal won't be able to assemble a quorum. Moreover, he said, the CRT will have its hands full with the 65 hearings scheduled this year. And he expects the workload to increase. "I think the television industry is growing so much that in the next three years we're going to surpass the \$100 million mark. The more money we have the more troubles we're going to face." (Agüero also thinks the tribunal needs an economist.)

Although it's unclear whether Agüero is a hard-line advocate of the compulsory license scheme, he doesn't seem anxious to see it disappear. "How do you control the rights of the composers and performers without a compulsory license?" he asked. What about turning it over to the marketplace? "I never thought of that, I don't know," he responded. "The compulsory license has helped a lot so far to my knowledge."

Agüero isn't the only member of his family working for the government. His wife, Lilia Lazo, an actress, has joined the Cuban service of Voice of America (Radio Marti), as an anchor.

The lawyers who deal with the CRT in behalf of the various cable, broadcasting and programing lobbies privately question the competence of the three commissioners. But some are impressed with Hall's enthusiasm and determination to reform the agency and are hopeful that she can bring some order to its procedures and some reason to its decisions. Now, they are waiting to see if she can deliver. □

## Helping hand from Red Cross

**Subcommittee of relief organization looking at programs that would assist journalists**

The International Committee of the Red Cross is considering proposals made by U.S. delegates to a round-table forum in Geneva to provide assistance to journalists on dangerous assignments throughout the world.

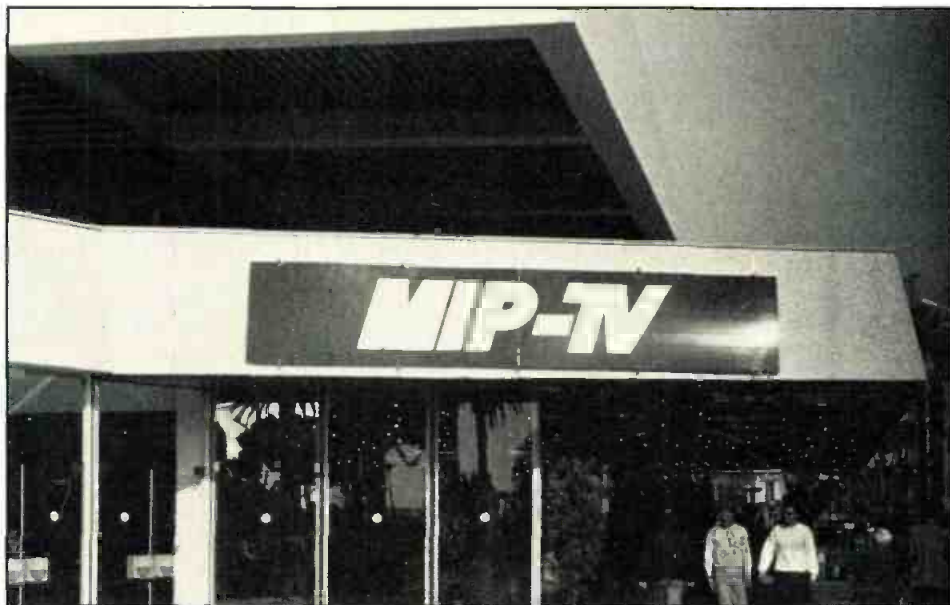
One proposal called on the International Red Cross to establish a 24-hour-a-day "hot line" to be used by journalist organizations seeking Red Cross assistance for news staffers wounded, injured or impaired in the performance of their duties. Another proposal asked the ICRC to establish procedures for interceding in the event of the arrest or detention of journalists during the performance of their duties.

The ICRC said it would examine suggestions made by Gene Mater, vice president of CBS Worldwide Enterprises, and Don Meaney, senior managing director of affiliate and international liaison, NBC. They were participating in the two-day meeting last Tuesday and Wednesday (April 23-24) called by the ICRC and attended by delegates from 16 different journalist organizations throughout the world. Mater and Meaney represented the North American National Broadcasters Association and the Radio-Television News Directors Association. □



**Worldnet debriefing.** U.S. Information Agency director Charles Z. Wick briefs the press on the Monday following the first transmission of what USIA is billing as the first government-operated, daily international television service. The two-hour program of news and features is being transmitted to western Europe by satellite, Monday through Friday, in what Wick described as "a war of ideas, the only real war going on" (BROADCASTING, April 22). The service is part of USIA's Worldnet, a global television satellite network that was inaugurated in November 1983. In time, USIA hopes to provide similar daily feeds to other parts of the world—possibly including the Soviet Union and other countries in Eastern Europe. The technical capacity is available from the same European Communications satellite that is providing service to western Europe, and Wick said such transmissions are under study. He even indicated that, as satellite technology improves over the years, those living behind "the Iron Curtain" will be able to get receiving dishes that "they can hide in the attic and get unfiltered messages."





## MIP: cloudy skies, sunny selling climate

**Big U.S. distributors say annual gathering in Cannes provided lively market, and smaller firms report improved chances overseas**

Despite a strong U.S. dollar that has hampered foreign sales of U.S. programs, many distributors reported robust activity during the 21st annual Marche Internationale Des Programmes De Television in Cannes, France. More than 6,000 sellers and buyers from around the world gathered under mostly cloudy skies on the French Riviera for six days of international deal making.

MIP-TV, long-time attendees claim, has the atmosphere of a Mediterranean bazaar, and this year was no exception. By most accounts, the big merchants—such major studios as MCA, MGM/UA, Paramount, Columbia, 20th Century Fox and Warner Bros., along with such independents as Embassy, Lorimar, Orion, Telepictures, Viacom and Worldvision—have traditionally dominated international program distribution. In turn, seven countries—Australia, Canada, France, Germany, Italy, Japan and the United Kingdom—represent about 80% of the world markets and together with the 12 distributors above make the business “still pretty much of a club,” in the words of one veteran salesman.

But there were signs last week that the small and medium-sized companies and countries were gaining strength. Although still far away from changing the economics and balance of international program distribution, several smaller U.S. distributors claimed they were finding a strong interest in their product.

To be sure, the foreign buyers still flocked to the product better known to foreign orga-

nizations—in most cases the expensive hour-long network prime time series. Miniseries, as has been the case over the past several years, continued to be in great demand, although some U.S. distributors noted that they didn't have as many new prime time series to introduce this year as in the past.

Representatives from budding European private television systems were out scouting product, and some, like the Axel Springer-backed HGerman cable progaming network, were actually buying shows, sellers reported. But most of the U.S. distributors, although outwardly optimistic about private European TV, don't see these markets becoming a major factor for at least another three years.

Instead, the major deals announced at MIP centered again on well known players.

Embassy Telecommunications, in what senior vice president of international sales, Ron Brown, described as “the highest price ever paid” by the BBC for a miniseries, sold the seven-hour *Cain and Abel* for more than \$125,000 per episode. Brown reported he also clinched deals with the Australian Ten network, the Korean Broadcasting System and the Philippines Canlon network as well as stations in Singapore and Malaysia, among others, for over \$3.2 million. *Cain and Abel* is scheduled to air on CBS next fall.

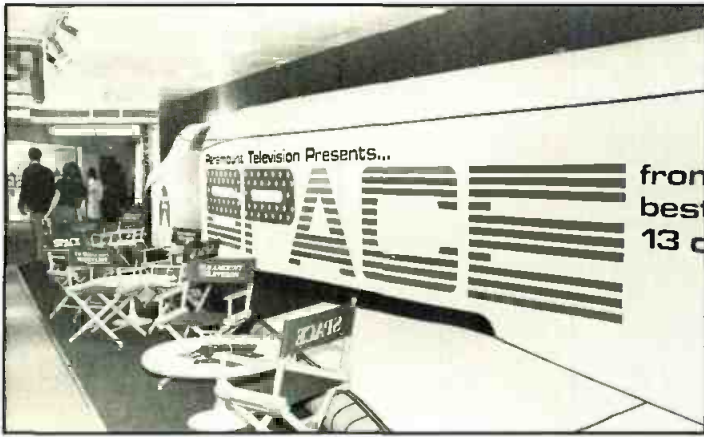
Similarly, Worldvision cleared *The Key to Rebecca* (based on the novel by Ken Follett, and set to air as a four-hour miniseries on Operation Prime Time) in Australia and Canada. Metromedia Producers Corp. also got a pickup from the BBC for the *Atlanta Child Murders*, the five-hour mini-series that aired on CBS in February. Most of the

major international markets have also picked up Paramount's *Space and Wallenberg: A Hero's Story*, which Paramount executives have been selling for the past six months. Indeed, none of the majors appeared wanting for business. Bruce Gordon, president of Paramount International, explained that “a lot of the major markets are committed. What we do here is a lot of business with the medium-and-smaller-sized markets.”

Among the major deals announced at MIP was a \$16-million agreement among all three channels of the Italian state-owned RAI network for a series of theatrical packages from MCA, MGM/UA and EMI. RAI spent a reported \$8 million for 100 features from MGM/UA's theatrical library, including such classics as “Ben Hur,” “West Side Story” and “The Dirty Dozen.” It spent a reported \$6 million for 60 hours of made-for-TV movies plus 70 theatricals, the miniseries, *Masada*, and the regular series, *Miami Vice*, from MCA. The EMI deal, valued at about \$2 million, covers 25 theatricals including “Silkwood,” “Never Say Never Again” and “A Passage to India”—the last to be held back until 1988. Also finalized was a six-country, 17-company, \$6-million co-production titled *Frontier*, described as a “grand historic depiction” in six one-hour episodes of pioneer days in Canada with episodes in England and France.

CBS Broadcast International also signed an agreement with Television New Zealand for a comprehensive catalogue of CBS news, sports and entertainment programming on an ongoing basis, similar to the two-year-old agreement CBS has with Silvio Berlusconi's Rete Italia networks and the Nine Network in Australia.

But with tough foreign economies, espe-



Paramount's "Space" shuttle



NBC International

cially in many Latin American countries, and the strong U.S. dollar—although distributors believed it has peaked—several American companies admitted to softer sales this year. They explained that the strong dollar prevents them from seeking an increase in the license fees they charge foreign broadcasters and in some cases even reduces the prices they charged last year. "Australia and England are being much more selective," observed Michael Jay Solomon, chairman of Telepictures Corp. "As a matter of fact, England has put a hold on most purchasing" of regular series.

But, Solomon added, economics was not always the cause. He traced the drop-off in English buying, for example, to "internal problems" relating to the resignation of the head of ITV's buying committee. In addition, he and others noted that the BBC and the ITV will not be attending the May screenings in Los Angeles next week, although some distributors express confidence the British will make their program purchases in the fall.

How important foreign sales are for the U.S. distributors depends on the company and the product it has to offer, salesmen said. Embassy's Ron Brown said that the \$3.2 million in sales he grossed at MIP (principally from *Cain and Abel*) is a record for the largely comedy-oriented Embassy, and that he expected foreign sales this year to account for 10% of Embassy's gross revenue from program distribution. But for a major studio, Brown estimated, foreign sales can represent anywhere from one-quarter to one-third of the annual program distribution revenue.

Paul Rich, vice president of worldwide sales for Metromedia Producers Corp., said

that foreign sales accounted for about 35% of MPC's 1984 gross sales. But, Rich said, foreign sales are not all gravy. "The producers are demanding more money and to be paid upfront in one lump sum. We don't like to lump it together in one advance, because that's too risky for us." Instead, Rich said, MPC prefers to pay the producers on a percentage basis.

Most U.S. distributors say that foreign buyers were looking for action/adventure series. Comedy, they stressed, especially the kind dependent on verbal humor, is difficult to move. "You can't translate comedy into another language," said Burt Cohen, senior vice president of international sales, Worldvision, "because much of it is too Americanized." What sells best, Cohen said, is "glossy action" and high drama network series.

It also helps to have an "international theme," added Raul Lefcovich, vice president of international sales for Viacom Enterprises, such as those contained in the nine-hour mini-series, *Master of the Game*, which has a story line that spans three generations over five continents. And in some cases, Lefcovich countered, American comedy actually works. That's the case, he said, with the *Cosby Show*, which has been bought by 35 countries to date. "It is a family show," Lefcovich said, "not a situation comedy, and it could take place anywhere."

Sometimes, said Art Gross, vice president, worldwide sales, Republic Pictures Corp. (formerly NTA), a mini-series can help resuscitate an older series. He explained this was the case with *Richard Chamberlain*, whose recent mini-series included *Shogun* and *The Thorn Birds*. He noted that after those mini-series went into in-

ternational syndication, Channel Four in England bought *Dr. Kildare*, in which Chamberlain appeared. "Talent can be a drawing card."

Also, the less dialogue a show tends to have, the greater the chance a foreign broadcaster is likely to be interested, noted Charles Fazone, vice president, International sales, D.L. Taffner. He pointed out that soap operas have an especially rough time in foreign sales because "There's so much dialogue. And there are Brazilian and other Latin American soap operas that are more adaptable to the European marketplace. The problem with soaps," he went on, "is that you have to give them a chance. And in order to give them a chance you have to sell a couple hundred episodes and most Europeans are unwilling to invest in that kind of risk."

But, he pointed out, RAI's Channel Two several years ago took a gamble on *Capitol*, which Taffner sells internationally, and the American soap opera is now one of the highest rated daytime series on Italian television—compared to its American daytime standing, where it's one of the lowest rated soap operas. RAI just renewed its deal, he said, and to date has bought 900 episodes.

Some tastes in programs, however, appear to have international appeal. Game shows, for instance, can be just as popular abroad as in America. Canal Plus, the French over-the-air pay TV service launched last November and now with 300,000 subscribers, has beefed up its game show schedule. Alain de Greef, director of production said. Although Canal Plus's prime time programming is principally movies (half French and half foreign titles, usually not more than a year old), de Greef said that the pay channel has recently



Cliff Robertson (l) with Worldvision's Burt Cohen



CBS Broadcast International



added two more early evening game shows because "they are the most popular shows we have outside of films." In the beginning of April, after being on the air nearly six months, Canal Plus introduced *Les Affaires sont Les Affaires* (*Business is Business*) and *Tout S'Achette* (*Everything's for Sale*). "At the beginning we started programming for an elite audience," said de Greef. "But we turned to more popular programs. We found our subscribers had much more popular tastes than we originally thought."

There may even be a market for American style game shows, some have found. David Sifford, president of King World Enterprises, a recently established foreign distribution arm of King World, found strong interest in the licensing of formats for *Wheel of Fortune*, *Jeopardy* and *Headline Chasers*. The last of which was of particular interest, he said, because foreign broadcasters could use local news headlines for the game show's pool of questions.

In fact, adapting the show to fit the country is sometimes easier than selling the original version. For example, Henson International Television, the London-based program distribution arm for muppeteer Jim Henson, creator of *Sesame Street*, has adapted its HBO series, *Fraggle Rock*, in England, France and Germany. What HIT does, explained Jeffrey Yudkoff, financial director for HIT, is to take the live action segments of *Fraggle Rock* and have them re-shot for local viewing, while the puppet segments are simply re-dubbed. The live-action segments are reproduced with local talent and then re-edit-

ed with the dubbed puppet segments. "We want to make the show appeal to the local audience," said Yudkoff. "Our object is that when a French boy or girl sees the program, they are watching a French show. We try to do as much local co-production as possible. That way you get television that's attuned to local culture."

Adapting the show to fit the country is an idea rapidly spreading among producers and distributors, and it is usually accomplished through some kind of co-production arrangement. London Weekend Television, for example, pre-sold the U.S. domestic distribution rights to *Dempsey & Makepeace* to Tribune Entertainment Co. and the Seven Network in Australia. The action/adventure/drama series, which just completed a 10-episode run on Britain's ITV Network, and will premiere this fall in the U.S. in syndication on independent stations, features British (Glynis Barber) and American (Michael Brandon) co-stars. Vic Gardiner, chairman of LWT, calls *Dempsey & Makepeace* a "UK-based show with an American co-star." But he also admitted that American viewers, by virtue of co-star Brandon, might see it the other way around. Gardiner went on to describe the series as a "breakthrough" because the co-stars, he hopes, will have equal appeal on both sides of the Atlantic. It has already won over British viewers, he noted, ranking in the top 10 in the U.K. "I don't see why other companies couldn't do this," Gardiner said.

And in a sense, other companies are. International collaboration is making possible



Bob Lloyd (l) of Fries Distribution and Dave Sifford of King World

a \$14-million budget mini-series on CBS for the 1986-87 season. The seven-part show, *Saigon*, is being produced by the Australian-based production company, Roadshow, Coote and Carroll, and the UK-based Anglia Television, in association with British producer Jeremy Fox. The mini-series takes place in Saigon between 1925 and 1975, and focuses on a love story of an American diplomat's son and a Vietnamese girl.

If the way the networks do business baffled some foreign producers and distributors, no less strange was the way foreign markets reacted to some American producers and distributors. Gene Davis, supervising producer of *Essence: The Television Show*, a weekly half-hour black-oriented talk/variety series syndicated on 53 stations, expressed dismay that there was "no other black program being offered on a continuing basis in the international marketplace."

Davis, attending his first MIP, said he originally thought he could sell the show on his own, but quickly learned it would be an impossible task, and began negotiations with foreign representatives.

With innovative marketing skills, some European distributors claimed they are making headway against U.S. distributors. Richard Iotti, sales executive in charge of Latin American territories for Sacis—the program distribution arm of RAI—noted that his organization used to sell directly to most Latin American states, but when the economy slumped it became too expensive for Sacis to bicycle each of its tapes to the Latin American stations. So Sacis made deals with Latin American subdistributors on a flat fee basis for them to turn around and sell Sacis programming in the Latin American markets.

But with the downturn in many Latin American economies (at least two distributors are suing one Latin American government broadcaster for nonpayment), the subdistributors can no longer afford to pay the lump sum flat fee Sacis requested. "We started looking into minimum guarantees for advances," Iotti said, "plus a percentage of their sales. That helps alleviate the pressure." Although in effect a little less than one year, Iotti says it's a "little early to start seeing the money, but it has enabled us to penetrate the market where the greatest percentage of what's on the air is American."

In other cases, Americans probably need not apply. M.C. Gravevaux, an executive with the 10-year-old regional French network, FR-3, said that FR-3's only American programming is *Dynasty* and nearly two hours of weekly children's programming from the Disney Channel (the other French network, TF-1, carries *Dallas*). Asked whether FR-3

**"I'll take mine dry."**

Feature films with a generous mix of dry wit and outrageous humor.

**Great Comedy Volumes I & II**

**ALMI TELEVISION®**

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



# It's a Living

always  
ready!

They're back!

That fabulously funny corps of waitresses—in a posh restaurant.

Crises in the kitchen. Hassles with the hostess. Disasters in the dining room. Laughs in the lounge.

Starring Ann Jillian, Marian Mercer, Gail Edwards, Crystal Bernard, Paul Kreppel, and Barrie Youngfellow as Jan.

A winner for ABC, topping every other top-ranked network sitcom in *Young Women* and *Young Men* audience composition.

(**N** 1980-81)

As a summer test in syndication, it produced a higher Women Viewers Per Household than every other syndicated sitcom airing last summer. And it was Number 7 in DMA Household average ratings among every syndicated sitcom in America! (July '84 NSI ROSP)

Now—fresh, first-run weekly half hours, absolutely perfect for weekend access.

Already cleared in markets across the nation. Including stations of such major groups as ABC, NBC, Taft, Chris-Craft/United, Tribune, Malrite, Cox, Scripps-Howard, Storer, Hubbard, McGraw-Hill, and Golden West.

Sound good? It is. (Advertiser-supported, too!)

Your market may still be available.

Call your LBS rep today!

Program distribution and national advertising sales by

AMERICA'S LEADING  
TELEVISION SYNDICATION  
NETWORK

# LBS

LBS COMMUNICATIONS INC.

875 Third Ave., NY, NY 10022, (212) 418-3000

9220 Sunset Blvd., Suite 101-A,  
Los Angeles, CA 90069 (213) 859-1055

625 N. Michigan Ave., Suite 1200,  
Chicago, IL 60611 (312) 943-0707

A WITT-THOMAS PRODUCTION (THE HIT-MAKERS WHO CREATED "SOAP" AND "BENSON")  
IN ASSOCIATION WITH GOLDEN WEST TELEVISION AND SYNDIVISION



wanted more American shows, she replied, "It's not an idea of simply buying U.S. programming. It's [buying] what we like. We tend to co-produce with European countries, like Channel 4 in England or RAI in Italy."

Still, some countries are actively trying to increase their co-ventures with outside producers. NHK, for example, traditionally has only bought about 3% of its programming from the outside, but it recently entered into a co-production for a 10-part documentary, *The Yellow River*, with mainland China's Central Television (CCTV).

But with a new channel about to be launched via direct broadcast satellite and limited financing left to produce substantial quantities of its own programming, NHK's executive controller general, Hisanori Isomura, said that he wants to increase his outside programming from the current 3% to double digits through co-ventures.

And even Communist China is opening its doors to foreign broadcasters, producers and distributors. Earlier this year it bought *Little House on the Prairie* from Worldvision. Explained Lee Chuang, a CCTV spokesman, "We like to find suitable programming for our audience," which he described as family shows, animation, "feature classics" and science fiction. But Chuang added, the Chinese are not likely to be asking "Who Shot J.R.?" "*Dallas*," he said, "It's a little early for that because the content is a little bit hard for the Chinese to understand—the dollars, you know." □

## Tinker says networks hold destiny in their own hands

Grant Tinker, chairman and chief executive of NBC, says the lesson to be found in NBC-TV's ratings resurgence is that broadcasters "can control our own destiny."

"If we have learned anything from the recent past," he told the Broadcast Advertising Club of Chicago on April 18 in accepting its 1985 Person of the Year award, "it is that the public will continue to make its viewing decisions based on the program, not on the method of distribution. The good news for all of us is that the kinds of programs networks do best can compete successfully against anything."

Tinker attributed NBC's success to its policy of seeking the best writers and producers, looking for well-executed, quality programs and giving them time to develop their audiences. The success of that approach, he said, "holds great promise not only for NBC but for all of us in television. It offers a solution to the problem of eroding network shares and the problem of how to attract back to television the discriminating viewers who left us for the newer technologies.

"Look at what is happening in homes



Tinker

equipped with pay cable," he continued. "The emergence of pay cable services was a driving force in the growth of the cable audience and the decline in network shares. But that picture is changing."

Tinker said, "We are presently seeing a decline in the ratings of the leading pay cable service, related not only to a significant churn rate, but also to the difficulty of finding enough program material of high quality."

Although most network programs suffer lower ratings in pay-cable homes than in the country as a whole, Tinker said, "the latest available figures show a wonderfully encouraging trend. Twelve network prime-time programs actually perform more

## CBS closes winning season with a victory

The 30th and final week of the 1984-85 season saw CBS win its first victory in the last three weeks and its 21st in the season that it won (see story, "Top of the Week"). Based on Nielsen's National Television Index (NTI), CBS had a 16.1 rating and a 27 share, separating itself from NBC (14.9/25) by a wider margin than in previous victories. ABC scored a 13.4/22.

The combined rating/share was 44.4/73.9. HUT levels were up 1% from last year's 59.6 for the same week, at 60.2.

While the networks relied heavily on re-runs for the closing week of the season, with 32 in the schedule, there was some new programming. The CBS mini-series, *Space*, averaged a 16.8/27 and gave the network a rating victory with its fourth episode on Wednesday with a 17.1/28, beating out a two-hour episode of *Hotel* (16/26).

The first part of *Space* (19.4/31), along with *60 Minutes*, gave CBS a Sunday night win.

ABC won Monday night on the strength of the made-for-TV film, *Lady Blue* (19.8/31), and also took Saturday night with its regular schedule. But on Tuesday night, the combination of *Who's the Boss* and *Hail to the Chief* (8-9 p.m. EST) could not continue its strong performances of the week before when they finished fifth and seventh, respectively. *Hail to the Chief* was down from its premiere of 22/32 to 15/24. This week the pair finished at 22d and 26th, respectively. Tuesday night belonged to NBC's regular lineup, lead by *A Team*, which finished 10th with a 19.2/31.

Thursday night was also an NBC victory, as it has gradually become throughout the season, on the strength of the *Cosby Show* (26/42), number one on the schedule, *Family Ties* (third) and *Cheers* (sixth).

The week's one premiere, *The Best Times* on NBC (Friday, 8-9 p.m. EST), finished 55th with an 11/20. In its second week, *Double Dare* on CBS scored a 12.5/21, down from its premiere of 15.2/24.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	26.0/42	24.	Miami Vice	NBC	15.5/25	47.	Double Dare	CBS	12.5/21
2.	Murder, She Wrote	CBS	24.5/39	25.	Knight Rider	NBC	15.5/24	48.	Embassy	ABC	12.5/21
3.	Family Ties	NBC	24.2/37	26.	Hail to the Chief	ABC	15.0/24	49.	Benson	ABC	12.4/21
4.	60 Minutes	CBS	21.5/48	27.	Space, part 3	CBS	14.7/24	50.	Foulups, Bleeps & Blunders	ABC	11.9/19
5.	Dallas	CBS	21.1/33	28.	Gimme a Break	NBC	14.5/25	51.	Detective in the House	CBS	11.4/21
6.	Cheers	NBC	20.1/31	29.	T.J. Hooker	ABC	14.3/26	52.	Airwolf	CBS	11.4/20
7.	Lady Blue	ABC	19.8/31	30.	20/20	ABC	14.3/24	53.	Eye to Eye	ABC	11.3/18
8.	Facts of Life	NBC	19.6/30	31.	Remington Steele	NBC	14.1/24	54.	Off the Rack	ABC	11.2/18
9.	Trapper John, M.D.	CBS	19.3/35	32.	Hardcastle & McCormick	ABC	14.0/22	55.	The Best of Times*	NBC	11.0/20
10.	A Team	NBC	19.2/31	33.	Mr. Belvedere	ABC	13.9/24	56.	Half-Nelson	NBC	10.7/18
11.	Knots Landing	CBS	18.9/30	34.	Double Trouble	NBC	13.8/24	57.	St. Elsewhere	NBC	10.6/19
12.	Bob Hope Special	NBC	18.4/29	35.	Hunter	NBC	13.6/26	58.	Wildside	ABC	10.4/16
13.	Highway to Heaven	NBC	18.3/30	36.	Webster	ABC	13.5/25	59.	Punky Brewster	NBC	9.9/18
14.	Ringling Bros. Circus	CBS	18.0/28	37.	Finder of Lost Loves	ABC	13.5/25	60.	Cover-Up	CBS	9.3/17
15.	Night Court	NBC	17.5/28	38.	MacGruder & Loud	ABC	13.5/23	61.	Me and Mom	ABC	9.2/16
16.	Space, part 4	CBS	17.1/28	39.	Love Boat	ABC	13.3/23	62.	Ripley's Believe It or Not	ABC	8.9/16
17.	Falcon Crest	CBS	16.9/29	40.	Hill Street Blues	NBC	13.2/22	63.	E/R	CBS	8.8/15
18.	Space, part 2	CBS	16.4/26	41.	Scene of the Crime	NBC	13.1/24	64.	Charles in Charge	CBS	8.7/16
19.	Space, part 5	CBS	16.3/26	42.	Three's a Crowd	ABC	13.0/21	65.	That was the Week That Was	ABC	8.3/13
20.	Riptide	NBC	16.2/25	43.	Under One Roof	NBC	12.9/22	66.	Silver Spoons	NBC	7.9/15
21.	Hotel	ABC	16.0/26	44.	Airplane	NBC	12.9/21				
22.	Who's The Boss?	ABC	15.9/25	45.	Fall Guy	ABC	12.8/21				
23.	Sara	NBC	15.8/25	46.	Different Strokes	NBC	12.5/23				

\*indicates premiere episode



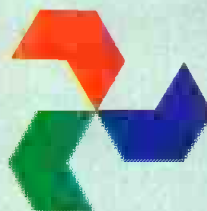
# KEY DECISIONS



Leadership technology makes **SYSTEM FOUR** the **KEY** difference.

Horizon International introduces System Four, a computer assisted video editing system that combines creative engineering and user experience to produce a unique video editing system. System Four offers a five year warranty, is user compatible with CMX, ISC and Mach 1, has edit list for 850 events, includes a printer, and has provision for optional paper tape. It controls a combination of video and dual audio tracks from keyboard or track ball. The Horizon's System Four has bi-lingual capability in Spanish or English. This straight line approach to performance editing provides a key decision for a realistic investment.

**\$19,200**



Select  
Representative Territories  
Available



strongly in pay cable homes than in all homes. Twelve network programs are higher rated in the very homes with the broadest selection of competing services. Needless to say, I'm happy to add that eight of these programs are on NBC."

Tinker said that although NBC had made good gains, "we're certainly not home free." He said he "wouldn't mind beating CBS and ABC every week in every time period," but added: "Don't hold your breath."

"What's much more likely to happen," he

said, "is that prime time ratings will continue to be a close call, that the three networks will each have weeks on top and weeks on the bottom, and that movies and mini-series will often be the deciding factors. That's as it should be." □

## Contemporary reigns: urban in New York, CHR in L.A., Chicago

### News/talk stations do well in San Francisco and Philadelphia

Malrite's contemporary hit WHTZ(FM) New York (licensed to Newark, N.J.) has been dethroned as the top station in that market for persons 12 and older while Gannett's contemporary hit KIIS(FM) Los Angeles, Tribune Co.'s MOR/talk WGN(AM) Chicago and ABC's news/talk KGO(AM) San Francisco continue to reign in their respective markets. And, in Philadelphia, Group W's all-news KYW(AM) has returned to first place.

That's the new ratings picture for the top five markets according to the just-released winter 1985 Arbitron reports.

### New York

Emerging as the new number-one radio station in New York is RKO's urban contemporary-formatted WRKS(FM), which posted a 6.0 12-plus metro share for Monday to Sunday, 6 a.m. to midnight—up from 5.3 and second place in the fall 1984 report ("Top of the Week," Jan. 7). After three consecutive rating periods dominating the New York airwaves, WHTZ (licensed to Newark, N.J.) fell to second place at 5.7, three-tenths of a percentage point behind WRKS(FM). (WRKS was the top 12-plus station in the winter 1984 report.)

Rebounding from a fifth-place finish in the last report to a tie for third place with RKO's talk-formatted WOR(AM) was ABC's contemporary hit WPLJ(FM). Both stations pulled a 4.8 overall metro share.

While contemporary hit radio continues to work well in New York for WHTZ and WPLJ—the first two stations in the market to switch to the format in summer 1983—Doubleday's WAPP(FM) outlet, which also programs the top 40 sound, slipped again in the 12-plus standings—down from 1.8 in fall 1984 to 1.7 this last time around. (The station is part of Doubleday's newly-formed New York Radio [Sales] Network [NYRN] with co-owned country WHN[AM].) And Infinity Broadcasting's WKTU(FM), which airs a hybrid of contemporary hit and urban contemporary music, declined sharply since the winter 1984 report. The station, which began to add CHR artists to its playlist last summer, went from 4.0 (winter 1984) to 3.3 (spring 1984) to 3.1 (summer 1984) to 2.8 (fall 1984).

In the battle for the all-news audience, Westinghouse's WINS(AM), which celebrated its 20th year in the format last week ("Riding Gain," April 15), again was the victor. The Group W Radio station was fourth at 4.2, well ahead of the other talk outlet, WCBS(AM), in seventh place with 3.6—down from 3.9 in the fall book.

Continuing to climb up the 12-plus ratings ladder is Metromedia's album-oriented-rock

WNEW-FM. The station, which is the lone AOR outlet in the market and calls itself the station "where rock lives," landed in fifth place at 4.1. Looking back at the last two rating periods, the station has gone from 3.1 (summer 1984) to 3.9 (fall 1984).

Maintaining a strong performance in the adult contemporary category is Viacom's "light" contemporary WLTW(FM), which posted the same 12-plus share as in the fall sweeps—3.0. Also holding steady from the previous book was adult contemporary WNBC(AM) with 2.9; while NBC's co-owned contemporary FM outlet, WYNY, slipped from 2.4 to 2.2. Moving up one-tenth of a share point to 2.4 was WPIX(FM), which programs a "love songs" format.

As for the easy listening format, Bonneville's WRFM(FM) had a 3.8—up from 3.2 last fall—while Capcities' WPAT(FM) finished at 3.3—up from 3.0 in the previous report.

Other finishes included: oldies-formatted WCBS(FM), 3.9; big band/MOR WNEW(AM), 2.9; talk-formatted WABC(AM), 2.6; WHN(AM), 2.2.

### Los Angeles

CHR-formatted KIIS-FM finished far ahead of the rest of the pack with a 9.7 overall metro share. The station is up from a 9.1 showing last fall. Contemporary hit has worked so well for Gannett in southern California that earlier this year the company adopted the format for its AM outlet, formerly nostalgia KPRZ(AM), and changed its call letters to KIIS-(AM). However, it finished with a 0.4 12-plus reading. But observers say that the spring period should be a better indication of the effect of the format change.

Remaining in second was talk KABC(AM) with a 5.8. The ABC Talkradio outlet is followed by easy listening KJOL(FM), programed by Churchill, at 5.7 and KBIG(FM), owned and programed by Bonneville, with 5.1.

For the fourth consecutive rating period, ABC's KLOS(FM) took the top slot among the album-oriented-rock-formatted stations with an impressive fifth-place finish of 4.2—up from 3.7 in the previous report. Also on the rise is Metromedia's AOR KMET(FM), which landed with a 4.1 overall share. KROQ-FM Pasadena, which programs the "Rock of the 80's" format, finished with a 2.9.

As for the market's other CHR outlets, CBS's KKHR(FM) inched up from 2.4 in the fall to 2.5, and Outlet's KIQQ-FM went from 1.7 to 2.2.

While Group W Radio dominates the all-news category in New York, the tide is reversed in southern California with CBS's KNX(AM) continuing to win the news war, this time posting a 3.4 12-plus metro share that led Westinghouse's KFVB(AM)'s 3.0.

Among the stations on the down side are two soft rock outlets—KOST(FM), down from

4.4 in the fall to 3.8, and KMGG(FM), which fell from 2.4 to 1.7.

On the upswing was nostalgia-formatted KMPC(AM), which programs the "Music of Your Life" format. The station, which no longer is competing head-on with KPRZ(AM), had a 3.5 12-plus share—up from 3.1 in the previous book.

### Chicago

Although down slightly from the fall, MOR/talk WGN(AM) continued its dominance with a 9.3 12-plus share (WGN is home to Chicago Cubs baseball, whose anticipated successful season is expected to bolster the station's ratings even further during the spring and summer books).

Century Broadcasting's easy listening WLOO(FM) was next at 5.8, followed by Gannett's urban contemporary WGCI-FM with 5.5—down from a 6.1 second place in the fall—and contemporary black WBMX-FM and CBS's all-news WBBM(AM), both in fourth place with 4.5. CBS's CHR-formatted WBBM(FM) also fared well in the new book, landing in the fifth slot at 4.4.

Among the fiercely competitive adult contemporary stations, Viacom's "light" contemporary WLAK(FM) climbed from 3.2 in the fall to 3.9. Also on the rise was RKO's WFYR(FM), up from 2.5 to 2.8. Meanwhile, NBC's WKQX(FM) declined from 3.3 to 2.5 and Doubleday's WMET(FM), which switched from an AOR format in January, dipped from 2.3 to 1.6. (The current spring rating period, however, is expected to give a more accurate reading of Doubleday's format change.) Maintaining the same 12-plus share reading from the fall at 3.8 is Bonneville's WCLR(FM).

With WMET switching from AOR to adult contemporary, the market's two rock outlets, WLUP(FM) and WXRT(FM), have witnessed audience gains from the fall: WLUP up from 3.1 to 3.8 and WXRT up from 2.6 to 2.7.

Among the stations registering a drop in 12-plus metro share since the fall book are: Infinity's MOR/big band WJJD(AM), which programs the "Music of Your Life," down from 3.4 to 2.9; Westinghouse's talk-formatted WIND(AM), down from 2.9 to 2.8, and country-formatted WUSN-FM, down from 3.3 to 3.2.

Stations registering an increase in overall metro share include: Infinity's oldies-formatted WJMK(FM), up from 2.9 to 3.1; ABC's contemporary hit outlets WLS(AM), up from 3.6 to 4.3, and WLS-FM, up from 2.3 to 2.5; and NBC's country-formatted WMAQ(AM), up from 2.8 to 3.5.

### San Francisco

In San Francisco, news/talk stations continue to capture the top two spots. ABC's KGO(AM) finished with an 8.8 12-plus

## In the syndication marketplace

**King World** will extend first-run episodes of *Wheel of Fortune* and *Jeopardy* to six nights after successful eight-city test during February sweeps, King World announced. Sixth episode will be offered on straight cash basis, as compared to Monday-Friday versions, which are sold on cash-plus-barter basis. Stations to pick up weekend versions of both game shows include KRON-TV San Francisco and WBNS-TV Columbus, Ohio. Wcbs-TV New York has signed on for *Wheel* only. ■ **Embassy Telecommunications** has added *Diff'rent Strokes* to six markets, bringing its total to 130, or 88% coverage. Show is offered on cash basis. New markets include KSNF-TV Topeka, Kan.; KSNF-TV Joplin, Mo.; KCBR-TV Des Moines, Iowa; KCJB-TV Gainesville, Fla.; WNDU-TV South Bend, Ind.; KJTV-TV Amarillo, Tex., and KSNW-TV Wichita, Kan. ■ **Vitt Media International** will handle marketing of selections from TV Ontario's 11,000-program title library. TV Ontario—which produced the children's series, *Big Blue Marble*, on U.S. television in 1970's—will offer, on cash basis, 185 half-hours of *Polka Dot Door*, 39 half-hours of *Countries and People*, and 26 episodes of *Your Kitchen and Science*, two half-hour series scheduled on alternating weeks targeted for adults, 18-plus. In addition, 12 hours of specials will be sold. Shows are being re-formatted for U.S. television and will be ready for sale in early May. ■ **Colbert Television Sales** has sold Barry & Enright's *Tic Tac Dough* to KRBK-TV Sacramento, Calif.; WNCN-TV Greenville, N.C.; KECH-TV Salem, Ore.; KTVQ-TV Billings, Mont.; KOTA-TV Rapid City, S.D.; WFSL-TV Lansing, Mich.; WXEX-TV Richmond, Va., and WRoc-TV Rochester, N.Y. Cash sales of game show, in its eighth season, have been faster than in any time in past three years, according to Ritch Colbert, executive vice president of domestic syndication. Game show has logged 40 renewals among current roster of 90 markets, which cover more than 70% of U.S. television homes. Colbert has also renewed Barry & Enright's *Joker's Wild* in over 30 markets and has picked up number of new stations, including WTLV-TV Jacksonville, Fla.; WLKY-TV Louisville, Ky., and WTVF-TV Nashville, Tenn. In ninth season, game show is on just under 70 stations in 17 of top 20 markets and nine of top 10, or 62% of U.S. television homes. Colbert has added *Lone Ranger* to 14 markets in what it is calling "the hottest first-quarter selling spree in years." Show is now seen in 97 markets and 136 stations and is sold in three forms—on cash basis: 182 half-hours, 13 feature-length adventures, and two full-length features previously released theatrically. New stations in lineup include WKBO-TV Detroit; KZKC-TV Kansas City; KTZZ-TV Seattle; WPCQ-TV Charlotte, N.C.; WWSG-TV Philadelphia; KCRG-TV Cedar Rapids, Iowa; WNOL-TV New Orleans, KRRT-TV San Antonio, Tex.; WFSL-TV Lansing, Mich.; KTUL-TV Wichita Falls, Tex.; KSAS-TV Wichita, Kan.; KJVB-TV Davenport, Iowa, and WGN-TV Chicago. ■ **Tribune Entertainment** has launched distribution of *Rocker*, half-hour weekly rock music magazine, for fall 1985 premiere. Series, which is being cleared for weekend early fringe and access periods, is co-hosted by Jonathon Brandmeier and Paula Yates. Brandmeier is morning drive man at Heftel Broadcasting's WLUP(FM) Chicago, and Yates is British journalist who frequently reports on rock scene. She also co-hosts *The Tube*, weekly British pop music magazine series on MTV. Series is being offered on straight barter basis with two-and-a-half minutes retained for national advertising and three-and-a-half minutes for station. Stations committed for fall include Tribune-owned stations in Chicago, Atlanta, Denver and New Orleans. Terms include 39, half-hour, first-run, "topical" episodes plus six half-hour specials and yearend one-hour special. Repeats will be confined to half-hour specials. *Rocker* will feature Brandmeier and Yates reporting pop music news, interviews with rock stars, feature stories and man-on-street album reviews. Peter Marino, director of program development for Tribune, said freelance producers and reporters will be utilized to produce remote segments. Marino stressed *Rocker* is "pure music magazine show" and will report on popular culture scene similar to way *Entertainment Tonight* reports on entertainment. He said it was highest testing of any Tribune development project. Two other Tribune pilots, *Punchline*, with Gabe Kaplan, and *Out of Our Minds*, with David Steinberg, have been dropped, said Marino. ■ **Bri-Ter Television Sales** has begun barter distribution of *It's Been Done*, weekly comedy/variety series produced by Jon Michaels and Fred Henrikson. Pilot episode of show is currently being examined by NBC O&O's, said Terry Lynch, Bri-Ter partner, for possible lead-out position to *Saturday Night Live*. Pilot has 18-34 target audience. Terms of offer are three-and-a-half minutes for local

spots, two-and-a-half minutes for national sales. Stations will first be offered 13 original episodes plus four repeats. Renewals will be for 32 original episodes and 20 repeats. Host for pilot was Robin Williams. Flushing, N.Y.-based Bri-Ter Television, whose partners include Brian Davidson and Lynch, also distributes *Hit City*, urban contemporary music video show. ■ **Four Star International** is planning production of new, syndicated, half-hour comedy series, *Mad Movies with the L.A. Connection*, for distribution beginning in fall. Los Angeles-based producer and syndicator will produce program in association with Kent Skov and L.A. Connection, southern California improvisational comedy troupe. *Mad Movies*, consisting of motion pictures and television shows that have had their original soundtracks replaced with humorous dialogue, music and sound effects, has been sold in more than 20 markets, including Detroit, Miami, Philadelphia, Boston and Dallas. ■ **Square Foot Gardening**, 26-episode series on simple and practical methods of growing vegetables, is now available to public television stations through **Interregional Program Service**. Program focuses on urban gardening techniques pioneered by host Mel Bartholomew and is produced by Bartholomew for Square Foot Gardening, Inc., in association with noncommercial WNET-TV New York. ■ **ProServ Television** has sold *A Hard Road to Glory* to network affiliates in top 10 markets, including all five NBC-owned-and-operated stations. Two-hour, made-for-television special on black American athletes began airing on April 12 and will be shown through June 15. Special, developed for television in conjunction with Anheuser-Busch, is hosted by tennis champion Arthur Ashe and narrated by actor James Earl Jones. Among 19 stations airing *A Hard Road to Glory* in largest 20 markets are WNBC-TV New York, KNBC-TV Los Angeles, WMAQ-TV Chicago, WCAU-TV Philadelphia, KRON-TV San Francisco, WDIV-TV Detroit and WNEV-TV Boston, Pa. ■ **Hollywood-based Tatum Communications Inc.** has expanded its *Recreation Network* monthly sports package to include World Freestyle Invitational 1985, Dallas Supercross Finals, International Speed Ski Championship, Beach Sports Special, Masters Waterski Tournament, World Breakdancing Championship, Super Bowl of Motocross and Frontier 500 Off-Road Race. Sports anthology series includes special event coverage of other skiing, surfing, swimming and racing events as well. Programs, available on two-play basis, cleared this season on Metromedia-owned stations, ESPN cable network and broadcast outlets in cities including Philadelphia, Denver and Memphis. Some programming is also being released on Tatum Home Video, cassette-only programming subsidiary. ■ **Barris Industries** has cleared *The Old New Newlywed Game* in 128 markets, or 82% of domestic markets, for September of this year. Strip is being sold on barter plus cash basis, with Barris keeping one of six and half minutes. Budd Granoff, president of Barris Industries, said that company is anticipating expansion to 150 markets, or 90% of country, by July. Sale package includes 175 episodes, or 35 weeks of first run with 17 weeks of repeats. Access time for show is 7-8 p.m. for Eastern and Pacific time zones, accounting for 65% of sales, and 6-7 p.m. central time, for other 35%. Granoff said some stations have scheduled show in fringe time. Nine rating has been guaranteed to advertisers. Show has cleared in WMAQ-TV Chicago, WRC-TV Washington and WNBC-TV New York, all NBC O&O's and CBS's KMOX-TV St. Louis. According to Granoff, show is returning to air because he noticed that its re-runs were outperforming first runs. Bob Eubank remains host. Granoff estimates that Barris should make more than \$16 million on license fees and revenues "before the smoke settles" on those deals in progress and those yet to come. ■ **Orbis Communications** has cleared King Features Entertainment and Marvel Productions' *Defenders of the Earth*, animated action-adventure series, in 21 markets in one week, including all Metromedia independents. Clearance of 75% is expected. Half-hour strip is sold on barter basis with Orbis retaining two of show's six spots. According to Orbis, spots will be rotated evenly throughout show. Deal includes 65 episodes of show for eight runs. ■ **Turner Broadcasting Services** has begun selling two college football packages on barter plus cash rights fee basis. One package will be for prime time and will consist of nationally recognized schools; other will be of Big Ten games, and will be sold in that region. Stations get 13 minutes of advertising and Turner retains 13 minutes. In addition there are two 65-second station breaks. Games in national package have not been announced yet because CBS will have first pick.



share—down from 9.0 in the fall book but up from 7.4 last summer. KCBS(AM) followed at 5.3, the same share reading from the previous report.

Moving from fourth place to third is NBC's upbeat, adult contemporary KYUU(FM), which pulled a 4.1 in the new book. Also on the rise was Price Communications' adult contemporary KIOI(FM), which climbed from 2.8 in the fall to fourth in the spring with a 3.5. And slipping from third place (4.0) to fifth (3.4) was United Broadcasting's urban contemporary KSOL(FM). Following KSOL was Shamrock Broadcasting's easy listening KABL-FM, programmed by TM Communications, at 3.3.

Contemporary hit radio (CHR) is on an upswing in northern California. RKO's KFRC(AM) has risen from 2.7 in the last book to 3.1. Just prior to the release of the winter ratings, the station adopted a six-hour game format from 9 a.m. to 3 p.m. to distinguish itself from the market's other CHR stations ("Riding Gain," April 15). Century Broadcasting's KMEL(FM) rose from 2.2 to 2.5, while KITS(FM) rose from 2.0 to 2.4.

Tied for the top leading album-oriented-rock (AOR) outlet in San Francisco were KFOG(FM), which programs consultant Lee Abrams's SuperStars II format primarily targeted for the 25-to-34-year-old audience, and CBS's KRQR(FM), both at 2.7. KFOG(FM) inched up from a 2.6 12-plus share in the fall

while KRQR(FM) climbed from 2.2. KOME (FM) San Jose also rose, going from 1.7 to 1.8. Falling in overall share was KSJO(FM) San Jose. The station went from 1.3 to 0.9.

Among the stations registering a decline in 12-plus share since the fall were NBC's adult contemporary KNBR(AM), down from 2.9 to 2.8, easy listening KOIT-FM, owned and programed by Bonneville, from 2.7 to 1.8, and MOR KSFO(AM), from 2.4 to 1.8.

On the up side over the same period was country radio. Malrite's KNEW(AM) moved from 2.3 to 2.5 and King Broadcasting's KSAN-FM recovered from its low showing of 1.9 to post a 3.5.

Other news from the area includes the demise of all-news KFYI(AM) Oakland, which left the airwaves two weeks ago (see "Riding Gain," page 86). The station finished with a 0.4 12-plus share in the new report.

### Philadelphia

The big story out of Philadelphia is the return of Westinghouse's all-news KYW(AM) to prominence as the market's number-one radio station for persons 12 years of age and older. The station pulled a 7.9—up from 6.2 in the fall book. After riding high for two consecutive rating periods, easy listening WEAZ(FM), programed by Bonneville, fell from first to fifth with 6.3.

Jumping from fourth to second was Metromedia's album-rocker WMMR(FM), which

posted a 7.6 overall share—up from 5.9 in the fall. Following WMMR was Greater Media's nostalgia-formatted WPEN(AM) at 6.8—up from 5.0—and LIN Broadcasting's urban contemporary WUSL(FM) with 6.5.

Stations showing a drop in overall metro share from the fall book included: CBS's contemporary hit WCAU(FM), down from 6.3 to 5.2; Unity Broadcasting's contemporary black WDAS-FM, from 5.0 to 4.4; Greater Media's adult contemporary WMGK(FM), from 5.8 to 5.5; country-formatted WXTU(FM), from 3.7 to 2.6, and Cox Communications' contemporary hit WZGO(FM), off slightly from 2.4 to 2.3.

Among the outlets rising in 12-plus share over the same period were: adult contemporary WIOQ(FM), up from 3.7 to 4.1; Metro-media's adult contemporary WIP(AM), up from 3.7 to 3.9; soft contemporary WKSZ(FM) (licensed to Media, Pa.), from 3.2 to 4.1; adult contemporary WSNI-FM, from 3.4 to 4.2, and Infinity Broadcasting's album-rocker WYSP-FM, from 2.9 to 3.2.

Stations ranking first in 12-plus share in the remaining top 10 markets were as follows: easy listening WJOI(FM) and MOR WJR(AM) Detroit, both at 7.2; album-rocker WBCN(FM) Boston (9.0); urban contemporary KMJQ(FM) Houston-Galveston (9.5); NBC-owned urban contemporary WKYS(FM) Washington (8.0), and adult contemporary KVIL-FM Dallas-Ft. Worth (10.2).

## Advertising & Marketing

### Change in Coke launched with ad campaign

Broadcast spending figures prominently in push to sell "new" Coca-Cola

Coca-Cola Co. launched last week what it called "the most ambitious and comprehensive advertising campaign" in its history to advise consumers it has scrapped its 99-year-old formula in favor of a "great new taste."

The first phase of the massive advertising effort, whose financial dimensions were not disclosed, started last Wednesday (April 24) with network television spots featuring the music of the most famous of all Coca-Cola TV commercials, "I'd Like To Buy the World a Coke." The commercial then moves into the current "Coke Is It!" music.

Coca-Cola officials said that as the new Coke becomes available in markets across North America, the second phase of the campaign will begin. The commercials at that stage will kick off with Bill Cosby appearances in a new series of TV spots pointing up that "Coke Is It!" As many as 10 different Cosby commercials will be used informing viewers that Coke has "a great new taste." These commercials are sched-

uled for local spot TV advertising.

Coca-Cola said the popular "WCOKE-Coke-Radio" campaign on radio will be continued. Advertising agency for Coca-Cola is McCann-Erickson, New York.

Coca-Cola, which kept the old formula for its soft drink a secret for 99 years, is also keeping the formula of its new drink under wraps.

The company would not reveal how much money it would spend on the campaign for the new drink beyond characterizing it as the company's "most ambitious and comprehensive advertising." Some sources believe that Pepsi-Cola, Coke's closest competitor, also would step up its advertising activities. Pepsi has made inroads into Coke sales in recent years and some industry observers believe



that Pepsi's competitive stance has prompted Coca-Cola to revise its formula. A Coca-Cola spokesman said the formula has been changed only because the company believes the new formula is an improvement. □

## Jankowski urges change in agency buying strategy

**CBS/Broadcast Group president says buyers should switch from basing decisions on age to consumption**

Advertisers were cautioned last week that the age-based "target audience" system they have traditionally used in buying and placing advertising is old hat now, out of date and probably indefensible.

The caution was delivered to some of the country's biggest advertisers by Gene F. Jankowski, president of the CBS/Broadcast Group. In a speech Monday (April 22) to an advertising financial management workshop held by the Association of National Advertisers at Charleston, S.C., Jankowski held out "consumption-based evaluation" as "the buying strategy of the future."

In the 1970's, Jankowski said, advertisers used "target audiences" to bargain with the networks; the term took on social and marketing implications and "the young-adult concept" became solidified, leaving a "lost generation" standing outside it—"those who were 50 and older [and] who actually had most of the money in their hands."

"That 'lost generation,'" Jankowski said, "typified the trouble with this system: It has no necessary relationship to the advertiser's marketing goals. Any narrowly defined demographic obviously excludes some consumers entirely and thus automatically overvalues others. By doing this it applies a distorted yardstick to the evaluation of a media schedule. The question ought to be whether an advertiser gets the best schedule, not the cheapest one."

Now, he continued, the old way is being changed by, among other things, new measurement systems and new data-handling capacities.

"At CBS, for example," he said, "we've developed the Client Audience Profile system. This is a method for profiling the audience in terms of the particular product or service an advertiser is selling. It gives each audience segment its weight according to actual levels of usage. It is not based on generalizations about age groups but on actual consumer behavior."

"We believe that consumption-based evaluation is the buying strategy of the future. The data for it is available and so is the means to apply it. Eventually, increasing concern about costs becomes increasing concern about value. And this is the proper way to evaluate advertising—not just on the networks, incidentally, but in any medium. You ought to count all your customers. This changeover will accelerate as we move toward 'people meter,' 'single source' and other new measurement techniques."

Jankowski reminded the advertisers that, although significant changes have occurred in the 1980's, they were not exactly those that had been predicted: "The new technologies did not replace the networks, but they did increase the competitive pressures and help to reconfigure the marketplace. New kinds of video opportunities were opened up. This also led to innovations in network programming strategies and to a new emphasis on cost control.

"For advertisers, the crucial fact of the next decade is that if advertising pressure on the network marketplace continues as it has, dollar growth will outpace audience growth. In these circumstances, the old habit of buying on a very crude audience yardstick where important areas of consumption were

overlooked is not defensible."

"On a larger note," Jankowski concluded, "if there is one thing we all learned in this decade, it is never to underestimate the flexibility of the American system. New media arrived and the old media adjusted to them. In a similar way, we know that American advertisers are the most sophisticated and adaptable in the world. They will develop new techniques right down through the marketing chain... to take maximum advantage of the media, new and old. They will do so because the media are essential to them and they are essential to the media. That can be called mutual dependency but it is also mutual support. Either way, it has given us the world's finest media system—and we can all predict that *that* isn't going to change." □

*Slim down with the "20 Minute Workout"*



**20 MINUTE WORKOUT**

The sizzle and style of America's favorite exercise strip, a current hit in over 100 markets, is now available for September '85...95 entertaining half-hours of unlimited runs on a cash basis!

**ORION**  
TELEVISION SYNDICATION

LOS ANGELES  
(213) 557-8700

NEW YORK  
(212) 980-1117

CHICAGO  
(312) 642-2880

ATLANTA  
(404) 980-0356



## Working through logistics on Vietnam coverage

**ABC successful in attempt to feed live reports from Ho Chi Minh City for 'GMA'; NBC takes own earth station for transmission feeds**

Ten years after the fall of Saigon, Americans last week were seeing, for the first time ever, live broadcasts from what is now Ho Chi Minh City. ABC News's Steve Bell, who had covered the Vietnam war for the network, did two live pieces used on *Good Morning, America*, on Tuesday. It wasn't easy; regulatory and technical problems had to be overcome—the technical ones still were not entirely overcome when the first broadcasts were carried—but the network was broadcasting live three days before NBC planned to do its live broadcasts from the city. CBS, while providing coverage from the city, had chosen not to do it live (BROADCASTING, April 15). But its coverage is providing Intersputnik with additional business.

NBC had gone to considerable expense in transporting an earth station to Ho Chi Minh City from which it was to transmit to an Intelsat satellite for relay to the U.S. The cost of transporting the earth station and operating it through May 3 will be some \$1 million. ABC, for its part, is making use of a brand-new Soviet-built earth station. But ABC had to move fast on Monday to make arrangements for getting the signal to New York after the FCC turned down ABC's plan to use Intersputnik, the Soviet bloc's version of Intelsat, to transmit the signals all the way, from Ho Chi Minh City to an HBO earth station at Hauppauge, N.Y., outside New York City. The commission acted after consultation with the State Department.

ABC had proposed using the Soviet-sponsored Intersputnik system for the final link after Communications Satellite Corp., the U.S. signatory to Intelsat, had been unable to assure ABC that the global system would be able to provide it with all of the satellite capacity it would need, at the time it would be needed. But Comsat opposed the request to use the HBO station to receive the Intersputnik-delivered signal. And in the meantime, Comsat said additional capacity could be made available to ABC.

The resulting arrangement was shaky, but initially, at least, it was holding reasonably well: The signal was being transmitted by an Intersputnik satellite to Moscow, where it was being taken down by an earth station, then uplinked by another to Intelsat's Atlantic Ocean primary satellite for relay to Etam, W. Va. From there it was carried by landline to New York. But if for any reason the Soviets could not uplink the signal in Moscow or if the primary path satellite Intelsat has made available were booked to capacity, ABC would have the expense and trouble of trans-



ABC's Jim Laurie in Vietnam

mitting the signal from Moscow to an earth station at Raisting, in West Germany, for uplinking to an Intelsat satellite at 359 degrees east, which "looks at" the earth station at Andover, Maine. Even at best, ABC has had to trim back its planned use in the early morning hours to accommodate the time available on the Intelsat system. And Robert Siegenthaler, who is shifting jobs from ABC vice president, production, to vice president, news practices, indicated he was worried about how the linkup would hold when it was to be used for the special one-hour *Nightline* to be broadcast live out of Ho Chi Minh City tonight (April 29). Holding the complex satellite lash-up for a set 60-minute period would be more worrisome than for an occasional short news piece.

ABC News executives last week indicated that the first few days in Ho Chi Minh City, when work was going forward to prepare for their first live broadcast, were a time of sweaty palms. Bob Roy, executive producer of *World News This Morning* and of the *GMA* news, said Soviet operators of the earth station had planned, then canceled, tests on Saturday and Sunday. There was "nothing" on Monday, when ABC News had hoped to initiate its live broadcasts out of Ho Chi Minh City. "I think they didn't think it would work," Roy said. The network flew material to Bangkok for transmission by the earth station there. But on Tuesday, things worked, at least well enough. Even the conversions of standards, from NTSC (U.S.) to SECAM (USSR) and back again to NTSC for relay to the U.S., worked smoothly, as Bell did his pioneering pieces, one at 7:39 a.m. and one at 8:30 p.m.

What viewers were not aware of was that

the normally secure circuit used for IFB (interrupted feedback), through which the producer communicates with the correspondent via a plug in his ear, was not available. Ordinary telephone lines were used instead, and Bell could hear telephone operators talking in three languages, asking if the call had been completed. Roy, with a touch of black humor, describes the system as "dial a prayer." But it worked. Then there was a power failure that struck the neighborhood surrounding the earth station before Bell's second broadcast. Batteries were used to restore the picture, but power came back on in time for Bell to go live a second time.

Roy on Tuesday said the situation was still "iffy" because of the possibility of future power failures. But one plus that the network described was the attitude of the technicians with whom they were dealing in Ho Chi Minh City and Moscow. "The cooperation" was said to be "good."

NBC's decision to transport an earth station to Ho Chi Minh City and link up with Intelsat directly grew out of a determination to avoid the uncertainties ABC was facing. The earth station will transmit the programming to an Intelsat satellite over the Indian Ocean, from where it will be taken down by an earth station in the United Kingdom, then uplinked to a satellite over the Atlantic Ocean for relay to the earth station at Etam.

CBS, like the other networks, is already well into its 10-year-after coverage with taped pieces from Vietnam. But unlike the others, it does not feel the story requires live coverage from Ho Chi Minh City. "We made the decision last fall it was an American story," said Sam Roberts, a foreign editor. But CBS was to begin transmitting its material

by way of the Soviet-built earth station in Ho Chi Minh City on Sunday (April 24), and to continue using it through Wednesday. And since it was using the Intersputnik-compatible earth station, it was transmitting by that system through the earth station in Moscow. From there, the signal was to be fed into the Intelsat system—the Atlantic Ocean's primary satellite, whose signals are received in Etam.

ABC's success in following that route with live broadcasts offered CBS some reassurance. Just in case, though, CBS has a backup plan—a charter plane standing by to fly taped material to Bangkok. □

## Pentagon tests media coverage of missions

**Assembling of pool for Honduras exercise marked by leaks, snafus; Pentagon takes wait-and-see attitude on ultimate evaluation**

The first effort at implementing a plan designed to permit news media representatives to accompany the military on secret missions was something less than a smashing success last week. Word of the operation began leaking even before the 10 journalists selected to represent the media had gathered early Sunday morning at Andrews Air Force Base, outside Washington, for transportation to Honduras to observe a joint U.S.-Honduran military exercise. But the military—from Secretary of Defense Caspar W. Weinberger on down—appeared to take the leaks and other apparent snafus in stride. It was, they said, just a test. It would be tried again. What's more, Pentagon spokesmen stressed the positive. Elements of the plan were working well, they said.

Clearly, the plan needs work. Whoever was responsible for the leak, it seemed the Pentagon, despite the months of consultation and work that military personnel and former journalists had put into the plan, lacked adequate knowledge of how the media routinely function. For instance, the military was upset over the fact that the Mutual Broadcasting System, chosen as the radio pool, called other radio bureau chiefs in Washington to advise them to activate their pool lines. Then there was the Pentagon's failure to notify the network television pool chief, as is normally done when a pool is established.

The major issue of concern, however, was the breach of security. The plan was the product of a joint military-civilian commission under Maj. General Winant Sidle, retired. The commission was created in the wake of the controversy over the Pentagon's decision, in October 1983, to bar the news media from accompanying U.S. forces during the first two and a half days of the Grenada operation. The Pentagon had pleaded, in part, the need for security; it said competition among the media would make it impossible for the media to maintain secrecy about a mission. Media representatives, for their part, had insisted that journalists' ability to

maintain security when advised of impending actions had been demonstrated time and again.

Word that a test of the plan was imminent began circulating in Washington as early as Thursday, when NBC News's Pentagon correspondent, Fred Francis, picked up word of it. However, NBC News Washington bureau chief, Robert McFarland, said the decision was made not to broadcast it because of the agreement with the Pentagon to keep such matters secret. The first publication of a story occurred on Sunday night, in an early Monday edition of *The Washington Post*. That newspaper, which did not have a representative in the pool, said its lead came from its correspondent in Managua, Nicaragua, who had passed on rumors about the formation of a pool. Later, The Associated Press, which had a photographer in the pool, carried an account. The Pentagon confirmed the existence of the test because a number of other news organizations that were not part of the pool had called with inquiries—and the Pentagon felt obliged to break its own secrecy on the subject to head off rumors that an invasion of Nicaragua was under way.

The Pentagon is known to feel that the

media were responsible for the leak, since it did not receive any calls on the mission until after officers had begun notifying bureau chiefs of the eight organizations it had chosen to send personnel on the mission. The executives were advised to have their correspondents, cameramen and photographers at Andrews Air Force Base at 4 a.m. Sunday, prepared for up to a week's stay in an area with temperatures ranging between 70 and 90 degrees and where rainfall is moderate. No mention was made as to whether the operation was a test, and the need for secrecy was stressed. The pool consisted of a UPI reporter, the AP photographer, a correspondent and two-member camera crew from Cable News Network, a Mutual radio reporter, a *Newsweek* reporter, for news magazines, and reporters for *The New York Times*, *The Wall Street Journal* and The Copley News Service, representing newspapers.

The procedure followed by Mutual was a matter of concern to the Pentagon. Mutual's vice president for news, Ron Nessen, took the call from the Pentagon at 6:10 p.m. on Saturday. He notified Bart Tessler, the news editor, who was able to reach the reporter who was to serve as the radio pool reporter,

## News Beat

**Behind the news.** Paul Greenberg, executive producer of *NBC Nightly News with Tom Brokaw*, is leaving that post, effective June 3, and will be replaced by current senior producer of program, William O. Wheatley. Replacing Wheatley as senior producer is Cheryl Gould, who has been with the program as domestic and foreign producer. Greenberg will become senior executive producer, NBC News, with responsibility including developing plans for coverage of political elections and conventions in 1986 and 1988. He has been executive producer of nightly news since March 1979. □

**News talks.** Metromedia has talked with Gannett about getting together to do nightly news show fashioned after Gannett's national newspaper, *USA Today*, with breezier approach to news than that taken by conventional newscasts. Metromedia's Dick Block confirmed talks were going on, but stressed that link with Gannett is one of several ideas being explored for national newscast for independent stations, project that Metromedia has been considering for several years. Talks on possible *USA Today* format were sparked in part by fact that Metromedia will lose syndicated *Entertainment Tonight* in Chicago and Los Angeles markets and seeks replacement show. Metromedia has also talked with Turner Broadcasting System about news venture. □

**UPI news.** UPI management has complained to New York-based brokerage firm, Ladenburg, Thalmann & Co., that latter's efforts to seek buyer for 83% of UPI stock held by William Geissler and Douglas Ruhe "seriously interfered with" agreement between those two and UPI management to recapitalize UPI and restructure ownership. Two principals agreed to relinquish control of UPI and parcel off shares in company to creditors that are collectively owed some \$17 million. Remaining shares were then to be split evenly among Geissler and Ruhe, management, employees and company's primary lender. On March 27, Ladenburg, Thalmann sent letters to 30 companies offering for sale shares held by Ruhe and Geissler. UPI, which described move as "unauthorized solicitation," was said to be exploring legal action. □

**Going abroad.** CBS News announced it will originate *CBS Morning News* from Europe during week of May 6-10, marking 40th anniversary of V-E Day. Bill Kurtis and Phyllis George will co-anchor broadcasts, with Steve Baskerville contributing several special reports. Most of program will originate from London, with additional reports from France and West Germany. Joining current *CBS Morning News* team will be veteran World War II correspondents: Walter Cronkite, Charles Collingwood, Richard C. Hottel and Andy Rooney. Also contributing will be former CBS News correspondent William L. Shirer and CBS News Vice President Ernest Leiser, who was print journalist during war. Aug. 5-9, CBS News will originate *The CBS Evening News with Dan Rather* from Japan, commemorating 40th anniversary of V-J day. Anchorman Rather and program's staff will travel to Tokyo, Nagasaki, Hiroshima and other Japanese cities, examining impact of World War II and reporting on Japanese economy, military preparedness and "fascination with the American life style." Separate series of 24 reports, *World War II—40 Years Later*, will air on broadcast during August.



Bob Witten. Then, on Sunday morning, Tessler called eight radio news bureau chiefs, advising them to order the lines they would need to take a pool feed from Mutual's correspondent on the scene. Tessler told those he contacted of the need to maintain secrecy. Nessen said that was the procedure radio news broadcasters had agreed to follow. However, the procedure had not been discussed with the Pentagon, Tessler said, since it had not responded to a request for a meeting on pool arrangements.

A Pentagon spokesman, Col. William McClain, said the letter had not been found in the files, and that no one remembered seeing it. Then he said of the procedure Mutual followed, "That's something they're going to have to explain. We can't live with that." But Nessen put the onus on the Pentagon. Its reaction, he said, "demonstrates it doesn't know enough about our business. . . . They know nothing about pool procedures."

The Pentagon regards the secrecy agreement as having been broken before Tessler made his Sunday morning calls—and certainly long before *The Post* published its story. At about 1:30 a.m. Sunday, Jack Smith, CBS News bureau chief, who was not among those officially notified, called the Pentagon to ask about the television pool. Representatives of other news organizations not represented in the pool were also calling. Smith, who said he had learned of the mission from sources he would not identify, wanted to know why he, as chief of the network television pool for the current quarter, had not been notified. According to the protocol of Washington news coverage, the pool chief is notified in advance of events that are to be open only to pool coverage. The Pentagon, however, had chosen Cable News Network as the television pool operator, and had notified CNN bureau chief Bill Headline. He dispatched a crew to Andrews without breaking the secrecy imposed on him by the Pentagon.

(Smith's early morning call to the Pentagon does more than focus attention on the importance bureau chiefs attach to pool protocol. It points up the kind of problems drafters of the pool plan might not have identified in attempting to guard against security breaches. Deborah Potter, a CBS News correspondent, is married to Mutual's Witten, the correspondent Tessler assigned to what became the Honduras operation.)

Despite the collapse of the security arrangements, the Pentagon was not pointing any fingers of blame. Secretary Weinberger, asked about the leaks, said, "This was just an exercise. It was a test. We should try it again." And that was the theme heard from Pentagon spokesmen last week. The spokesmen also said Pentagon officials would meet with media representatives to discuss all aspects of the test with a view to ironing out the problems. "We think we can sit down and find the problems and square them away," McClain said.

Indeed, chief Pentagon spokesman Michael I. Burch met on Wednesday with the bureau chiefs of ABC, CBS, NBC and CNN. The meeting had been scheduled before the weekend events, but it was to have covered details of the system that was being

put to the test. "We want to make the mechanism work," Headline said later, "so we discussed the things that worked and the things that didn't, and the approaches to use to make them better." McFarland said one of the questions discussed was, "How do we stop the leaks?" We didn't figure that out. We're working on it."

Pentagon officials said a better evaluation of the test would be possible once the pool had returned from covering the military exercise that simulated an amphibious landing in Central America; they were due back Thursday evening. But both Pentagon officials and the bureau chiefs felt more atten-

tion was due those aspects of the plan that were working well. McFarland noted that "on a lovely spring weekend, we put 10 people on an aircraft and transported them [to Honduras] before anything was reported." And McClain said that "no additional transportation or bunks or equipment is needed. We're doing it out of the hide of our commanders." He noted television material was being flown to Tegucigalpa; from there it was fed by earth station to a satellite for relay back to the U.S. The print press was filing from aboard one of the ships standing off Honduras. "Overall," McClain said, "it's going extremely well." □

## Stations making money with news

### RTNDA survey shows stations with large news staffs tend to be profitable

A Radio-Television News Directors Association survey has concluded that most news operations at television and radio stations are either making money or breaking even.

The survey, reported in this month's *RTNDA Communicator*, said 69% of the responding television stations claimed their news operations were making money. (The survey did not seek to determine how much income the news operations were producing.) About 20% of the responding stations said their news departments were breaking even. About 10% acknowledged that their news departments were losing money.

As for radio, the survey reported that 44% of the responding stations said their news divisions were profitable, 36% were breaking even, and the remaining 20% were losing money on news.

The survey, which RTNDA conducts annually, was based on usable responses from 463 commercial television stations and 327 commercial radio stations.

In the top 25 Arbitron television markets, only 56% of the responding stations said they were earning money from news, compared to 75% of the reporting stations in markets 26-50 and 51-100. In markets 101-150, 71% of the stations said they were earning money from news, as did 72% of the stations in markets 151-210. Those reporting losses in the top-25 markets, reported Vernon Stone, RTNDA research director, and director of the School of Journalism at Southern Illinois University, tended to be independent stations with relatively small news operations.

The survey indicated, as it has in years past, said Stone, that the larger the news staff, the more likely a station is to earn money from news. Some 92% of the newsrooms with 36 or more employees claimed to be making money, while only 47% of the newsrooms with 10 or fewer employees claimed to be making money.

Some 40% of the stations in the major radio markets claimed to be making money in news, while 43% of the large-market stations, 47% of medium-market stations and 43% of small-market stations in radio claimed to be making money.

About 6% more television stations in the 1984 survey (a total of 89%) said they were

in the black or breaking even than claimed so a year ago. In radio the gain was even greater, with 81% claiming to make money or break even in 1984 compared to 69% in 1983. □

## Landau criticizes government limits on information

Jack Landau, executive director of the Reporters Committee for Freedom of the Press, blasted the Reagan administration's attitude on government information, calling it "probably the most restrictive we have had since the voluntary censorship of World War II." Landau, speaking at a Media Institute luncheon in Washington, said that "no administration has as comprehensively and consistently attempted . . . to shut down so many different areas of government information and in so many different ways."

The Media Institute luncheon focused on "The Reagan Administration and the Press" and was directed toward an audience of journalists and manufacturing industry executives. Landau touched on a number of issues over which the government and the press have disagreed, including press access to Grenada, reporting of the launch of a spy satellite and, most recently, the *Post-Tavoulares* suit (BROADCASTING, April 15). "It's the most censorious opinion I've ever seen," he said of the appellate court's reversal of a trial judge's finding that the *Washington Post* had not libeled the former president of Mobil Oil.

Landau also described several anti-information policies supported by the government, including the Official Secrets Act now pending in Congress (he said he did not know how strong administration support is); a bill introduced by Senator Orrin Hatch (R-Utah) that "would have cut down information that the public can get in virtually any area you can think of—sex discrimination, consumer affairs, health affairs, law enforcement and so on"; the sealing of national security documents at the archives and shifting the burden of proof to scholars to justify access to the information; the Agent Identity bill, which makes identification of a covert agent or his source a crime "if there is any pattern of reporting," and CIA exemption

from answering questions about operational files.

Landau also spoke on disinformation. The administration has set up two news services of its own, said Landau, the first a computerized wire service limited to transmission of texts and verbatim statements. "My feeling is the next thing that's going to happen is going to be a little 'note to editors: The President wishes you would look at paragraph five of his speech; he doesn't think the AP lead is fair,'" said Landau. The second service he mentioned was a satellite service through which interviews will be sent directly to stations, bypassing the Washington press corps. "They do not like the Washington press corps. They think the Washington press corps picks on them," Landau said. He claimed that a local news director doesn't

have the everyday knowledge of previous White House statements, so the administration "can give him this stuff, and it will not raise his eyebrows the way it will an experienced White House reporter."

Landau concluded by stressing the serious nature of the problem. "Congress, as you know, has shown historically a great opposition to government-funded news going to domestic viewers. . . . There is no constitutional way I know of you can stop a President from starting his own news service, but there is a money way, and that, it seems to me, is what the Senate and House appropriations committee ought to look at."

"We've had a theory in this country that government information belongs to the public," Landau said. And yet, he asserted, the Reagan administration claims that too much

information is not good for the public. "The administration believes that the 'Watergate Syndrome,' as they call it, of openness in government has gone too far," he said.

Asked how he felt the press should act in light of recent polls showing the public's apparent lack of confidence in the media (BROADCASTING, April 15), Landau cited a *Los Angeles Times* poll. In that poll, he said, 50% of the public supported the President's action restricting press access to Grenada, and yet 70% said it shouldn't happen again. "We have a moral role to play," he said. "I think that our moral standard as to what we try to bring the public has to be independent of popularity contests. . . . This is our ethical problem; we have to deal with it ourselves. We cannot wait for the public to rise up. . . ." □

## Technology

### Knockout performance by Videostar

**Distribution of championship Hagler-Hearns bout from Las Vegas goes extremely well for Atlanta firm; it says scrambling system was not decoded by freeloaders and failures were fewer than expected**

Who was the big winner of the championship bout at Caesars Palace in Las Vegas two weeks ago? Fight fans will say Marvellous Marvin Hagler, who knocked out Tommy Hearns in the third round, or, perhaps, boxing itself, which rarely produces such a thrilling match. Businessmen will say Top Rank, the promoter, which may gross tens of millions of dollars from the live and closed-circuit television gates. But communications satellite executives will say Videostar Connections Inc., the Atlanta-based firm that distributed the fight via satellite to more than 500 closed-circuit sites and cable systems across the nation.

Videostar, with an assist from Houston-based Prostar (and the Oak Orion scrambling system), was able to successfully scramble its multiple satellite feeds, cutting off hundreds of thousands of homes, bars and restaurants with earth stations that had hoped to pick the fight off the satellites and watch it for free. "This signal remained scrambled," said Top Rank's Bob Arum at a post-fight press conference, "and the only people who could see it were the people who paid for it."

Although a few closed-circuit locations experienced technical problems and were unable either to receive a signal or to descramble it during all or part of the four-hour telecast, Videostar Executive Vice President Jim Black said it was, all in all, "a remarkable performance. . . . It was far more successful than anything done in the past—and a whole lot larger."

(On at least one occasion—the Nov. 10, 1983, fight between Hagler and Roberto

Duran—the closed-circuit feed had to go in the clear at the last minute because key locations were unable to unscramble the satellite feeds. That allowed all the home dish owners to tune in and caused some closed-circuit promoters to balk at paying Top Rank, the fight's promoter.)

Mike Malitz of Top Rank concurred with Black that the number of complete or partial failures was "very low for a network this size." Top Rank had anticipated between 10 or 20 failures, he said, but as of last week had gotten reports of only five or six.

But regardless of the number of failures or where they occurred, Malitz said, Top Rank was committed to scrambling. "There is no location or combination of locations that would have induced us to unscramble," he said. "Nothing would have made us unscramble."

The exact number of failures and the nature of each are important to Videostar and Top Rank. According to Black, Videostar is being paid based on the number of closed-circuit sites and cable systems it successfully reached. Every failure for which Videostar takes the blame, he said, is money out of its pocket.

According to Black, the network included 542 closed-circuit locations and cable systems. Of those, only three failed to receive the fight, he said, and, of the three, only one was Videostar's responsibility—Wagoner College on Staten Island in New York. "We will not be charging for that site," he said. The other failures were in Flagstaff, Ariz., and Forest Hills, N.Y.

John Parks of Prostar, which, under contract from Videostar, supplied most of the Oak Orion scrambling and descrambling hardware and authorized the descramblers once they were in place, said the network also suffered the loss of a resort in Florida, where the satellite receiver "broke," and a

partial failure at a site in the Bronx, which ended up with video but no audio.

To make sure every location could access the signal and to provide back-up transmission paths, Videostar transmitted the fight on three satellites—Galaxy I, Satcom IV and SBS III. The Ku-band SBS III feed, he said, was needed to reach sites where terrestrial microwave interference made reception of C-band signals difficult, if not impossible.

To originate the feeds, Videostar parked three transportable uplinks (two C-band, one Ku-band) on the grounds of Caesars, Black said. And for back-up, he added, it secured a landline between Las Vegas and Los Angeles where it could tie into fixed earth stations.

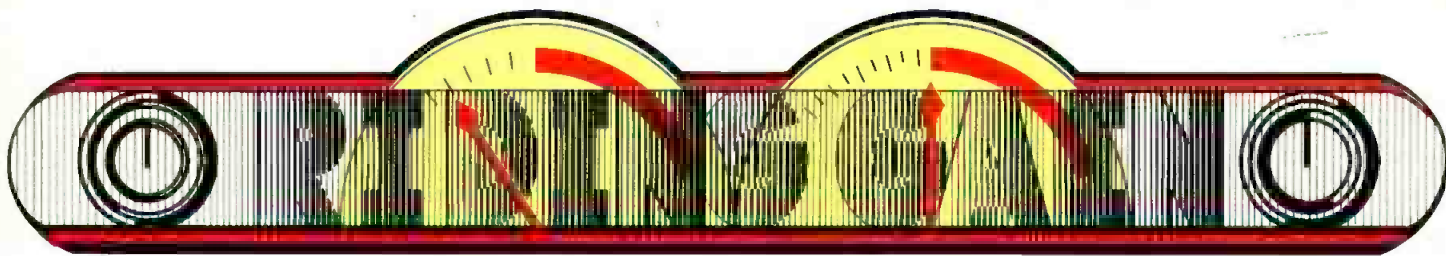
Not every closed-circuit location or cable system received a direct feed. Some received the telecast through dishes at other closed-circuit locations or cable systems or through a teleport and local telephone companies, Black said. Around 30 closed-circuit locations on Manhattan, for instance, linked up with Manhattan Cable to get their feed, he said.

That the telecast went as smoothly as it did was no accident. The actual live telecast was preceded, Black said, by six days of testing during which much of the network was debugged.

Malitz would not venture a guess as to the total electronic gate, saying that Top Rank was waiting for the final accounting. (So were the boxers, who are entitled to a percentage of the gross above \$14 million, he said.) Some put the number as high as \$40 million, which would make it one of the more lucrative televised sporting events in history.

What's Videostar's share? "Not enough," said Black, declining to reveal figures. "The amount of the effort was more than the compensation in this case," he said. □





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

### Gone silent

The future of KFYL(AM) Oakland, Calif., remains unclear following shutdown of the all-news station April 2 as an apparent result of extensive financial problems. Most of the station's staff reportedly resigned shortly before the final sign-off after unsuccessfully demanding back salaries.

The station was acquired last November by Powell Communications West Inc., controlled by president Adam Clayton Powell III, from Benidia Inc., a wholly owned subsidiary of Broadcast Enterprises National Inc. Shortly thereafter, the urban contemporary format was dropped and the call letters were changed from KDIA(AM).

Charles D. Schwartz, president and chief operating officer of Philadelphia-based BENI, told BROADCASTING that Benidia Inc. is a secured creditor of Powell Communications West. "In other words," he said, "they owe us money. We are not the only entities owed money. Under the right set of circum-

stances a scenario could be painted that could put us back into a petitionary stage with the FCC to take control of the radio station and go back and run it. That is a possibility that is being discussed among the secured creditors currently. The circumstances obviously have to be agreed upon and sanctioned by the FCC."

Should Benidia resume operations of KFYL, Schwartz said, it is unlikely that the all-news format would continue. "I don't think there is much of a chance of success economically for any new upstart all-news radio station [in the San Francisco market]." A return to black-oriented programming, he added, "is a possibility."

Powell was unavailable for comment and there was no telephone service at the KFYL offices last week.

### Live from MSG

WNBC(AM) New York has entered into a five-year agreement with Madison Square Gar-

den Network to broadcast the home and away contests of the New York Knicks (National Basketball Association) and New York Rangers (National Hockey League) beginning with the 1985-86 season. The package includes more than 100 broadcasts of Knicks and Rangers games, according to an MSG Network spokeswoman. The teams had been on Metromedia's WNEW(AM) New York for the previous nine seasons and on the Madison Square Garden Radio Network, an ad-hoc network of seven area stations including WPAT(AM) Paterson, N.J., and WGBB(AM) Babylon, N.Y., for the 1984-85 season.

In addition, WNBC is currently in the last year of a two-year agreement for radio rights to New Jersey Nets basketball. And, according to WNBC(AM) vice president and general manager, John P. Hayes, negotiations with the team are in the final stages for a new multiyear deal. "We want to become the station that listeners turn to first for sports information in New York all year 'round," said Hayes. (WNBC(AM) will also be carrying NBC Radio's new NFL package which includes 16 Monday night contests). Hayes said conflicts in the schedules have yet to be resolved.

Hayes noted that although the station airs adult contemporary music throughout the day, the 7 p.m.-to-midnight program will have a "sports orientation" with the on-air personality giving frequent updates on scores and interacting with listeners on local sports issues in addition to playing music. Frank Reed, who currently is hosting the evening slot, is expected to leave the station shortly.

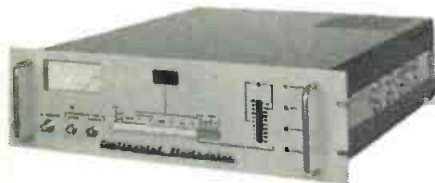
### Seeing is believing

In an effort to reach the creative ad community with the message that radio is the "most visual medium," the Radio Advertising Bureau launched a new national advertising campaign last week employing the tagline, "I Saw It On the Radio."

The campaign, composed of radio spots, print and direct mail elements, was developed by Lord, Geller, Federico & Einstein. Four different 60-second "humorous" radio spots featuring comedian Jay Leno are being mailed to stations, said RAB. Also included in the mailings are four 50-second spots along with suggested copy for 10-second taglines, which, said RAB, permit stations to customize the message. The association estimates that station air time given to its "Radio: Red Hot Because It Works" campaign in 1984 totaled about \$12 million and it expects that figure to climb over the next year.

The print ads, which began appearing in advertising industry trade magazines last week, depict either a fish smoking a pipe or

## Continental's top performing FM Exciter . . . now playing for a station you know\*



Continental Type 802A FM Exciter

Continental's FM Exciter offers you unmatched performance: fidelity exceeds all currently marketed FM exciters. No tuning adjustments are required, and the exciter can be used as a low power transmitter with a 50-watt output into a 50 ohm load at all FM frequencies. For specs and info, call (214) 381-7161

Continental Electronics Mfg. Co.,  
PO Box 270879 Dallas, Texas 75227.

© 1985 Continental Electronics Mfg. Co./5889

WZEE	KOFM	WFBC	WMUS
WKDF	WOMC	KATT	WSFM
KLSI	WNCI	WWQM	KQRS
WXLK	KMGG	KACE	WTSU
KRGQ	WYXZ	KBRE	WWGS
KQCR	KTCL	KOIX	WBHM
KKUA	KFMS	KNLU	KMGC
WJCW	KKNG	WOFL	WVXU
WALX	WEAZ	KDCK	WFBQ
WHTZ	WCKN	KNYN	WWVA
KBRK	KRVS	KIDX	WXLP
KOPI	KQWC	WEZB	WIGL
KICY	WRAS	CJCI	KOWC
WTLO	WJRZ	WOOD	WRBQ
WWBA	WSLQ	WTUG	WBYG
WCUZ	WHCN	KMIK	KJOT

\* Partial list of stations ordering Type 802A FM Exciter for use with existing equipment: 1984.

Continental Electronics

Continental Electronics Mfg. Co. Dallas, Texas



# **THE WORLD'S LEADING RECEIVERS NOW BRING MOTOROLA C-QUAM<sup>®</sup> AM STEREO TO THE WORLD'S CARS AND HOMES. THE BANDWAGON'S HEADED FOR THE WINNER'S CIRCLE.**



Sherwood CRD150

Volkswagen SC73ETR

Sparkomatic SR425



Chrysler

Nissan Maxima

Sparkomatic SR420



Sparkomatic SR430

Concord HPL550

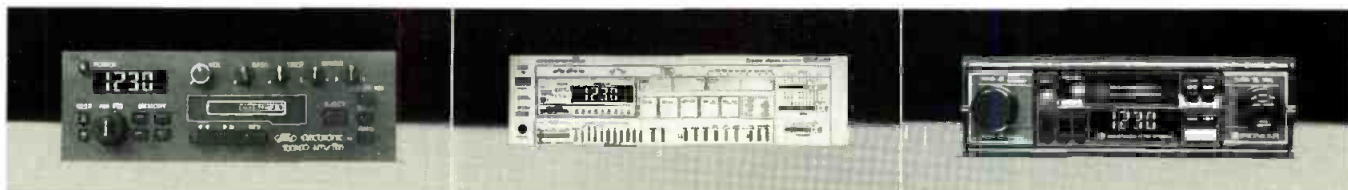
Volkswagen SC99ETR



Audiovox

Delco UT4

Delco UX1



Ford

Marantz SR940

Pioneer KEA433

For more information, call Dick Harasek at 312 576-2879.

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







**Pro show.** Unveiling RAB's new pro-radio campaign at a press briefing last Monday morning (April 22) are (l-r, first row): Richard Thomas, senior vice president/creative director, Lord, Geller, Federico & Einstein (LGFE); Richard J. Lord, chairman and CEO, LGFE; Stakelin, and Arthur W. Einstein, Jr., president/creative director, LGFE. (Second row, l-r): Lynn Stiles, vice president/associate creative director, LGFE; Ben Scrimizzi, senior vice president/sales and marketing, RAB, and Michael Simos, copywriter, LGFE.

a dancing banana, both of which correspond to the broadcast spots. The fish copy then reads: "Where else? On the radio you can show practically any idea you've got swimming around. From a pipe-puffing pike to a bevy of be-bopping barracudas. And no one's ever going to scream 'Holy Mackerel!' when they see the cost. Get creative and show your stuff with the power of sound. Then everyone will say: 'I saw it on the radio.'"

A direct mail campaign targeted to creative directors and top executives of ad agencies as well as senior client "decision-makers" is scheduled to begin early next month. The association's advertising budget for the new marketing initiative falls just under \$500,000.

"This new campaign is designed to address the single most [stated] objection to radio: its perceived lack of visuals," noted Bill Stakelin, RAB president and chief ex-

## CONGRATULATIONS.

**KDUO**  
RIVERSIDE, CA.

Another great book,  
Number One 12 +  
Number One Adults 18 +

Source: Riverside-San Bernardino, Fall Arbitron 1984; Metro and TSA. AQH, M-S, 6 a.m. to midnight, of all reported stations home to Arbitron radio metro area.

**KALAMUSIC**

Suite 600 • 151 S. Rose St. • Kalamazoo, Michigan 49007  
1-800-225-KALA

KALAMUSIC is a service of the Fairfield Broadcasting Company.

ecutive officer. That concern grew out of national research conducted last year by the Pebble Beach, Calif.-based radio research firm of Jhan Hiber & Associates. In that study, agency and national advertisers said that the biggest reason for not using the medium was the absence of pictures.

### United trimming back

The United Stations will let go some of the approximate 150 employees of the newly acquired RKO Radio Networks ("In Brief," April 22). Bill Hogan, former RKO Radio Networks president who is now executive vice president and general manager of United Stations Radio Networks One and Two Inc., a new company formed by United Stations for the RKO acquisition, acknowledged that there will be some "trimming of staff across the board" as different departments come under review, but stressed that there will be no massive cut-backs.

In another development, the United Stations Radio Networks One and Two will drop the 60-second *Soap Opera Update* from its Radioshows lineup, bringing to three the number of series that have been terminated. (*Night Time America* and *People Magazine Minute* have already been canceled ["Closed Circuit," April 8]). Radioshows—the networks' program distribution arm—will continue to distribute *Countdown America with John Leader*, *The Hot Ones*, *Solid Gold Scrapbook* and *Solid Gold Saturday Night*.

### Radio guidelines

The 12-member National Association of Broadcasters' radio audience measurement task force, during its first meeting at NAB headquarters in Washington last Wednesday (April 24), identified topics of future discussion: radio competition today and the need for more accurate ratings, alternative ways of getting rating, information, such as listener profile data, and presenting it to "decision-makers," and exploring the industry's future information concerns.

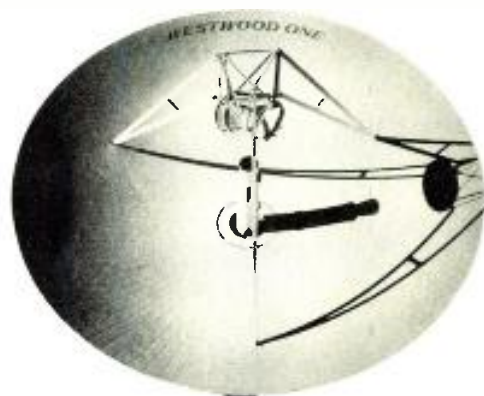
The audience measurement task force was formed at the NAB's joint board of directors meeting in Palm Springs, Calif., last January to look at the possibility of establishing a nonprofit, industry-operated rating service. A resolution passed at the time cited the "exorbitantly high cost and annual rate increases of audience measurement and the impact that these costs have on the industry" as the reason for launching such a committee ("Top of The Week," Jan. 21). Task force chairman Ken MacDonald, chairman and chief executive officer of MacDonald Broadcasting, Saginaw, Mich., said the resolution was not specifically aimed at Arbitron, the industry's principal service, but at all radio audience measurement firms.

The next meeting of the special task force is slated for June 11 in Washington.

### Rockin' honors

More than 400 music and record industry executives were on hand last Monday night (April 22) for DIR Broadcasting's *Seventh Annual Rock Radio Awards* at Jerry's Restaurant in New York. The ceremonies were taped for a two-hour Memorial Day weekend

# AWARD WINNING RADIO



Westwood One is proud to have been selected 1984 *National Program Supplier of the Year* by radio. In a survey of program directors and music directors conducted by industry trade publication *The Album Network*, Westwood One was the overwhelming choice because radio's best programs deliver radio's biggest audiences—programs like *the Superstar Concert Series*, *Live From Gilley's*,

*Off The Record with Mary Turner*, *Scott Shannon's Rockin' America Top 30 Countdown*, *Encore with William B. Williams*, live concerts and simulcasts and the biggest events on radio... over 30 regularly-scheduled programs and countless special events on more than 3,300 stations coast-to-coast via satellite. Great radio programs and great radio stations—it's the winning combination!

**WESTWOOD ONE**  
**THE NEW DIRECTION IN NETWORK RADIO**

LOS ANGELES  
(213) 204-5000

CHICAGO  
(312) 938-0222

NEW YORK  
(212) 682-4600

LONDON  
1-977-8253



The breakthrough new book!

## 101 WAYS TO CUT LEGAL FEES & MANAGE YOUR LAWYER:

A practical guide for broadcasters and cable operators

In his new book, former General Counsel for the National Association of Broadcasters (and now a partner in the Washington firm of Verner, Liipfert, Bernhard, McPherson and Hand), communications "superlawyer" Erwin G. Krasnow strips away the mystique surrounding the legal profession to show broadcasters and cable operators how to:

- Select the right lawyer for you
- Enter into the best fee arrangement
- Get the most out of your lawyer
- Control legal costs
- Monitor and evaluate your lawyer's performance
- Remedy problems with your lawyer

### SPECIAL INTRODUCTORY PRICE!

Order your copy of this valuable book today for just \$29.95, the special introductory price! You'll have 10 days to examine the book. In that time, if you're not completely satisfied return it with the mailing label for a 100% refund!

### MAIL THIS COUPON TODAY!

- YES! I want to benefit from the cost-cutting, performance-boosting ideas in "101 Ways to Cut Legal Fees & Manage Your Lawyer"...

Send me \_\_\_\_\_ copies at \$29.95 each

My check or money order payable to Broadcasting is enclosed.

Name \_\_\_\_\_

Organization \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Mail to:

**BROADCASTING PUBLICATIONS INC.**  
1735 DeSales Street, NW  
Washington, D.C. 20036



**All-news anniversary.** The 20th anniversary of the all-news format on Group W's WNEW(AM) New York ("Riding Gain," April 15) was celebrated last week at The Water Club. More than 500 guests were on hand, among them New York Mayor Ed Koch and Chubby Checker. Others present were (l-r): Dan Ritchie, Group W chairman; George Norford, member of Group W board of directors; John Waugaman, wins vice president/general manager; Dick Harris, Group W Radio president, and Warren Maurer, Group W AM stations vice president.

special, which is expected to clear on approximately 250 stations ("Riding Gain," March 11).

This year's winners, chosen by vote of program directors and on-air staff at some 250 stations, were: Tina Turner (female vocalist); Bruce Springsteen (male vocalist); Huey Lewis & the News (group); "Dancing in the Dark," by Bruce Springsteen (single); "Born in the U.S.A.," by Bruce Springsteen (album); "She's So Unusual," by Cyndi Lauper (debut album); Bruce Springsteen (in-concert act), and "Abbey Road," by the Beatles (Hall of Fame: all-time album).

Bob Geldorf, a member of the British group, Boomtown Rats, who organized nearly 40 fellow rock musicians to record a Christmas song under the name of Band Aid to benefit famine victims in Ethiopia, won the Tom Donahue Memorial Award. The award is named for the pioneer of the FM progressive rock format and is bestowed in recognition of a significant contribution to FM radio.

Hosting the show, which was sponsored exclusively by Toyota, were WNEW-FM New York Program Director Charlie Kendall and WBCN(FM) Boston Program Director Oedipus along with singer "Weird" Al Yankovic.

### Radio revamp

National Public Radio's satellite program development fund has revised its guidelines and deadlines for submitting applications in its 13th round of grant competition. Under the revisions, programming formats—rather than grant amounts—will determine the appropriate funding category for applications. (Previously there were two categories: projects with budgets less than \$15,000 and projects with budgets between \$15,000 and \$60,000.) For this round, NPR said the first category will consist of projects that are "pilots, discrete, one-time or one-of-a-kind pro-

gramming or limited series of less than 13 half hours or less than 26 modules" (a module lasts between five and eight minutes).

The second category consists of series or more than 13 half-hour segments, or more than 26 modules. To apply for those funds, individuals must submit a letter of intent by May 3. An application form will be mailed upon receipt and approval of the letter of intent, NPR said. Applications for both categories are due May 31.

### New way

Low Noise Broadcasters, describing itself as "a national network of alternative radio stations and independent production studios," has been formed in San Francisco by Michael Ratner and Les Wielgos, former programmers for noncommercial WZRD(FM) Chicago.

The pair are launching a bimonthly newsletter and specialized program distribution service devoted to sustaining "quality" radio programming. The Low Noise Network will also conduct research into all aspects of format preparation, the founders said.

### Children's rights

Senator Paula Hawkins (R-Fla.) will host *Children at Risk*, beginning April 29 on National Public Radio. The seven, half-hour programs will discuss the problems of child abuse and neglect in America and will be distributed nationwide to 309 NPR member stations. Hawkins, who revealed last April that she had been abused by a neighbor when she was a child, said of the program: "Our society is still involved with making the victim feel guilty and ashamed. Questions and concerns posed by this series should be talked about almost daily," she

said, adding that "parents need to be aware of the warning signs and symptoms, as well as the many resources available for helping them learn new ways—less destructive ways—to deal with their children." The series was funded through a grant from the National Center on Child Abuse and Neglect, Department of Health and Human Services. Additionally, seven brochures discussing the topics covered in the series will be available free to the public after May 5, from the Clearinghouse on Child Abuse and Neglect Information, Box 1182, Washington 20013; transcripts of the series will also be available from NPR and member stations.

### Play ball

KABC(AM) Los Angeles will broadcast all home games of the Los Angeles Dodger

baseball team in stereo, the station has disclosed, with plans to expand the technique to other elements of the talk station's programming. The ABC-owned station, which uses the Kahn stereo system, has placed microphones in left and right field as well as behind home plate in an attempt to add realism to the play-by-play broadcasts. KABC's first stereo sportscast was of the season opener, April. 12.

### Basketball buy

The ABC Radio Networks last week named its announcing team for the upcoming National Basketball Association best of seven championship series ("Closed Circuit," April 15). Doing play-by-play will be ABC Information Network sportscaster Fred Manfra

while former NBA star Oscar Robertson will handle color. The series is slated to begin either on May 27 or May 30, depending on the outcome of the current divisional play-offs.

### Playback

New York's American Museum of Natural History is distributing a 13-episode, first-run feature series highlighting a variety of natural history topics to more than 575 U.S. stations. The three-minute programs are distributed free through Cinema Sound Ltd. of New York and may be sold to local sponsors. The stereo production is available on disk or tape. For information: 311 West 75th St., New York, N.Y. 10023.

## In Sync

### Component move

For broadcasters considering the move to component analog video, a description of how to get there came during an engineering session on electronic graphics at the NAB convention. One station's conversion of its entire graphics facilities to component video and the subsequent improvements in image quality and work efficiency, were described during the morning-long presentation by Karl Renwanz, director of engineering at WNEV-TV in Boston.

WNEV-TV switched its graphics center in 1983 to component mode from what Renwanz termed the "tedious 35 millimeter slide process" in use earlier. Before the changeover, he commented, four people would work to produce "dirty" slides, while with component operations, one staffer could make a typical five-or-six generation clean graphic in three minutes. Also, graphics remaining in component form and using half-inch tape (M-format in the station's case) would show less degradation after up to 15 generations than would 10th-generation Type C one-inch.

"If your station owns a character generator, camera and still-storage system which operate internally in some component form," he explained, "you may well be on your way in the construction of a component graphics creation center." The purchase of additional equipment, such as component switcher and color monitor, all costing under \$30,000, would put the system on line, he added.

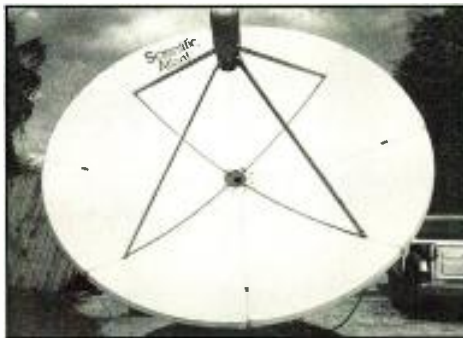
But the move to component may not be easy, Renwanz warned. "For component equipment, WNEV-TV has had to push manufacturers and we're still continually waiting for something. Also, around every corner looms a detailed engineering problem you've never faced, the art director and staff can drag their feet on the implementation of such an electronic system, and typically, set-up procedures for equipment operation may need to be re-evaluated or abandoned altogether to allow creative minds to function with a minimum number of electronic

barriers."

Also speaking at the session were a number of TV broadcasters, network representatives and production facilities managers who had also assembled their own electronic graphics centers, including Joseph Kresnicka, engineering head at WLS-TV Chicago, Thomas Alfieri of NBC's Computer Imaging Department responsible for the network's 1984 election graphics set-up, Jason Danielson of Positive Video in San Francisco, and Ampex's William Carpenter.

### El sol

The ABC satellite feed to KONO(AM)-KITY(FM) San Antonio, Tex., was temporarily obliterated when the sun lined up with the Satcom satellite used by the station, casting a shadow over the amplifier in the center of its 2.8-



meter Scientific-Atlanta dish (see above). The outages, caused by radio noise from the sun, happen annually for a few minutes during several days in March and October, according to George W. Ing, the station's director of engineering.

### Milwaukee headend

Warner Amex Cable Communications has ordered more than \$1 million in transmitters and other equipment from Hughes Aircraft Co. for its cable system in Milwaukee. Hughes microwave communications products division, based in Torrance, Calif., will supply an AML multichannel, local signal

distribution system with an AML-STX-141 transmitter. Other equipment to be used includes 450 mhz receivers, FM microwave equipment and a microwave line extender.

The system will initially provide TV programming to three hub sites where the microwave signals are downconverted to VHF using the low-noise, 450 mhz, phase-locked receivers, according to Hughes. Each hub site will include solid-state upstream transmitters to send video and addressability data back to the master headend.

### Peach state panda

Georgia's Peach State Public Radio, a classical music programming service used by WJSP-FM in Warm Springs and WDCO-FM in Cochran, has selected the Panda II audio transmission system of Norcross, Ga.-based Wegener Communications. The system will deliver 90 db dynamic range audio over a series of microwave and fiber optic links to each station's transmitter site. The radio service is part of Georgia Public Television of Atlanta.

### S-A guarantee

The first three-year warranty on a set-top converter has been announced by Scientific-Atlanta on its Model 6780 36-channel terminal. The warranty covers parts, labor, repair and replacement, and is being offered because of the low failure rate of the unit, according to the company.

### Reading room

Two new publications are now available for broadcast lighting technicians and maintenance engineers. "The Professional Lighting Handbook," priced at \$22.95, is a guide to the setting and using of professional lighting gear. It is published by Birns & Sawyer of Los Angeles. And from Calvert Electronics of Franklin Park, Ill., is its first catalogue of transmitting tubes, camera tubes, vacuum capacitors and RF transistors. The Calvert book is free.



# Stock Index

	Closing Wed Apr 24	Closing Wed Apr 17	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N ABC	107	105	2	1.90	16	3,094
N Capital Cities	221 1/4	209 3/4	11 1/2	5.48	22	2,841
N CBS	108	109 3/4	- 1 3/4	- 1.59	13	3,209
O Clear Channel	16 3/4	16 1/2	1/4	1.52	19	49
N Cox	75 1/8	75 1/8			25	2,120
A Gross Telecast	29 3/4	29 7/8	- 1/8	- 0.42	7	24
O Gulf Broadcasting	14 7/8	14 7/8			62	652
O Jacor Commun.	4	4				23
O LIN	27 1/2	28	- 1/2	- 1.79	24	578
O Malrite Commun.	16 1/2	16 1/2			20	138
O Orion Broadcast	1/32	1/32				2
O Price Commun.	11 1/4	11 1/4				56
O Scripps-Howard	36	35 1/2	1/2	1.41	21	372
N Storer	74 7/8	73 3/4	1 1/8	1.53	45	1,228
O Sungroup inc.	3 1/4	3 3/8	- 1/8	- 3.70		6
N Taft	66 1/2	67	- 1/2	- 0.75	14	602
O United Television	21 1/4	21 3/4	- 1/2	- 2.30	35	234

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams Russell	29 7/8	29 1/2	3/8	1.27	23	182
A Affiliated Pubs	45	43 5/8	1 3/8	3.15	14	366
N American Family	28 1/4	27 1/8	1 1/8	4.15	14	557
O Assoc. Commun.	22 3/4	22 3/4				108
N A.H. Belo	49 7/8	54 1/4	- 4 3/8	- 8.06	18	577
N John Blair	21 3/4	21 5/8	1/8	0.58	13	174
N Chris-Craft	48 1/2	45 3/4	3/4	1.64		298
N Gannett Co.	59	57	2	3.51	23	4,728
N GenCorp	45	46 5/8	- 1 5/8	- 3.49	12	966
O General Commun.	85	85			19	42
N Jefferson-Pilot	38 1/2	38 3/4	- 1/4	- 0.65	11	1,232
O Josephson Intl.	9	9			69	44
N Knight-Ridder	33 3/4	33 3/4			17	2,185
N Lee Enterprises	37 3/4	38 1/8	- 3/8	- 0.98	21	503
N Liberty	31	30 7/8	1/8	0.40	15	311
N McGraw-Hill	45 7/8	46 1/2	- 5/8	- 1.34	17	2,302
A Media General	82	85 3/4	- 3 3/4	- 4.37	15	572
N Meredith	62	63 3/4	- 1 3/4	- 2.75	15	584
O Multimedia	58 1/2	54 3/8	4 1/8	7.59	26	976
A New York Times	48 1/8	43 7/8	2 1/4	5.13	21	1,822
O Park Commun.	36	34 1/2	1 1/2	4.35	26	331
N Rollins	22 1/8	22 1/4	- 1/8	- 0.56	33	323
T Selkirk	24 1/8	23 3/4	3/8	1.58	52	196
A Tech Operations	56 1/2	57 1/4	- 3/4	- 1.31	19	52
N Times Mirror	48 1/2	49 5/8	- 1 1/8	- 2.27	15	3,332
N Tribune	44 1/4	43 1/8	1 1/8	2.61	20	1,787
O Turner Bcastg.	21 3/4	24	- 2 1/4	- 9.38	435	443
A Washington Post	114 3/4	111	3 3/4	3.38	21	1,605

<b>PROGRAMING</b>						
O American Nat. Ent	1 5/16	1 1/4	1/16	5.04	7	3
O Barris Indus	17 7/8	16	1 7/8	11.72	298	102
N Coca-Cola	69	69 7/8	- 7/8	- 1.25	15	9,137
N Disney	79	80 1/8	- 1 1/8	- 1.40	130	2,665
N Dow Jones & Co.	41 3/4	40 3/4	1	2.45	21	2,684
O Four Star	4 1/4	4 1/4			4	3
A Fries Entertain.	8 3/4	8 1/4	1/2	6.06	16	30
N Gulf + Western	38 3/8	36 1/2	1 7/8	5.14	11	2,685
O King World	23 3/4	24 3/4	- 1	- 4.04	33	119
O Robert Haiml	2 3/4	2 3/4			55	47
A Lorimar	34 3/8	33 7/8	1/2	1.48	17	244
N MCA	53 1/8	54 3/4	- 1 5/8	- 2.97	23	2,575
N MGM/UA	13 1/8	13 3/8	- 1/4	- 1.87	15	652
N Orion	10 5/8	10 7/8	- 1/4	- 2.30	24	100
O Reeves Commun.	10	9	1	11.11	37	124
O Sat. Music Net.	8	6 1/4	1 3/4	28.00		54
O Telepictures	22 3/4	22 1/2	1/4	1.11	20	175
N Warner	28 1/2	27 3/4	3/4	2.70		1,728
A Wrather	20 5/8	20 1/2	1/8	0.61		141

	Closing Wed Apr 24	Closing Wed Apr 17	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
<b>SERVICE</b>						
O BBDO Inc.	48	49 3/4	- 1 3/4	- 3.52	14	303
O Compact Video	4 1/2	4 1/2				19
N Comsat	32 1/8	33 1/4	- 1 1/8	- 3.38	13	581
O Doyle Dane B.	21 1/2	21 3/4	- 1/4	- 1.15	17	114
N Foote Cone & B.	56 1/4	55 1/2	3/4	1.35	11	193
O Grey Advertising	177	177				12
N Interpublic Group	41 1/4	39 7/8	1 3/8	3.45	14	446
N JWT Group	30 3/4	30 1/4	1/2	1.65	9	184
A Movielab	9 1/4	8 1/8	1 1/8	13.85		15
O Ogilvy & Mather	40	40 1/2	- 1/2	- 1.23	17	366
O Sat. Syn. Syst.	7	7 1/2	- 1/2	- 6.67	10	40
O Telemation	5	5			5	6
O TPC Commun.	1/4	5/16	- 1/16	- 20.13		1
A Unitel Video	6 5/8	6 5/8			12	14
N Western Union	8 3/4	9 1/8	- 3/8	- 4.11		211

<b>CABLE</b>						
A Acton Corp.	3 7/8	3 3/8	1/2	14.81		23
O AM Cable TV	2 3/8	2 1/4	1/8	5.56		9
N American Express	43 1/2	41 1/2	2	4.82	23	9,369
N Anixter Brothers	14	14 1/2	- 1/2	- 3.45	17	255
O Burnup & Sims	8 7/8	8 3/8	1/2	5.97	127	80
O Cardiff Commun.	9/16	5/8	- 1/16	- 9.92	56	3
O Comcast	26 3/4	27 1/8	- 3/8	- 1.38	31	330
N Gen. Instrument	17 1/4	18 5/8	- 1 3/8	- 7.38	18	558
N Heritage Commun.	16 1/8	24 1/8	- 8	- 33.16	30	122
O Jones Intercable	5 5/8	5 7/8	- 1/4	- 4.26	18	50
T Maclean Hunter X	24 1/4	24 1/4			34	894
A Pico Products	4 1/2	4 1/4	1/4	5.88	20	16
O Rogers Cable	7 5/16	7 1/2	- 3/16	- 2.49		164
O TCA Cable TV	20 1/4	21	- 3/4	- 3.57	39	135
O Tele-Commun.	28 1/8	26 5/8	1 1/2	5.63	91	1,176
N Time Inc.	54 1/8	56 1/4	- 2 1/8	- 3.78	19	3,284
N United Cable TV	37 1/4	37	1/4	0.68	62	409
N Viacom	42	43 3/4	- 1 3/4	- 4.00	17	568

<b>ELECTRONICS/MANUFACTURING</b>						
N Arvin Industries	19 1/2	20 1/4	- 3/4	- 3.70	6	147
O C-Cor Electronics	8 1/4	8	1/4	3.13	118	25
O Cable TV Indus.	3 7/8	3 1/2	3/8	10.71	23	12
A Cetec	6 3/4	7	- 1/4	- 3.57	8	15
O Chyron	8 7/8	8 1/8	3/4	9.23	16	82
A Cohu	8 3/4	9	- 1/4	- 2.78	9	15
N Conrac	13 3/4	14	- 1/4	- 1.79	13	84
N Eastman Kodak	66 1/2	66 3/4	- 1/4	- 0.37	13	10,963
O Elec Mis & Comm.	7 7/8	7 5/8	1/4	3.28		23
N General Electric	60 5/8	59 1/4	1 3/8	2.32	13	27,444
O Geotel-Telemet	1 1/2	1 1/2			17	5
N Harris Corp.	25 1/4	26 3/8	- 1 1/8	- 4.27	13	1,008
N M/A Com. Inc.	19 1/8	19 3/8	- 1/4	- 1.29	24	828
O Microdyne	6 3/8	5 7/8	1/2	8.51	18	29
N 3M	79 3/4	77 7/8	1 7/8	2.41	13	9,335
N Motorola	31 3/4	34 3/4	- 3	- 8.63	11	3,758
N N.A. Phillips	39 1/8	39 3/4	- 5/8	- 1.57	10	1,123
N Oak Industries	1 7/8	2 1/8	- 1/4	- 11.76		31
A CMX Corp.	2 5/8	2 1/8	1/2	23.53		6
N RCA	43 1/4	42 1/4	1	2.37	14	3,543
N Rockwell Intl.	35 3/4	35 1/2	1/4	0.70	12	5,317
N Sci-Atlanta	11 3/4	11 1/2	1/4	2.17	23	273
N Signal Co.s	36	35 3/8	5/8	1.77	15	3,926
N Sony Corp.	16 7/8	16 5/8	1/4	1.50	16	3,896
N Tektronix	58	59 3/4	- 1 3/4	- 2.93	9	1,116
A Texscan	3 3/8	3 1/4	1/8	3.85	5	23
N Varian Assoc.	30 3/4	31 1/2	- 3/4	- 2.38	12	663
N Westinghouse	31 1/8	30 5/8	1/2	1.63	11	5,448
N Zenith	20 1/4	21 3/4	- 1 1/2	- 6.90	8	447
Standard & Poor's 400	202.67	202.48		0.19		0.09

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

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research. Notes: \* 3-2 split, April 19.

## Unlock Hidden Ad Revenue with SRDS Co-op Data Base Special Reports

### Your Key to Effective Co-op Information Management.

Now you can take advantage of co-op programs which can increase your ad revenue by using a customized sales tool which gives you the information you need when you need it.

SRDS Co-op Data Base Special Reports track co-op programs essential to your specific sales needs. They are generated from the pool of over 3,400 co-op programs listed in the Co-op Source Directory, the most comprehensive computer based file of co-op information available . . . anywhere.

These in-depth reports can be ordered in either the Manufacturer Index or Mailing Label Format. They are continuously updated and are customized so you select and receive only the information crucial to your sales needs. For example, you can select a report in the Manufacturer Index of all programs in a particular product classification which offer unlimited accruals. Your report will include only those co-op

programs meeting these criteria and will list:

- Manufacturer
- Product classification
- Expiration date
- Participation
- Plan type (manufacturer/retail)
- Accrual
- Manufacturer pre-approved media

You'll find Co-op Data Base Special Reports particularly valuable in generating sales leads . . . identifying co-op funds available to retail accounts . . . pinpointing expiration dates . . . conducting co-op audits . . . and saving you and your retail accounts time and money.

For more information about how you can enter into a program of successful co-op management with Data Base Special Reports, contact Larry Buchweitz at 1-800-323-4601.

**srds** **Co-op**  
**services**

Standard Rate & Data Service, Inc.  
3004 Glenview Road  
Wilmette, IL 60091



## Joint board candidates jockey for position

**Campaigning for NAB chairmanship intensifies as Snider, Giller and May all try to attract backers**

The race for the National Association of Broadcasters joint board chairmanship continues to heat up. In less than eight weeks, NAB's 33-member radio board and 17-member TV board will choose among three candidates, Radio Chairman Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark.; Radio Vice Chairman Edward Giller, Gilcom Corp., Altoona, Pa., and Walter May, East Kentucky Broadcasting Corp., Pikeville, Ky.

It is an election that seems to have polarized the boards, and appears in the early running to be a contest principally between Snider and May. And it is a race based less on issues than on approach. "It has nothing to do with the issues. We have three fine candidates. It's just a matter of style," said one radio board member during the NAB's annual convention in Las Vegas two weeks ago (BROADCASTING, April 22).

While the candidates launched their campaigns before the convention, the race inten-



Giller, Snider and May

sified in Las Vegas. Indeed, there was more politicking during this convention than in recent memory. And that pace is likely to pick up next month when the candidates address NAB's new radio and TV board members during a special orientation meeting May 16-17 that prepares new directors for their first full board meeting June 17-21. The boards are scheduled to vote for the joint

board chairman on June 21.

Were the NAB to follow tradition, Snider would have first claim on the joint board chairmanship. That post alternates every two years between the TV and radio sides of the association, with the chairmen of the TV or radio boards stepping up, depending on whose turn it is. This year it's radio's. (The joint board chairmanship has been held for the past two years by Gert Schmidt, of Harte-Hanks Television.) But the unopposed part of the practice fell by the wayside this year when first Gary Capps (of KGRL[AM]-KXIQ[FM] Bend, Ore.) declared against Snider, and Giller and May then followed suit. (Capps withdrew in favor of May, and is now the latter's campaign manager.)

Generally speaking, the current contest is focused primarily on two views: those who support Snider and feel it is his turn to be chairman and those who want change and think May should lead the charge. (Snider and May faced off in an earlier election, for radio vice chairman, in 1983. The pivotal issue then was the underlying assumption that the winner would eventually be the joint chairman. Snider won, 17-14.)

"There are those on the board, the traditionalists, who don't want to make waves. Then there is a group who feel the board is tremendously diversified and they all want change. They don't want the status quo," said one radio director. What the candidates are offering, said still another director, is not three different platforms, but "three distinct styles of leadership."

Snider, who has been called a "quiet leader," has support on both the radio and TV boards. His backers are quick to point out his two years of service on the executive committee, as radio vice chairman and later chairman. Also, Snider's brand of leadership, which is based on, observers say, his naval training and bearing (he is currently a captain in the U.S. Naval Reserve), is thought by some to be more appealing than May's. May, his critics say, is too representative of the "good ol' boy" school. And they

### ELF Communications, Inc.

(John A. Lack, President & COO)

has purchased

**WNOX/WNKX (FM), Knoxville-Clinton, Tennessee**

**WJRB/WJKZ (FM), Madison-Franklin (Nashville), Tennessee**

and

**WVOK/WRKK (FM), Birmingham, Alabama**

from Mack Sanders tr/as

**MetroGeneral Communications, Inc.**

for

**\$10,000,000**

We are pleased to have served as broker in this transaction.

## BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS/NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.  
20036

1111 19th Street, N.W.  
(202) 331-9270

CHICAGO, IL  
60601

333 N. Michigan Ave.  
(312) 346-6460

ATLANTA, GA  
30361

400 Colony Square  
(404) 892-4655

BEVERLY HILLS, CA  
90212

9465 Wilshire Blvd.  
(213) 274-8151

4/29/85

**Back the brands campaign.** A new proof-of-purchase campaign sponsored by General Foods and Kingsford Co.—underwriters of the Public Broadcasting Service's new 10-part half-hour series, *The Sporting Life*—is expected to generate \$1 million for noncommercial television. For every proof-of-purchase coupon submitted from participating brands including Cool Whip, Oscar Mayer bacon, Kingsford charcoal briquets and Sanka coffee, 25 cents will be donated to public television, up to \$1 million. An eight-page insert announcing the campaign was to appear inside 40-50 million Sunday newspapers yesterday (April 28), PBS said. *The Sporting Life*, hosted by former Baltimore Orioles pitcher Jim Palmer, offers a weekly profile of sports personalities. It premiered on PBS April 16 and is a co-production of WNET-TV New York and Foxwood Productions.

fear that May's style will be too much like a "bull in a china shop."

Snider, said one radio director, "listens and studies the facts." He's "great about checking with his constituents and once he gets a sense of what his constituents want, he's more than happy to lead the charge. He gets things done."

On the negative side, Snider has been viewed as perhaps too quiet and short on charisma. But other board members remarked on an abrupt change in his manner after the election challenge developed.

May's partisans, on the other hand, argue that Snider is "too naive" and say he will not be a "forceful or strong" leader. Moreover, they maintain that May is "tough and independent" and that he would provide the type of leadership NAB needs. May, said one TV director, is "quick on his feet," and is appealing to one radio member because "he doggedly sticks to topics until he achieves success." May was radio board chairman in 1978-79 and is currently chairman of NAB's legislative liaison committee, which is responsible for the association's grassroots lobbying efforts.

Giller, on the other hand, is viewed as the man in the middle, "the moderate." Described as a "very solid individual," Giller was elected radio vice chairman last year. "Giller would bring decorum and style to the job. I also think the role of joint board chairman requires a good mediator and negotiator, which I think Ed [Giller] offers," said one radio director. Giller draws strength as a number two from both sides of the aisle. If Snider can't win, there are those who would prefer Giller over May. Yet Giller is also an attractive alternative to some who support May. Some directors think that if Giller has a chance, it will be on a second ballot.

It is uncertain, however, if there will be a second ballot. According to NAB's election procedures, the winner need have only a simple majority. However, "if no nominee receives the necessary majority vote on the first ballot, the two nominees receiving the first and second highest number of votes shall be declared candidates for election."

Both Snider and May claim they have enough commitments to win. Snider said he

left Las Vegas with 31 commitments. "It takes 26 votes to win and I believe I have enough to win," May said. Giller, whose strategy was to wait until after the convention before making his move, is expected to

step up his efforts. While saying he doesn't have a specific vote total in mind, he did claim a "significant number" of commitments. Nevertheless, most directors agree this race is "far from over." □

## Changing Hands

### PROPOSED

**KREX-TV Grand Junction, KREY-TV Montrose and KREZ-TV Durango, all Colorado** □ Sold by XYZ Television Inc. to Withers Broadcasting Co. for \$7.5 million. **Seller** is Grand Junction-based station group of three TV's, headed by John English. It has no other broadcast interests. **Buyer** is Mount Vernon, Ill.-based station group of four AM's, four FM's and one TV, owned by W. Russell Withers. KREX is CBS, NBC affiliate on channel 5 with 12.9 kw visual, 2.5 kw aural and antenna 10 feet above average terrain. KREY is CBS, NBC affiliate on channel 10 with 3.09 kw visual, 617 w aural and antenna 80 feet above average terrain. KREZ is CBS, NBC affiliate on channel 6 with 3.16 kw visual, 500 w aural and antenna 460 feet above average terrain. **Broker: Chapman Associates.**

**WTMA(AM)-WSSX-FM Charleston, S.C.** □ Sold by Sconnix Broadcasting of South Carolina Inc. to Faircom Charleston Inc. for \$6.4 million cash. **Seller** is subsidiary of Sconnix Broadcasting Co., Gilford, N.H.-

based station group of five AM's and six FM's, equally owned by Scott R. McQueen, Randall T. Odeneal and Theodore E. Nixon. **Buyer** is principally owned by Joel Fairman. It also owns WSBH-FM Southampton, N.Y. WTMA is on 1250 khz with 5 kw day and 1 kw night. WSSX-FM is on 95.1 mhz with 100 kw and antenna 350 feet above average terrain. **Broker: Cecil Richards Inc.**

**WKNR(AM)-WKFR-FM Battle Creek, Mich.** □ Sold by Engineering Investment Corp. to Hicks Broadcasting Corp. for \$3,250,000 cash. **Seller** is owned by Joseph A. Waldschmitt and his son, Robert. It has no other broadcast interests. **Buyer** is owned by David L. Hicks, stations' general manager. It has no other broadcast interests. WKNR is on 1400 khz with 1 kw day and 250 w night. WKFR-FM is on 103.3 mhz with 50 kw and antenna 500 feet above average terrain.

**WTID(FM) Suffolk, Va.** □ Seventy-six percent of licensee, Voice of the People Inc., sold by John Laurino to Southern Starr Broadcasting Group Inc. for \$2,650,000, comprising \$2.5

March 27, 1985

### Sky Corp.

has completed the sale of the assets of radio station

**KBCQ**  
Roswell, NM

to

**Sudbrink Broadcasting, Inc.**

The undersigned initiated this transaction  
and assisted in the negotiations

**THE**  
**TED HEPBURN**  
**COMPANY** Cincinnati



million cash and remainder note. Seller is sole owner of WYAL(AM) Scotland Neck, N.C. Remainder of WTID stock is owned by Michael H. Bader (9%) president, William J. Potts (9%) and four others. Bader also owns WGLL(FM) Mercersburg, Pa. Bader and

Potts are partners in Washington communications law firm of Haley, Bader & Potts. Buyer is Altamonte Springs, Fla., station group of two FM's, principally owned by Peter H. Starr, president. WTID is on 106.9 mhz with 100 kw and antenna 964 feet above

average terrain.

**WPDQ(AM) Jacksonville, Fla.** □ Sold by Broadcast Enterprises National Inc. to Metroplex Communications Inc. for \$800,000. Seller is Philadelphia-based station group of two AM's and three FM's, principally owned by Ragan Henry. Buyer is Cleveland-based station group of two AM's and four FM's, principally owned by Robert C. Weiss and Norman Wain. It owns WFYV-FM Jacksonville. WPDQ is daytimer on 1460 khz with 5 kw.

**KILE(AM) Galveston, Tex.** □ Sold by Galveston Radio Inc. to Breckenridge Broadcasting Inc. for \$790,000, comprising \$255,000 cash and remainder note. Seller is owned by Tom Wiseheart and Frank Junell. It has no other broadcast interests. Buyer is Breckenridge, Tex.-based station group of two AM's and one FM owned by J. David Bullion and Owen D. Woodward. It also owns KROO(FM) Galveston. KILE is daytimer on 1400 khz with 1 kw. Broker: Riley Representatives.

**WSNG(AM) Torrington, Conn.** □ Sold by Northwest Connecticut Broadcasting Corp. to Consumer Service Radio Inc. for \$550,000 cash. Seller is owned by Home News Publishing Co., Brunswick, N.J.-based publisher of Brunswick, N.J. *The Home News* and five other daily newspapers. It is station group of three AM's, four FM's and two TV's and owns five cable systems in Pennsylvania. It is principally owned by William M. Boyd, president. Buyer is owned by William C. Knudsen, station manager at WSNG. WSNG is on 610 khz with 1 kw day and 500 w night.

**KRRK(AM)-KZLT-FM East Grand Forks, Minn.** □ 50.28% of licensee, KRAD Inc., sold by Marlin T. and Mary L. Obie to Robert M. and David L. Norman for \$500,000 cash. Sellers are husband and wife and have no other broadcast interests. Remaining stock is equally owned by Michael Bryan, Cindy Pierce and Duaine L. Sanden, who have no other broadcast interests. Buyers are father (Robert) and son who have no other broadcast interests. Robert Norman is funeral director in East Grand Forks. David Norman is former president of Ingstad Broadcasting, Fargo, N.D.-based station group of four AM's and four FM's. KRRK is on 1590 khz with 5 kw day and 1 kw night. KZLT is on 103.9 mhz with 3 kw and antenna 164 feet above average terrain.

For other proposed and approved sales see "For the Record," page 114.

### Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS **
ABC	First	\$797,813	-5	\$19,421	-19	\$0.67
Affiliated Pub.	First	\$86,286	12	\$5,321	17	\$0.43
Cable TV Ind.	Fourth	\$7,569	10	\$54	-41	\$0.02
	Year	\$32,302	9	\$586	17	\$0.20
Capital Cities	First	\$234,105	13	\$27,740	2	\$2.13
Dow Jones	First	\$245,823	8	\$32,703	6	\$0.51
Dun & Bradstreet	First	\$628,231	16	\$68,268	16	\$0.90
General Electric	First	\$6,196,000	-6	\$511,000	5	\$1.12
Media General	First	\$139,392	7	\$9,489	10	\$1.34
Meredith	Third	\$199,607	5	\$9,794	16	\$1.04
MGM/UA	Second	\$162,061	-32	(\$82,192)	NM	(\$1.64)
MTV Networks	First	\$29,933	46	\$2,468	81	\$0.16
RCA	First	\$2,397,600	1	\$65,000	29	\$0.58
Robert Halmi	Third	\$1,137	17	\$110		\$0.01
Storer	First	\$136,112	14	(\$5,760)	NM	(\$0.34)
Unitel Video	Second	\$2,896	17	(\$340)	NM	(\$0.16)

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

■ **Affiliated Publications's** partnership with McCaw Communications in cable television, cellular radio and paging systems, reduced net income by \$1.6 million in first quarter, compared to \$680,000 reduction in same period last year. ■ **Capital Cities** said revenue increased 5%, excluding recent acquisitions. Making same adjustment, broadcasting revenue increased 3%, to \$59.5 million, and division's operating income was virtually unchanged at \$26 million. Company noted "general softness in overall advertising demand." Cable television revenue increased 13% to \$20.6 million and operating income doubled to \$1.2 million. ■ Operating income for **Dow Jones** was virtually unchanged. ■ Third quarter last year for **Robert Halmi** produced net income of \$1,000. Effective May 31, company changed fiscal year from March 31 to May 31. ■ Net income figure for **Media General** is minus nonrecurring items. In broadcast operations, revenue rose 50% to \$29 million, while net loss for quarter decreased from \$1.3 million to \$686,000. Company attributed loss in division to "rebuilding" of its Broadcast Services subsidiary and construction costs in Fairfax county, Va., cable system which now passes "in excess of 135,000 of the 240,000 homes available." ■ Last year **MGM/UA** reported net income of \$16 million. ■ Net income for 1984 first quarter of MTV Networks is pro-forma figure, based on assumed tax rate of 51%. In first quarter of 1985, cost of sales rose 78% to \$13.8 million, while selling, general and administrative expenses rose 32% to \$11.4 million, and operating income increased 15% to \$4.7 million. Interest changed from expense of \$1.3 million to \$6,000 in income. Company said VH-1, begun on Jan. 1, now reaches 5.5 million homes. ■ Loss in first quarter of 1984 for **Storer Communications** was \$14.6 million. ■ **Unitel Video** attributed losses to several factors, including "pre-opening costs" of new Hollywood post-production facilities and excess mobile production capacity.

## NFA

### Norman Fischer and Associates Announces The Association of R. W. Prikryl

With qualified brokers like R.W. "Bill" Prikryl and the experience of hundreds of successful closings, Norman Fischer and Associates can be the effective link between buyer and seller in your next broadcast transaction.



Norman Fischer and Associates, Inc.  
P.O. Box 5308, Austin, TX 78763, 512/476-9457; 202/775-0317 (Washington, D.C.)  
The effective link between buyer and seller

## Archivists ponder preserving TV's past

As moderator of a panel at the Television Archive Preservation Conference in New York last week, William Murphy, chief of the National Archives motion picture, sound and video branch, called the state of television archives chaotic. No one at the conference, jointly sponsored by CBS News and the National Jewish Archive of Broadcasting, could disagree.

The counterparts of television archivists in the film industry, Murphy said, do not

## California public stations going over governor's head for funding

**State association of public television stations wants to let voters act on plan to appropriate \$25 million for noncommercial radio and TV outlets**

In an apparent reaction to Governor George Deukmejian's repeated vetoes of state funding for public broadcasting, The Association of California Public Television Stations is drafting a ballot initiative that would ask

voters in the most populous state to authorize about \$25 million in support for public radio and television outlets there. As currently conceived, the proposition would direct that one-tenth of 1% of California's annual budget be allocated for qualified state public broadcasters.

Although the measure would not be put before the voters until June 1986, a draft of the initiative must be submitted to the Cali-



**Archive demonstration.** Sam Suratt, CBS News archivist, shows how the videotape library uses computer terminals for information retrieval. The state of the archives of television news and entertainment programming were reviewed at a conference held last week in New York.

face the problems of abundant uncatalogued reels of videotape, decentralized archival organizations, comparative lack of public sector initiative in preservation and ever-changing video technology. "We are the ones in this room who will have the ultimate responsibility" of preserving television history, said Murphy.

Murphy also mentioned that a conference, "The Historian and the Moving Image," to be held next week at the Library of Congress, "underscored the importance" of the Television Archive Preservation Conference.

The "bad news" in the television archives business, according to Allen Lewis, of CBS News's film and videotape archive, is that television is recorded in a perishable medium, and that preservation of television is "not sexy" enough to attract great interest from preservationists. But, he said, the "good news" is that, despite this, more people are becoming involved, and more research is being done, especially, he pointed out, with computers.

The uncatalogued mass of television material was decried by many station archivists such as Gerry Watkins of the University of Baltimore who described her experiences cataloging eight million feet of news footage for WMAR-TV Baltimore. The agonies of sifting through long deserted piles of disregarded film—most stored in rotting boxes held together by masking tape—were described.

Many of the conferences participants spoke of the growing number of acquisitions turned up by individuals from basements and garages. "Much more than we thought seems to be out there," said Dan Einstein, of the UCLA Film, Television, and Radio Archives. Einstein said that UCLA has "targeted" members of the entertainment industry in the Los Angeles area who might possibly possess reels of videotape.

On the advertising end of preservation, Dennis Kelly of J. Walter Thompson mentioned his agency's library of 20,000 commercials. Six thousand new spots are added to the collection every year, he said, from the United States and other countries, especially Britain. The Thompson library is indexed on a computer database for quick access to the spots via a number of headings, Kelly said. □

## Bottom Line

**Oak numbers.** Oak Industries has reported net loss for year ended Dec. 31 of \$149.3 million on revenue of \$333.2 million, compared with revised loss of \$65.6 million on revenue of \$320.2 million for 1983. Rancho Bernardo, Calif.-based cable manufacturer and pay television programmer reported write-downs and adjustments for 1984 totaling \$115 million, including \$44.3 million to cover costs of terminating STV operations in Los Angeles and Chicago, plus \$13.25 million for possible settlement of class-action lawsuit filed by shareholders. In separate announcement, Oak said it has completed debenture exchange offer, representing cash saving of about \$21.5 million. Oak said it was "pleased and satisfied" with exchange. Earlier, company officials had said they feared Oak would have been unable to meet cash needs for year if holders of less than 70% of principal amount did not participate in offer. Holders of 79% of Oak's \$230-million principal amount of outstanding notes tendered their debentures in exchange. Earlier this year, Oak announced it was selling its cable television equipment unit, Oak Communications Inc. About 40% of subsidiary's staff have already been laid off, company said. There have also been unconfirmed reports that Oak will shut down its nationally distributed pay television service, ON TV, effective May 31.

□

**MDS buy.** Direct Satellite Communications Inc., Philadelphia-based MDS and SMATV operator, has announced purchase of Marquee Television Network Inc., Rockville, Md., MDS operator serving more than 40,000 homes and hotel rooms in metropolitan Washington. Terms of deal were not disclosed. According to Marquee Vice President Millard Fleischer, who retains post under new owner, Marquee is principally owned by family of Steven Weschler, chairman and chief executive officer, who will be retained as consultant. In addition to cash flow from subscribers, Fleischer said, DSCI acquires 40 "service vehicles" and staff of about 80.

□

**Trying to go public again.** Tri-Star Pictures Inc. has filed again with Securities and Exchange Commission for public offering, after withdrawing previous registration in December 1984. New plan calls for issuance of 2.5 million units, consisting of one share of common stock and one stock warrant, that may be priced at \$8-\$10. If all warrants are exercised, three parent companies, CBS, Time and Coca-Cola, will still own 79% of outstanding shares. Also filed with commission is registration for debentures with face value of \$25 million.

# Grandy & Berkson

W. John Grandy  
1029 Pacific Street  
San Luis Obispo, CA 93401  
(805) 541-1900

Media Brokers

Jay Q. Berkson  
24 Blueberry Lane  
Concord, MA 01742  
(617) 369-1776





**Major overhaul.** KDNL-TV St. Louis has completed a year-and-a-half, \$1-million renovation. The makeover of the Cox Communications station included relocation of production control, master control and almost all studios and offices; complete rewiring of the control room; addition of a new facade, and installation of an elevator (in preparation, three floors of concrete were jackhammered). The station purchased more than \$250,000 worth of new equipment, including a Sony Betacart—which the station claims was the first in commercial installation—to replace its RCA TCR-100 for spot playback and a Vidfont V graphics generator.



**New home.** On April 16, the International Telecommunications Satellite Organization (Intelsat) dedicated its new headquarters in Washington. The christening coincided almost to the day with the 20th anniversary of the launching of the first communications satellite, the Early Bird or Intelsat 1. The new building (above), built at a reported cost of \$50 million, is on 12 acres leased from the State Department for 198 years. It will house Intelsat's 600 employees, operations center, launch control center/satellite control center, offices for the board of governors and conference facilities. Presiding at the ceremonies was the president of Senegal, which is a member nation. Intelsat director general, Richard Colino received a message of congratulations from President Reagan, delivered by Secretary of Defense Caspar Weinberger.

fornia attorney general's office by May. In March, ACPTS commissioned San Francisco-based pollster Mervyn Field to determine the depth of public support for a public broadcasting set-aside.

The ACPTS board is expected to make a decision on whether to proceed with the initiative this week, although results of Field's survey are not anticipated until mid-May. David Nagler, president of ACPTS, told BROADCASTING he expects station managers to take a vote among themselves on the initiative before that time.

If approved by the attorney general's office, the initiative's backers would have about five months to collect some 350,000 valid signatures of registered California voters supporting placement of the proposal on the state ballot.

Although a final version of the ballot measure has not yet been adopted, a draft proposal calls for the creation of a California Public Broadcasting Fund, with grants to be distributed from it to stations based on a formula yet to be determined. Qualification criteria for participating stations would also need to be worked out.

A joint fund, administered by the public stations themselves, would be established "for independent productions, statewide programming, interconnects and other broadcast services."

Deukmejian cut off virtually all state funding of public broadcasting soon after taking office in 1983. The governor dismantled both the California Public Broadcasting Commission and California Public Radio. Several appropriations were subsequently approved by the legislature but rejected by the governor.

Although a gubernatorial task force recommended that the state continue funding public broadcasting, a ballot initiative proposal introduced by Assemblywoman Gwen Moore (D-Los Angeles) in 1984 was rejected by the state's public broadcasting organizations.

The task force had favored establishment of an independent endowment that would generate at least \$2 million a year, but its recommendation was not implemented.

There is already organized opposition to the ACPTS initiative plan from at least one quarter. The Association of California Independent Public Television Producers, a San Francisco-based group which claims to represent more than 3,000 independent producers, has asked that the proposal be re-drafted "because, as currently written, it does not provide for this substantial sum of (state-derived) funds to be administered by any public oversight body. This would follow the pattern set by Congress in 1967 which established the Corporation for Public Broadcasting to administer federal support for public broadcasting."

ACIPTP Chairman Lawrence Daressa argued that the appropriation should be placed in an endowment, as recommended by the earlier task force, and be made available to independent producers as well as minority-operated public stations. Daressa said his organization is otherwise supportive of the proposed initiative. □

**"TWENTY YEARS OF EXPERIENCE GOES INTO EVERY SALE"**

## H.B. La Rue, Media Broker

Radio TV CATV Appraisals

### West Coast

44 Montgomery St. #500  
San Francisco, CA 94104  
415 434-1750

### East Coast

500 East 77th St. #1909  
New York, N.Y. 10021  
212 288-0737

### Atlanta

6600 Powers Ferry Rd. #205  
Atlanta, GA 30339  
404 956-0673 Hal Gore, V.P.

# TELECASTINGS

## No show

ABC-TV has canceled its scheduled April 28-29 broadcast of "Reds," the 1981 Oscar-winning motion picture produced and directed by Warren Beatty. The decision followed Beatty's victory in an arbitration decision, which directed the network to run the 200-minute theatrical film in its entirety. ABC had wanted to show a version shortened by about 10 minutes to avoid running over into local newscasts on affiliated stations.

"[Beatty's] position was you can't cut movies like sausages to fit preconceived time slots," said the filmmaker's attorney, Burt Fields. "This was a battle for all directors. You take 5% out of a picture and all the scenes are changed."

Attorney Edward Mosk had been asked to arbitrate the dispute by the Directors Guild of America on behalf of Beatty, ABC and Paramount Pictures. Beatty's contract with Paramount specified his right of final approval of any edited versions of the studio's film.

Beatty told reporters ABC had paid \$6.5 million for the right to premiere "Reds" on network television.

## Chicago in Spanish

WSNS(TV) Chicago will resume commercial broadcasting July 1 with a Spanish-language format and as an affiliate of the Spanish International Network. "There is a need for a full-time Spanish-language station dedicated to the 741,000 Hispanic people of greater Chicago," said Burt I. Harris, president of Harriscope of Chicago Inc., one of three station partners. "We are convinced that SIN's national and international programming is by far the most exciting Spanish-language television fare on the market, and will serve the audience we are aiming to attract." The announcement said the channel 44 station's daily broadcast hours have not been set but the station expects to operate at least from early morning through midnight seven days a week. In addition to SIN network programming, it expects to provide Hispanic-oriented local entertainment and public affairs programs.

## Northwest passage

CBS News plans to open a satellite bureau in Seattle on May 1, to expand its coverage of the Northwest, Alaska and western Canada. It will be staffed by correspondent Richard Wagner and producer Bill Kennedy, will be an extension of the CBS News Los Angeles bureau, which is under the supervision of Ted Savaglio, bureau chief, and will be housed at CBS-TV affiliate KIRO-TV there.

Wagner, with CBS News since 1964, is currently based in New York. Kennedy

joined CBS News in 1974 and is currently an associate producer in its Los Angeles bureau. To help celebrate the opening, *CBS Evening News With Dan Rather* will originate from KIRO-TV's studios May 24 and 25.

## Maiden transmission

Long Island is to have its first full-power television station this week. Scheduled to sign on April 28, WLIG(TV) Riverhead, N.Y., will serve suburban New York's Suffolk and Nassau counties. Although Riverhead is technically in the number-one ADI, WLIG's five million watts of power will not serve the greater metropolitan New York market.

Initially, the station will sign on at 7 a.m. and off at 1 a.m., but the station plans to expand to 24 hours "within six months," says Michael Hurley, general manager.

The station is also being carried on four local cable systems: Brookhaven, Dimension, Viacom and Group W. As part of its pre-sign-on promotion, WLIG has distributed loop antennas at local retail outlets.

WLIG is owned by Michael Pascucci, president of Oxford Resources, a financial organization, and president of Trex, a satellite company. According to Hurley, it took



Pascucci

\$3 million to put the station on the air.

"We feel we have created the most cost said effective television station we could," said Hurley, who added the project should be easy to manage. Hurley said WLIG will be operated in the ninth largest SMSA (standard metropolitan statistical area).

WLIG's target audience is the family and it has almost exclusively scheduled syndicated strips for daytime, such as *The Fugitive*, *Lost in Space* and *The Life and Times of Grizzly Adams*. Prime time each day will be devoted to movies. Hurley said the station has purchased a package of movie classics in-

cluding movies not yet seen on New York television. There will be a half-hour local news show, weekdays at 10 p.m. Plans also exist to produce other local programming.

## Show pick

The National Council on Alcoholism has recommended *The National Alcoholism Special*, a half-hour program produced by Knight-Ridder and On the Air, as an effective public educational TV broadcast. The program, being distributed by On the Air for broadcast this month, features 12 questions developed by Johns Hopkins University to help determine whether a person has a problem with alcohol. The questions are answered on the program by celebrities and others, all recovering alcoholics, who share their experiences battling alcohol.

## New rule

Arbitron reissued its new multiweek-cume slide rule, which, according to the company, includes improvements that have been suggested by clients since it was recalled earlier this year ("In Brief," Feb. 18). The daypart factors in the original slide rule were condensed from a multiweek-cume model. Arbitron said it now has employed a more "sophisticated" statistical technique that should reduce the number and magnitude of "illogical conclusions" the slide rule is likely to reach.

## Canadian DBS debated

Telesat Canada, satellite carrier, and Canadian Satellite Communications Inc., (Cancom), satellite program distributor, are exploring the possibility of launching a Ku-band, medium-power DBS service to serve 1.2 million Canadian homes beyond the reach of cable systems. As now envisioned, the service would comprise between eight and 16 channels of pay and advertiser-supported programming from the U.S. and Canada. According to Telesat Canada spokesman Mike Bryan, the two parties will study the feasibility of such a service for four months before making the final "go-no go" decision.

## War college

Gould Entertainment has acquired first-run syndication rights to a five-hour mini-series, *In Defense of Freedom*, that recounts the history of the American military. Independent WNEW-TV New York is the only station to acquire broadcast rights to the mini-series so far. It will begin broadcast in late May. Stations buying the mini-series, sold on a cash basis, will be allowed two runs. The show has aired on superstation WTBS(TV) Atlanta. Ken Howard is the host of the series, which



features "never-before-seen footage from German and Japanese military sources." Fred Warshofsky was producer.

### Sporting events

Television Distribution Co., New York, is making available to TV stations on a barter or cash basis eight one-hour specials, *Champions*, featuring great athletes. The programs spotlight such performers as Bjorn Borg, tennis; Willie Shoemaker, horse racing; Julius Erving, basketball; Alberto Salazar and Bill Rodgers, running; Wayne Gretzky, hockey; Gary Carter, baseball; Joe Montana, football, and Sugar Ray Leonard, boxing.

### Sands of Iwo Jima

The Public Broadcasting Service will air a one-hour documentary, *Return to Iwo Jima*, at 10 p.m. NYT on May 27. The program, hosted by Ed McMahon and produced by Arnold Shapiro, describes the World War II battle between U.S. and Japanese forces for the Pacific island and chronicles a Feb. 19, 1985, reunion of American and Japanese veterans on the battle's 40th anniversary.

Shapiro said about 160 American and 100 Japanese Iwo Jima veterans took part in last February's ceremonies. The U.S. returned the island to Japan in 1968 but continues to maintain a Coast Guard facility there.

Of 21,000 Japanese troops involved in the Battle of Iwo Jima, 20,000 were killed. Seven thousand U.S. Marines died, and 21,000 were wounded in the five-week-long conflict.

Shapiro, who raised funds for the program from four unnamed corporations and two foundations, said he plans to offer *Return to Iwo Jima* in the cable and broadcast syndication markets next year.

### Television for children

The Corporation for Public Broadcasting will fund six children's television projects. These are the first grants since CPB increased allocations for children's programming in March to \$8 million in 1985 and \$10 million in 1986. More than \$2 million has been committed to fund 20 new programs for 3-2-1 *Contact*; three new in-school series on art, science and language arts, and two new children's drama series for at-home viewing.

Other recipients of funds are: *Walking with Grandfather* (Phil Lucas Productions, Issaquah, Wash., and Four Worlds Project, Alberta, Canada), six, 15-minute programs focusing on American Indian legends and stories, geared for grades 2 to 4; *The Big A* (KCTS-TV Seattle), a 10-part series on the visual arts; *Universe and I* (Kentucky Educational Television), 22 new programs for a science series for junior high students; *Beezus and Ramona* (Cecily Truett and Larry Lancit, Lancit Media Productions Ltd., New York), a pilot for a proposed series about a young heroine, Ramona Quimby, and her family, and *The Real Adventures of Sherlock Jones and Proctor Watson* (Bryan Hickox, Hickox Daniel Productions, Burbank, Calif., and Leo Eaton, Southwest Texas Public Broadcasting Council, Austin, in association with Filmgraphik, Los Angeles), 10 30-minute programs about two puppet heroes,

assisted by a boy and girl, who solve a series of mysteries and in the process learn to apply lessons from school and home to daily life.

### Free market communism

China's first moves into free enterprise will be examined in a one-hour *Adam Smith's Money World* special due for broadcast Wednesday, June 12, at 8 p.m. NYT on public television. The special, hosted by Adam Smith (George J.W. [Jerry] Goodman), is being taped in Beijing, Shanghai and Chungking, with segments expected to include, among others, interviews with a factory manager who has raised productivity by offering bonuses to his workers; the mayor of Shanghai, who wants to start a local airline and is competing with other cities for foreign investments; a peasant farmer who sold surplus grain to buy a television set to watch CBS-TV movies, and the young owner of a small fast-food stand who plans to open her own hotel. Alvin H. Perlmutter is executive producer. Major funding for the special comes from Metropolitan Life and its affiliated companies, funders in full of the weekly *Adam Smith's Money World*. The Public Broadcasting Service is providing additional support for the special.

### Talking it up

A live, prime time, two-hour "town meeting" was held by KWVL(TV) Waterloo (Cedar Rapids), Iowa, to "examine the critical issues confronting the people of Iowa, growing out of profound changes in the state's economy." Broadcast from studios in four Iowa cities (see below), the meeting featured nearly 30 panelists from business, agriculture and government answering the questions of KWVL reporters, studio audiences and the television audience. Among the panelists were Father Norman White; Dubuque archdiocese rural life director; Keith Heffernan, Iowa Development Commission deputy director, and a number of state officials and senators and representatives, including Senator Charles Grassley (R) and Representative Tom Tauke (R).

*NBC Nightly News* anchor Tom Brokaw provided national analysis of the farm crisis

live via satellite from New York. Said the program's producer, Lorri Jewett, a KWVL reporter: "Our goal was not to present two hours of negative news about Iowa's economy, but to look for solutions and focus on how Iowans are working to survive this economic transition period."

### Stamp subsidy

Public broadcasting representatives have testified against the Reagan administration's proposed elimination of a federal program which reimburses the postal service for carrying mail for nonprofit organizations at reduced rates. Noncommercial WETA-TV Washington president and general manager, Ward Chamberlin, told the House Treasury and Postal Service Appropriations Subcommittee April 17 that elimination of the current subsidized rates "would in effect double postage rates for public television and radio stations who use the mails to send monthly program guides, fund-raising solicitations and educational materials." WETA-TV estimated its current year's mailing costs at \$230,000, with over half of the station's local operating budget coming from mail-based-fund-raising methods. Said National Public Television Stations President Peter Fannon: "The estimated \$4.78 million that our stations would have to find elsewhere would result in cuts in their individual programming schedules and other services."

### A little help

"To build awareness for the global hunger problem and to generate, in a small way, some assistance" was the objective of KWTV(TV) Oklahoma City's live, hour-long broadcast, *USA For Africa: the Oklahoma Response*. Simulcast by Voice of America, the fund-raising special featured guest speakers and clips from the USA For Africa video (see "Stay Tuned"), and ended with "thousands of Oklahomans" singing "We Are the World." Sales of the current hit single and album recorded by American singing stars brought in more than \$5,000, while pledges during the broadcast amounted to more than \$10,000. Some 20% of the money raised will benefit the hungry in Oklahoma; the rest will go to African relief.



**Gone to meeting.** Panelists (l-r): Don Avenson, Iowa representative; Representative Cooper Evans (R-Iowa); Senator Charles Grassley (R-Iowa); Calvin Hultman, Iowa senator, and Lowell Junkins, Iowa senator. Questioners (l-r): Grant Price, KWVL(TV) vice president and news director; Lorri Jewett, *Town Meeting* producer and reporter, KWVL, and David Sparks, KWVL *Businessline Seven* reporter.

As compiled by BROADCASTING, April 17 through April 24, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## Ownership Changes

### Applications

■ **KKAL(AM)** Arroyo Grande (Santa Maria) and **KZOZ(FM)** San Luis Obispo (Santa Maria), both California (AM: 1280 khz; 5 kw-D; 2.5 kw-N. FM: 93.3 mhz; 29.5 kw; HAAT: 1,430 ft.)—Seeks assignment of license from Kal Coast Radio Corp. to The Tattersall Corp. for \$3,050,000, comprising \$500,000 cash and remainder note. Seller is subsidiary of American General Media Inc., Arroyo Grande, Calif.-based station group of four AM's and three FM's, owned by Lawrence Brandon and his sons, Anthony and Rogers Brandon. Buyer is owned by Martin Hawke and James Barker. Hawke is former owner of KSYC(AM) Yreka, Calif., and KMED(AM) Medford, Ore. Barker was formerly vice president of RKO Radio Inc. and general manager of WFYR(FM) Chicago. Filed April 12.

■ **WSNG(AM)** Torrington, Conn. (610 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from Northwest Connecticut Broadcasting Corp. to Consumer Service Radio Inc. for \$550,000 cash. Seller is owned by Home News Publishing Co., Brunswick, N.J.-based publisher of Brunswick, N.J. *The Brunswick News* and five other daily newspapers. It is station group of three AM's, four FM's and two TV's and owns five cable systems in Pennsylvania. It is principally owned by William M. Boyd, president. Buyer is owned by William C. Knudsen, station manager at WSNG. Filed April 19.

■ **\*WJIS(FM)** Bradenton, Fla. (88.1 mhz; 100 kw; HAAT: 480 ft.)—Seeks assignment of CP from Sonlight Broadcasting Inc. to Evangel Christian School Inc. for 25,000 cash. Seller is headed by Dean Laukhuf. It has no other broadcast interests. Buyer is nonprofit corp. headed by Karl D. Strader. It also owns WLFJ(FM) Greenville, S.C., and WCIE(FM) Lakeland, Fla. Filed April 12.

■ **WGUS-AM-FM** North Augusta, Ga. (AM: 1380 khz; 5 kw-U; FM: 102.3 mhz; 3 kw; HAAT: 280 ft.)—Seeks assignment of license from Broadcasting Associates of America Inc. to Woolfson Broadcasting Corp. for \$2 million cash. Seller is owned by Cal Young (51%) and Donald Kern (49%). It is app. for new FM in Gretna, La. Buyer is owned by Mark L. Woolfson, who also owns WWQQ-FM Wilmington, N.C. Filed April 15.

■ **WGST(AM)-WPCH(FM)** Atlanta (AM: 920 khz; 5 kw-D; 1 kw-N; FM: 94.9 mhz; 100 kw; HAAT: 950 ft.)—Seeks assignment of license from Meredith Corp. to Jacor Communications for \$20 million. Seller is publicly traded, Des Moines, Iowa-based publisher and station group of one AM, one FM and seven TV's. It publishes *Better Homes & Gardens*, and *Successful Farming*, and is headed by W.C. Reynolds, president. Buyer is publicly traded, Cincinnati-based station group of six AM's and four FM's, headed by Terry Jacobs, chairman and principal stockholder. Filed April 18.

■ **WVTS(FM)** Terre Haute, Ind. (100.7 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from West Pines Broadcasting Corp. to Bright Towers Communications Inc. for \$750,000 cash, including \$35,000 noncompete agreement. Seller is principally owned by Robert Rouse with 20 other stockholders. Rouse also owns WAXI (FM) Rockville, Ind. Buyer is principally owned by Robert W. Ward,

sales manager of WISH-TV Indianapolis. It has no other broadcast interests. Filed April 16.

■ **KOIA-TV** Ottumwa, Iowa (ch. 15; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 500 kw; ant. height above ground: 447 ft.)—Seeks assignment of license from Haynes Communications Co. to Ottumwa Television Limited Partnership for \$18,409 cash. Station is unbuilt CP. Seller is principally owned by Carl Haynes. It also owns KHBN-FM Socorro, N.M.; KHCT-TV Salina, Kan., and KHCA-TV Alexandria, La. Buyer is partnership of 48 limited and general partners, headed by Richard G. Hutchenson, president and largest stockholder with approx. 19%. It owns LPTV in Ottumwa. It also has interest in three LPTV's and 12 LPTV CP's, and is app. for 179 LPTV's. Filed April 18.

■ **WDKY-TV** Danville, Ky. (ch. 56; ERP vis. 660 kw; aur. 66 kw; HAAT: 466 ft.)—Seeks assignment of license from WDKY-TV Inc. to Backe Communications Inc. for \$25,000 cash. Station is unbuilt CP. Seller is owned Robert L. Bertram, who has no other broadcast interests. Buyer is owned by John Backe. It also owns WKBT(TV) LaCrosse, Wis., and WLNS(TV) Lansing, Mich. Filed April 19.

■ **WKNR(AM)-WKFR-FM** Battle Creek, Mich. (1400 khz; 1 kw-D; 250 w-N; FM: 1-3.3 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from Engineering Investment Corp. to Hicks Broadcasting Corp. for \$3,250,000 cash. Seller is owned by Joseph A. Waldschmitt and his son, Robert. It has no other broadcast interests. Buyer is owned by David L. Hicks, general manager of stations. It has no other broadcast interests. Filed April 15.

■ **KRRK(AM)-KZLT-FM** East Grand Forks, Minn. (AM: 1590 khz; 5 kw-D; 1 kw-N; FM: 103.9 mhz; 3 kw; HAAT: 164 ft.)—Seeks transfer of control of KRAD Inc. from Marlin T. (50.08 before; none after) and Mary L. Obie (.2% before; none after), to Robert M. (none before 50.08 after) and David L. Norman (none before; .2% after) for \$500,000 cash. Sellers are husband and wife and have no other broadcast interests. Remaining stock is equally owned by Michael Bryan, Cindy Pierce and Duaine L. Sanden, who have no other broadcast interests. Buyers are father (Robert) and son who have no other broadcast interests. Robert Norman is funeral director in East Grand Forks. David Norman is former president of Ingstad Broadcasting, Fargo, N.D.-based station group of four AM's and four FM's. Filed April 17.

■ **WMYQ(AM)-WNNW(FM)** Newton, Miss. (AM: 1410 khz; 500 w-D; FM: 103.5 mhz; 100 kw; HAAT: 158 ft.)—Seeks assignment of license from CRS Broadcasting of Mississippi Inc. to Newton Broadcasting Co. for \$100,000 cash. Seller is principally owned by Bill Dunauant. It has no other broadcast interests. Buyer is owned by Douglas T. Luce (33.3%), Herman Kelly (26.6%), Larry Shirley and Terry Bonner (20% each). Luce owns WRBE(AM) Lucedale, Miss. Others own WBFN(AM)-WYKK(FM) Quitman, Miss. Filed April 12.

■ **KPWB-AM-FM** Piedmont, Mo. (AM: 1140 khz; 1 kw-D)—Seeks assignment of license from Wayne County Broadcasting Co. to Clearwater Broadcasting Inc. for \$175,000, comprising \$30,000 cash, note for \$10,000 at no interest payable in 180 days and note for \$135,000 at 10% over 10 years. FM is unbuilt CP. Seller is owned by Gloria Bumpus, who has no other broadcast interests. Buyer is owned by Samuel English and his wife, Deborah (49%), and Dwayne Hackworth (51%). It has no other broadcast interests. Hackworth is attorney in Piedmont. English is automobile salesman in Poplar Bluff, Mo. Filed April 19.

■ **WWMZ(FM)** Fredericktown, Ohio (98.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of CP of Kokosing Communications Corp. from Kathy G. Root (26% before; none after) and Susan G. Cunningham (25% before; none after) to John M. McKinley for \$27,500 cash. Sellers have no other broadcast interests. Buyer, who already owns 49% of license, has no other broadcast interests. Filed April 12.

■ **WIFI(FM)** Kane, Pa. (103.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Mountain Forrest Communications to Mountain Forrest Communications for \$10,000 contribution to operating capital. Seller is owned by Clarence V. Huber (51%) and Joseph D. Powers (49%). Powers also has interest in WMKX(FM) Brookville, Pa. Buyer is owned by William Stallman (66.6%)

and Clarence Huber (33.3%). It has no other broadcast interests. Filed April 11.

■ **WWBR(AM)** Windber, Pa. (1350 khz; 2.5 kw-D)—Seeks assignment of license from WWBR Inc. to Baughman Media Inc. for \$180,000, comprising \$40,000 cash and \$140,000 note at 10% over 10 years. If billings exceed \$150,000 in second and third year after closing, buyer must pay additional \$10,000. Seller is principally owned by Louis Popp, who has no other broadcast interests. Buyer is owned by Hank Baughman (80%) and Andy Hall (20%). They are, respectively, news anchor and account executive, at WPXI-TV Pittsburgh. Filed April 15.

■ **WTMA(AM)-WSSX-FM** Charleston, S.C. (AM: 1250 khz; 5 kw-D; 1 kw-N; FM: 95.1 mhz; 100 kw; HAAT: 350 ft.)—Seeks assignment of license from Sconnix Broadcasting of South Carolina Inc. to Faircom Charleston Inc. for \$6.4 million cash. Seller is subsidiary of Sconnix Broadcasting Co., Gilford, N.H.-based station group of five AM's and six FM's, equally owned by Scott R. McQueen, Randall T. Odeneal and Theodore E. Nixon. Buyer is principally owned by Joel Fairman. It recently purchased WSBH-FM Southhampton, N.Y., subject to FCC approval. Filed April 18.

■ **WTID(FM)** Suffolk, Va. (106.9 mhz; 100 kw; HAAT: 964 ft.)—Seeks transfer of control of Voice of the People Inc. from John Laurino (76% before; none after) to Southern Star Broadcasting Group Inc. for \$2,650,000, comprising \$2.5 million cash and remainder note. Seller is sole owner of WYAL(AM) Scotland Neck, N.C. Remainder of stock is owned by Michael H. Bader (9%), president; William J. Potts (9%), and four others. Bader also owns WGLL(FM) Mercersburg, Pa. Bader and Potts are attorneys with Washington communications law firm of Haley, Bader & Potts. Buyer is Altamonte Springs, Fla., station group of two FM's, principally owned by Peter H. Starr, president. Filed April 12.

## New Stations

■ **Arlington, Tex.**—Arlington 68 TV Inc. seeks ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,436 ft.; ant. height above ground: 1,241 ft. Address: 400 E. Weatherford, Fort Worth, Tex. 76102. Principal is owned by Jo Ann S. Reyes (100% voting stock) and C. Tim Villasana and Harry Reever (50% each nonvoting stock). Villasana and Reever are app.'s for new TV in Baytown, Tex. Filed April 18.

■ **Hendersonville, Tex.**—Burwood Broadcasting Corp. seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 712 ft.; ant. height above ground: 800 ft. Principal is owned by Emmons Hicks Woolwine. It is also app. for new TV in Memphis, Tenn. Woolwine is production technician at WLAC-TV Nashville. Filed April 17.

■ **Battle Creek, Mich.**—Thompson Broadcasting of Battle Creek Inc. seeks ch. 43; ERP vis. 2,870 kw; aur. 287 kw; HAAT: 1,060 ft.; ant. height above ground: 1,023 ft. Address: 4 Country Club Dr., 49015. Principal is owned by Donald Thompson (55% owner, 100% voting stock) and Wesley Heppler (45%). They have no other broadcast interests. Filed April 16.

■ **Arlington, Tex.**—United Broadcast Group Inc. seeks ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,116 ft.; ant. height above ground: 900 ft. Address: 400 S. Zang Blvd., Dallas 75208. Principal is owned by Dr. O.K. Kyun Kim (25% general partner), Joey Kang (25% limited partner), Been Fu Lee (19% limited partner) and David K. Line (31% limited partner). It has no other broadcast interests. Filed April 19.

■ **Arlington, Tex.**—Magdalena Pena Cosby seeks ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,039 ft.; ant. height above ground: 973 ft. Address: P.O. Box 556, Falfurrias, Tex. 78355. Principal is app. for LPTV in Falfurrias, Tex. Filed April 19.


■ **Arlington, Tex.**—Arlington 68 TV Inc. seeks ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,438 ft.; ant. height above ground: 1,243 ft. Address: 2719 Fairmont, Dallas 75201. Principal is principally owned by Mary L. Henrich (30%), Jeff Rice (30%) and four others. It has no other broadcast interests. Filed April 22.



# Professional Cards

**ATLANTIC RESEARCH CORP.**  
Jansky & Bailey  
Telecommunications Consulting  
Member AFCEE  
5390 Cherokee Avenue  
Alexandria Virginia 22314  
(703) 642-4164

**A.D. RING & ASSOCIATES**  
CONSULTING RADIO ENGINEERS  
Suite 500  
1140 Nineteenth St., N.W.  
Washington, D.C. 20036  
(202) 223-6700  
Member AFCEE

 **CARL T. JONES CORPORATION**  
CONSULTING ENGINEERS  
1901 YARNWOOD COURT - SPRINGFIELD, VA. 22153  
(703) 589-3704  
MEMBER AFCEE  
A Subsidiary of  
Science Applications International Corporation


**COHEN and DIPPELL, P.C.**  
CONSULTING ENGINEERS  
1015 15th St., N.W., Suite 703  
(202) 783-0111  
Washington, D.C. 20005  
Member AFCEE

**LOHNES & CULVER**  
Consulting Engineers  
1156 15th St., N.W., Suite 606  
Washington, D.C. 20005  
(202) 296-2722  
Member AFCEE

**SILLIMAN AND SILLIMAN**  
8701 Georgia Ave. #805  
Silver Spring, MD 20910  
ROBERT M. SILLIMAN, P.E.  
(301) 589-8288  
THOMAS B. SILLIMAN, P.E.  
(812) 853-9754  
Member AFCEE

**Moffet, Larson & Johnson, P.C.**  
CONSULTING ENGINEERS  
1925 North Lynn Street  
Arlington, VA 22209  
(703) 841-0500  
Member AFCEE

**DAVID STEEL & ASSOCIATES, INC.**  
P.O. Box 230  
Main St. & Melvin Ave  
Queenstown, MD 21658  
(301) 827-8725  
Member AFCEE

**ANDRUS AND ASSOCIATES, INC.**  
ALVIN H. ANDRUS, P.E.  
351 SCOTT DRIVE  
SILVER SPRING, MD. 20904  
 301 384-5374  
Member AFCEE

**HAMMETT & EDISON, INC.**  
CONSULTING ENGINEERS  
Box 68, International Airport  
San Francisco, California 94128  
(415) 342-5208  
Member AFCEE

**JOHN B. HEFFELFINGER**  
9233 Ward Parkway, Suite 285  
816-444-7010  
Kansas City, Missouri 64114  
Member AFCEE

**JULES COHEN & ASSOCIATES, P.C.**  
Suite 400  
1730 M St. N.W.  
Washington DC 20036  
(202) 659-3707  
Member AFCEE

**CARL E. SMITH**  
CONSULTING ENGINEERS  
AM FM TV Engineering Consultants  
Complete Tower and Rigging Services  
8500 Snowville Road  
Cleveland, Ohio 44141  
216/526-9040

**VIR JAMES**  
CONSULTING ENGINEERS  
Applications and Field Engineering  
Computerized Frequency Surveys  
3137 W. Kentucky Ave. - 80219  
(303) 937-1900  
**DENVER, COLORADO**  
Member AFCEE & NAB

**E. Harold Munn, Jr., & Associates, Inc.**  
Broadcast Engineering Consultants  
Box 220  
Coldwater, Michigan 49036  
Phone: 517-278-7339

**ROSNER TELEVISION SYSTEMS**  
CONSULTING & ENGINEERING  
250 West 57 Street  
New York, N.Y. 10107  
(212) 246-2850

**Mullaney Engineering, Inc.**  
Consulting Telecommunications Engineers  
9049 Shady Grove Court  
Gaithersburg, MD 20877  
301-921-0115  
Member AFCEE

**HATFIELD & DAWSON**  
Consulting Engineers  
Broadcast and Communications  
4226 6th Ave., N.W.,  
Seattle, Washington, 98107  
(206) 783-9151  
Member AFCEE

**ENTERPRISE ENGINEERING PC.**  
Consulting Engineers  
FW. HANNEL, PE.  
P.O. Box 9001 Peoria, IL 61614  
(309) 691-4155  
Member AFCEE

**MATTHEW J. VLISSIDES & ASSOCIATES, LTD.**  
STRUCTURAL CONSULTANT  
TOWERS, ANTENNAS, STRUCTURES  
Studies, Analysis, Design Modifications,  
Inspections, Supervision of Erection  
6867 Elm St., McLean, VA 22101  
Tel (703) 356-9765  
Member AFCEE

**C. P. CROSSNO & ASSOCIATES**  
Consulting Engineers  
P.O. Box 18312  
Dallas, Texas 75218  
(214) 669-0294  
Member AFCEE

 **RADIO ENGINEERING CO**  
CONSULTANTS  
NORWOOD J. PATTERSON  
P.O. Box 420  
SANTA YNEZ, CA 93460  
(805) 688-2333  
Serving Broadcasters over 35 years

**JOHN F.X. BROWNE & ASSOCIATES, INC.**  
CONSULTING ENGINEERS  
525 Woodward Avenue  
Bloomfield Hills, MI 48013  
Tel (313) 642-6226  
Member AFCEE

**D.C. WILLIAMS & ASSOCIATES, INC.**  
Consulting Engineers  
AM-FM-TV-LPTV-CATV  
POST OFFICE BOX 700  
FOLSOM, CALIFORNIA 95630  
(916) 933-5000

**R.L. HOOVER**  
Consulting Telecommunications Engineer  
11704 Seven Locks Road  
Potomac, Maryland 20854  
301-983-0054  
Member AFCEE

**SHERMAN & BEVERAGE ASSOCIATES, INC.**  
Broadcast/Communications Consultants  
Box 181, R D #2  
Medford, N.J. 08055  
(609) 983-7070

**LAWRENCE L. MORTON, E.E. AND ASSOCIATES**  
Consulting Telecommunications Engineers  
AM, FM, TV, LPTV, CATV, MDS, STL  
Cellular, Field Engineering, Computerized  
Channel Searches  
21671 SUPERIOR LANE  
LAKE FOREST, CALIFORNIA 92630  
(714) 859-6015

**EVANS ASSOCIATES**  
Consulting Communications Engineers  
AM-FM-TV-CATV-ITFS-Satellite  
Broadcast Engineering Software  
216 N. Green Bay Rd.  
THIENSVILLE, WISCONSIN 53092  
Phone (414) 242-6000  
Member AFCEE

**SELLMEYER & KRAMER, INC.**  
CONSULTING ENGINEERS  
J.S. Sellmeyer, P.E., S.M. Kramer, P.E.  
APPLICATIONS \* FIELD ENGINEERING  
P.O. Box B41 McKinney, TX 75069  
214-542-2056 214-548-8244  
Member AFCEE

 **COMSEARCH**  
11503 Sunrise Valley Dr./Reston, Virginia 22091  
1701 North Greenville Avenue, Suite 814  
Richardson, Texas 75081  
Communications Engineering Services  
Mary L. Stemple, Virginia 703/620-6300  
G. Pat Marr, Texas 214/236-3158

**PAUL DEAN FORD**  
BROADCAST ENGINEERING CONSULTANT  
R.R. 12, Box 379  
WEST TERRE HAUTE, INDIANA 47885  
812-535-3831

**JOHN J. DAVIS & ASSOCIATES**  
CONSULTING ENGINEERS  
P.O. BOX 128  
SIERRA MADRE, CA 91024-0128  
(818) 355-6909  
Member AFCEE

 **Teletech, Inc.**  
TELECOMMUNICATIONS ENGINEERS  
FM-TV-MDS-LPTV-Land Mobile  
Applications-Frequency Searches  
P.O. Box 924  
Dearborn, MI 48121  
(313) 562-6873

**RICHARD L. BIBY, P.E.**  
COMMUNICATIONS ENGINEERING SERVICES, P.C.  
1600 Wilson Boulevard, #1003  
Arlington, Virginia 22209  
(703) 522-5722  
Member AFCEE

**ADVANCED SYSTEMS DESIGN**  
FM - TV - CELLULAR - MICROWAVE  
DESIGN AND FACILITIES PLANNING  
1944 FOXHALL ROAD  
McLEAN, VA 22101  
703-237-2356

**D.B. COMMUNICATIONS, INC.**  
Broadcast/RCC/cellular/satellite  
software development/  
demographic analysis  
4401 East West Highway, Suite 404  
Bethesda, Maryland 20814  
(301) 654-0777  
contact: Darrell E. Bauguess

**EDM & ASSOCIATES, INC.**  
Broadcast-AM-FM-TV-LPTV-ITFS-Translator  
Frequency Searches & Rule Making  
C/Carrier-Cellular, Satellites  
MMDS, P/P Microwave  
FCC 1st Class & PE licensed staff  
1110 Vermont Ave., N.W., Suite 1130  
Washington, D.C. 20005 Phone (202) 296-0354  
Member AFCEE

**R.J. GRANDMAISON, P.E.**  
ENGINEERING CONSULTANT  
BROADCAST AND COMMUNICATIONS  
10224 WENDOVER DRIVE  
VIENNA, VIRGINIA 22180  
(703) 281-1081  
Member AFCEE

John Aalto, P.E.  
Consulting Engineer  
TELEVISION PRODUCTION AND POST PRODUCTION  
SYSTEMS DESIGN AND PROJECT MANAGEMENT  
(818) 784-2208 4534 Van Noord Avenue  
Studio City, CA 91604

**LECHMAN & JOHNSON**  
Telecommunications Consultants  
Applications - Field Engineering  
2033 M Street NW Suite 702  
Washington DC 20036  
(202) 775-0057

# Professional Cards *(continued)*

**George Jacobs  
& Associates, Inc.**  
Consulting Broadcast Engineers  
Domestic & International  
Member AFCEE

Suite 402  
(301) 587-8800

8701 Georgia Ave.  
Silver Spring, MD  
20910

**ANTEK**

Communications Engineering Services  
FM-TV-LPTV-MDS/ITFS  
Analysis Technologies, Inc.

P.O. Box 821603  
Dallas, TX 75282  
214-422-7654

## Services

AERONAUTICAL CONSULTANTS  
TOWER LOCATION HEIGHT STUDIES  
FAA NEGOTIATIONS  
JOHN CHEVALIER, JR.  
AVIATION SYSTEMS, INC.

28441 HIGHRIDGE RD. STE 201  
ROLLING HILLS ESTATES, CA 90274  
(213) 377-3449

FCC DATA BASE

**dataworld™**

AM • FM • TV • LPTV • MDS  
1302 18th St. N.W. Suite 502  
Washington, D.C. 20036  
(202) 296-4790 800-368-5754

**SOUTHERN  
BROADCAST SERVICES**  
COMPLETE TURNKEY SYSTEMS  
STUDIOS, TRANSMITTERS,  
TOWERS, ANTENNAS  
Full Rigging & Erection Services  
Custom Electronics Design & Installation

PO Box 740, Alabaster, AL 35007  
(205) 663-3709

301-731-5677 Complete  
Broadcast Facility  
Design & Installation

**Harrison**  
systems Ltd.

7515 Annapolis Road Suite 411  
Harrisville, Maryland 20704

**UNUSED  
CALL LETTERS**

CALL LETTER SYSTEMS  
P.O. Box 12403  
Jackson, MS 39211  
601-961-3222

**BROADCAST DATA SERVICES**  
Computerized Broadcast Service  
Including  
Data Base/Allocation Studies  
Terrain Profiles  
A Div. of Moffet, Larson & Johnson, P.C.  
(703) 841-0282

**HORIZON INTERNATIONAL**  
Broadcast Implementation Engineering  
Beat & Video Facility Design & Installation  
Systems Evaluations & Critiques  
Emergency Service & Support

3837 E. Wier Ave., Suite 1, Phoenix, AZ 85040  
602-437-3800

HIGH POWER TV AND  
LPTV-ITFS-MMDS Evert Anderson  
(213) 539-8533

DESIGN THRU PROOF  
TURNKEY CONSTRUCTION  
TRANSMITTERS-STUDIO-MICROWAVE

**JP Associates, Inc.**  
3115 Kashwa Street, Torrance, California 90505

**RADIOTEL OF AMERICA**  
Specialize in preparing  
CELLULAR and FM  
license applications.

11300 Rockville Pike • Suite 903  
Rockville, Maryland 20852  
(301) 231-8770

The Most Complete, Current List With KIt.

**AVAILABLE  
CALL LETTERS**  
Plus all calls with 2-letter combinations you select.  
KIt includes full application information.  
(List eliminates all AM, FM, TV, Maritime calls)

RADIO INFORMATION CENTER  
575 Lexington Avenue • New York, N.Y. 10022  
(212) 371-4826

**RAMTRONIX, INC.**  
Connector Supplier  
to the Broadcast Industry  
Kings/ITT Cannon  
67 Jetrin Blvd. E.  
Deer Park, N.Y. 11729  
(516) 242-4700

Camwall  
Associates  
inc.

Professional  
Services to the  
Broadcasting &  
Production  
Industries  
in  
Architecture  
Interior Design  
Technical Design  
Construction Mgt.

(818) 351-5521

**DON'T BE A STRANGER**

To Broadcasting's 191,781 Readers  
Display your Professional or Service  
Card here. It will be seen by station and  
cable TV system owners and decision  
makers.  
\*1982 Readership Survey showing 5.2  
readers per copy

**contact**

**BROADCASTING MAGAZINE**  
1735 DeSales St. N.W.  
Washington, D. C. 20036  
for availabilities  
Phone: (202) 638-1022

## Facilities Changes

### Applications

#### AM's

##### Tendered

■ WRHX (1440 khz) Herndon, Va.—Seeks CP to change city of lic. to Arcola, Va.; change power to 500 w; change to non-DA. and change TL. App. April 19.

##### Accepted

■ KCPC (1200 khz) Rancho Mirage, Calif.—Seeks MP to change TL and make changes in ant. sys. App. April 16.

■ WBUD (1260 khz) Trenton, N.J.—Seeks MP to modify nighttime standard direction pattern. App. April 22.

#### FM's

##### Accepted

■ KWST (101.7 mhz) Carmel, Calif.—Seeks mod. of lic. to move SL outside community of lic. App. April 19.

■ KLVE (107.5 mhz) Los Angeles—Seeks CP to change ERP to 29.5 kw and change HAAT to 3,000 ft. App. April 22.

■ \*WSHU (91.1 mhz) Fairfield, Conn.—Seeks CP to change ERP to 12.5 kw and change HAAT to 595 ft. App. April 17.

■ KLVN (95.9 mhz) Newton, Iowa—Seeks CP to change TL and change ERP to 2.82 kw. App. April 17.

■ \*WUMB-FM (91.9 mhz) Boston—Seeks mod. of CP to change ERP to 1 kw and change HAAT to 167 ft. App. April 16.

#### TV's

##### Accepted

■ KMJD (ch. 38) Pine Bluff, Ark.—Seeks MP to extend completion date of CP. App. April 17.

■ WDEM (ch. 69) Hollywood, Fla.—Seeks MP to change TL. App. April 19.

■ KLJB (ch. 18) Davenport, Iowa—Seeks MP to change ERP to vis. 2,950 kw, aur. 295 kw; change HAAT to 989 ft..

## Summary of broadcasting as of March 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,778	170	4,948
Commercial FM	3,757	418	3,983
Educational FM	1,185	173	1,358
Total Radio	9,720	761	10,289
FM translators	789	444	1,233
Commercial VHF TV	539	23	567
Commercial UHF TV	370	222	620
Educational VHF TV	115	3	117
Educational UHF TV	182	25	200
Total TV	1,206	273	1,504
VHF LPTV	217	74	291
UHF LPTV	123	136	259
Total LPTV	340	210	550
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses.



and change TL. App. April 19.

- WLEX-TV (ch. 18) Lexington, Ky.—Seeks MP to install 15 w intermediate power amplifier. App. April 17.
- KNLJ (ch. 25) Jefferson City, Mo.—Seeks MP to change ERP to vis. 2,042 kw, aur. 204.2 kw; change HAAT to 1,028 ft., and change TL. App. April 22.
- KTRG (ch. 56) Jacksonville, Tex.—Seeks MP to change ERP to vis. 3,760 kw, aur. 376 kw; change ant., and change TL. App. April 16.
- WJAN (ch. 57) Janesville, Wis.—Seeks MP to extend the completion date of original CP. App. April 19.

## Actions

### AM's

- KKMC (880 khz) Gonzales, Calif.—Returned app. to increase day power to 10 kw and night power to 5 kw. Action April 11.
- WKAQ (1040 khz) Boynton Beach, Fla.—Granted app. to change DA pattern and change TL. Action April 16.
- WHOO (990 khz) Orlando, Fla.—Granted app. to license previously authorized ant. and aux. ant. for daytime critical hours. Action April 15.
- WBYG (930 khz) Sandwich, Ill.—Granted app. to change SL. Action April 16.
- WOI (640 khz) Ames, Iowa—Granted app. to add night service with 1 kw, DA-N and make changes in ant. sys. Action April 11.
- WKOX (1200 khz) Framingham, Mass.—Granted app. to change freq. to 1200 khz; add night service with 50 kw; increase day power to 50 kw; install DA-N, and change TL. Action April 16.
- KVEG (1400 khz) North Las Vegas, Nev.—Granted app. to change SL to 2300 Paseo Del Prado Building C, Las Vegas. Action April 10.
- WJDM (1530 khz) Elizabeth, N.J.—Granted app. to construct new ant. and change TL. Action April 15.
- WAGE (1200 khz) Leesburg, Va.—Granted app. to change freq. from 1290 khz to 1200 khz; add night service with 1 kw, DA-N; increase day power to 5 kw, and make changes in ant. sys. Action April 16.

### FM's

- KCCY (97.9 mhz) Pueblo, Colo.—Granted app. to change TL; change HAAT to 1,235.56 ft. and make changes in ant. sys. Action April 4.
- \*WPKT (90.5 mhz) Middlefield, Conn.—Granted app. to raise ant. by 60 ft.; readjust effective radiated power, and compensate transmitter power output. Action April 15.
- KEEY-FM (102.1 mhz) St. Paul—Granted app. to change TL and change HAAT to 1,066 ft. Action April 12.
- KJIAQ (99.3 mhz) Gordonville, Mo.—Granted app. to change SL to 1301 Woodland Dr., Jackson, Mo. Action April 15.
- WWCL (100.7 mhz) New Kensington, Pa.—Granted app. to change SL to 224 North Ave., Millvale, Pa. Action April 15.

### TV

- KTRG (ch. 56) Jacksonville, Tex.—Granted app. to change ERP to vis. 3,760 kw, aur. 376 kw; change HAAT to 1,369.95 ft.; change ant., and change TL. Action April 12.

## In Contest

### Commission made following decision:

- Muncie, Ind. (Bendel Broadcasting Corp. and Hoosier Favorite Station Inc.) FM proceeding. ALJ James F. Tierney's summary decision granting app. of L&B Broadcasting Inc. for new FM station at Muncie became effective April 4.

### Review board made following decision:

- Newark and Jersey City, N.J. (Las Americas Communications Inc., et al) FM proceeding. Scheduled oral argument for May 17 on exceptions to initial decision of ALJ Walter C. Miller granting app. of Antonin and Garcia for new FM station at Jersey City, denying apps. for Newark of Las Americas Communications Inc., Caprice Broadcasting Group Inc., Comserv Broadcast Group Inc., Multicultural Broadcasting Inc., Coastal Communications Co. and Omnilingual Broadcasting Inc. Each party has 20 minutes for argument. Las Americas, Caprice, Comserv Multicultural,

Coastal and Omnilingual may reserve part of their time for rebuttal. By letter, April 16.

### ALJ John H. Conklin made following decision:

- Los Angeles (RKO General Inc., et al) AM and FM proceeding. Granted motion by First City Communications and dismissed its AM and FM apps. with prejudice. By order, April 8.

### ALJ John M. Frysiak made following decisions:

- Bethesda, Md., and Washington (RKO General Inc, et al), AM and FM proceeding. By separate orders: granted motion by RKO and dismissed Stephen E. Powell's AM and FM apps. with prejudice and granted motion by First City Communications Inc. and dismissed its AM and FM apps. By orders, April 8 & 9.

- Mesquite, Tex. (Mesquite Independent School District, et al) Ed. FM proceeding. Granted joint request for settlement agreement by Southwestern Adventist College and North Texas State University that each applicant would amend its app. to eliminate any interference to make them no longer mutually exclusive; granted the amended apps. of Southwestern and North Texas, and terminated proceeding. By MO&O, April 4.

### ALJ Joseph P. Gonzalez made following decision:

- Alva, Okla. (Marione Elaine Martin, et al) FM proceeding. Granted motion by Marione Martin and dismissed her app. with prejudice. By order, April 12.

### ALJ Byron E. Harrison made following decision:

- Geneva, Ohio (N.E.O. Broadcasting Co., et al) FM proceeding. By judge's own motion, dismissed American Ethnic Voice of Northeast Ohio Inc.'s app. with prejudice. By order, April 9.

### ALJ Edward J. Kuhlmann made following decisions:

- Prichard, Ala. (WABB Inc., et al) AM proceeding. Granted joint request for settlement agreements; dismissed apps. of WABB and Alabama Native American Broadcasting with prejudice; granted motion for summary decision by United Broadcasting Co. and resolved technical qualifications in its favor; granted United's app. for new AM station at Mobile, and terminated proceeding. By MO&O, April 11.

- Owensboro, Ky. (Owensboro Television and Powers Communications) TV proceeding. Granted joint request for settlement agreement; dismissed Owensboro's app. with prejudice; granted Powers' app. for new TV station at Owensboro, and terminated proceeding. By MO&O, April 11.

### ALJ Edward Luton made following decisions:

- Cadillac, Mich. (GRK Productions Inc. and Robin C. Brandt) TV proceeding. Granted motion for summary decision by GRD and resolved air hazard issue in its favor. By MO&O, April 15.

- New York (RKO General Inc., et al) AM and FM proceeding. By separate orders: granted motion for summary decision by BCCL Radio and resolved financial qualifications issue in its favor; granted motion by RKO and dismissed Stephen E. Powell's AM and FM apps. with prejudice; granted motion by Donnie Simpson Enterprises Inc. and dismissed its app. with prejudice; granted motion by Spanish Radio for New York Inc. and dismissed its app. with prejudice; granted RKO's motion and dismissed Michael G. Lacy's AM app. with prejudice. By orders, April 15.

### ALJ Walter C. Miller made following decisions:

- Miami (Harmony Broadcasting Corp., et al), TV proceeding. Granted motion for partial decision by Harmony Broadcasting Corp. and resolved air hazard issue in its favor. By MO&O, April 15.

- Brewer, Me. (Richford Broadcasting Co., et al) FM proceeding. Granted joint request for settlement agreement; dismissed apps. of Richford Broadcasting Co. and Stone Communications Inc. with prejudice, and granted Castle Broadcasting's app. for new FM station at Brewer. By MO&O, April 15.

- Boston (RKO General Inc., et al) AM and FM proceeding. Granted motion by First City Communications Inc. and dismissed its FM app with prejudice. By order, April 8.

### ALJ Joseph Stimmer made following decisions:

- Bakersfield, Calif. (Louis B. Burke Jr., et al) FM proceeding. By separate orders: granted motion by Louis B. Burke Jr. and dismissed his app. with prejudice and granted motion for summary decision by Margaret Garza and resolved air hazard issue in her favor. By orders, April 8 & 15.

- Fort Lauderdale, Fla. (RKO General Inc., et al) FM proceeding. By separate orders: granted motion by Minority

Women in Broadcasting Inc. and dismissed its app. with prejudice; granted motion by RKO and dismissed Stephen E. Powell's FM app. with prejudice. By order, April 8.

- Belmont, N.C. (Scott Neisler, et al) TV proceeding. Granted motion by Belmont Telecasters Ltd. and dismissed its app. with prejudice. By order, April 15.

- The Dalles, Ore. (Telecrafter Corp. and Raleigh Microwave Communications) Granted motion by Telecrafter and dismissed its app. with prejudice; dismissed Raleigh's app. with prejudice, and terminated proceeding. By order, April 17.

## Call Letters

### Applications

Call	Sought by
	<b>New FM</b>
*WOAL-FM	Alice Lloyd College, Pippa Passes, Kan.
	<b>New TV</b>
WCLJ	Area Christian Television Inc., Bloomington, Ind.
	<b>Existing AM's</b>
WIGL	WHGI Keymarket Broadcasting Inc., Augusta, Ga.
KMIA	KUQQ Command Broadcast Associates of Texas Inc., Fort Worth, Tex.
	<b>Existing FM's</b>
KXMK	KUUL Madera Broadcasting Inc., Madera, Calif.
KKCY	KOAK San Francisco Associates, San Francisco
	<b>Existing TV's</b>
KORC	KMTB Mt. Baker Broadcasting Co., Anacortes, Wash.
	<b>Grants</b>
Call	Assigned to
	<b>New AM's</b>
WFLZ	HFB Ltd., Thonotosassa, Fla.
WMHN	Mount Holly Radio Co., Mount Holly, N.J.
WLLE	Special Markets Media Inc., Raleigh, N.C.
WWRJ	J & K Broadcasters, Hollywood, S.C.
WSBI	StateLine Broadcasting Inc., Static, Tenn.
KEPB	El Paso Hispanic Broadcasting Co., El Paso, Tex.
	<b>New FM's</b>
KDCZ	Delta Communications Inc., Delta Junction, Alaska
KMDT	Mildred Dean Townsend, Seward, Alaska
*KPRX	White Ash Broadcasting Inc., Bakersfield, Calif.
WABH	Argonaut Broadcasting Inc., Camden, Me.
	<b>Existing AM's</b>
WOKT	WKOG Cannonsburg Communications, Cannonsburg, Ky.
KSDR	KLSC Broadcasters Ventures, Watertown, S.D.
	<b>Existing FM's</b>
KMFC	KZOU Clair Broadcasting Co., Centralia, Mo.
WNQQ	WCQO WNQQ Inc., Blairsville, Pa.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**WGIL/WAAG**—Galesburg, IL. Our family owned AM/FM property needs sales oriented general manager. Prior experience in either a general manager or sales manager position preferred. Resume/salary requirements to John Pritchard, Galesburg Broadcasting Co., P.O. Box 310, Galesburg, IL 61401.

**General manager** needed for top 50 market. Resume and salary should be sent to Box K-98.

**General managers.** Cable TV advertising sales. Expanding ad interconnect management co. has general manager positions available in Pittsburgh, PA, and Charlotte, NC, regional offices. Advertising sales & management experience required. Resume/salary history to Wayne Bullock, President, Cable AdNet, 915 Two Bala Plaza, Bala Cynwyd, PA 19004.

**Strong sales-oriented** general manager. Southern market class C FM with AM. Resume to Box K-116.

**Manager.** Small market aggressive Ohio AM/FM. Good potential. Excellent package. Must be sales-oriented. Reply Box K-124.

**Management opening** now available with Christian radio group. Excellent opportunity for experienced sales-oriented individual with solid track record. Announcer & sales positions also opening. Resume/references to Enterprise Network, 100 N 24th St. W., Suite B, Billings, MT 59102. EOE.

**Director of campus** radio station needed at Odessa College, Odessa, Texas, for one-year position. Must be qualified to teach radio/TV classes. For more information/application, call 915-335-6606 before May 6, 1985. Equal opportunity employer.

**General manager.** AM/FM combo, attractive Oregon city. Great Northwest lifestyle. Very good compensation. General manager experience with record of success required. Resume to Box K-72. EOE.

**Station manager.** Florida small market FM needs hands-on leader. Must be knowledgeable all phases of daily operation including carrying account list with success. Need to be community-minded & profit oriented, with proven track record. Station's already a winner, plus we have CP for new AM. Perfect first or second management position. Resumes, salary requirements, references to Box K-140. EOE.

**Sales manager.** Small market Southeast FM group seeking leader with ideas. Must carry own list while helping sales team set and reach their goals. Grow with us. Resumes, sales history, references to Box K-141. EOE.

**General manager.** 100 KW FM, southeast Montana. Great opportunity for person with proven sales record who can manage. 60 W. Fourth St., St. Paul, MN 55102.

**General sales manager.** AM/FM combo. Highly rated stations, good revenue, experienced only. Ability to train and motivate. Very good growth opportunity. Resume/references to WTIP/WVSR, Box 3697, Charleston, WV 25336. Equal opportunity employer.

**General sales manager**—hands-on manager. AM/FM station, LaGrange, TX. If you can demonstrate success in this market, will have opportunity to move up to top 50 markets. Excellent salary/benefits with multi-operator. Resume to P.O. Box 27206, Houston, TX 77027.

### HELP WANTED SALES

**New Orleans.** WBYU, class CFM, highly visible growth mkt., seeks salesperson with 3-5 yrs. experience positioning an easy listening format. Excellent sales opportunity & upward mobility with Swanson Broadcasting. Richard Lamb, VP/GM, 504-525-9600.

**Sales manager** for world wide religious/commercial radio group. Excellent opportunity. Salary plus commissions. Extensive travel required. Advancement to VP/GM possible. Call Jim Slaughter, Beacon Broadcasting, 404-324-1271.

**Sunbelt Christian** music station seeks aggressive salespersons. Excellent opportunities and benefits. Salary Based on experience. Resume to KLMB, P.O. Box 21480, Shreveport, LA 71120.

**Account executive.** WRCN/WRHD, Long Island, expanding its sales staff. Minimum 3 years' radio experience required. Resume to President, WRCN/WRHD, P.O. Box 666, Riverhead, NY 11901. EOE.

**Sales manager.** Midwest region. Progressive, growing company seeks person with proven track record of selling both rated & nonrated stations. Must have record of personal sales success and have proven sales management success in leading & teaching. If you're a super achiever and feel you have potential to lead seven radio stations to record performance, then look no further. Resume to Mortenson Broadcasting Co., 1200 S. Broadway, Lexington, KY 40504, or call immediately, 606-254-4065.

**Community Club Awards (CCA).** 30 year old media merchandising plan, has immediate openings for regional sales representatives. Fulltime, Monday-Friday travel. Media management sales required. Draw against substantial commission. Call/write for personal interview. John C. Gilmore, President, P.O. Box 151, Westport, CT 06881, 203-226-3377.

**Quickly growing** NE group seeks account execs. who can street sell & have poise, finesse & smarts to be groomed for management positions. Will consider training top notch college grads. Write Box K-107.

**Northern Illinois.** Aggressive high-energy radio salesperson needed immediately. Solid, established position open due to move up by current executive. AM/FM ABC affiliate. Join five other pros: learn the business, or bring your experience to us. Resume to Jay Emrick, Sales Manager, WLPO/WAJK, P.O. Box 215, LaSalle, IL 61301. Equal opportunity employer, M/F.

**Combo sales/announcer.** Strong sales required. Good dollar opportunity. Resume/references to Station Manager, KCJJ, Box 2118, Iowa City, IA 52244.

**Strong local-oriented** salesperson to sell most exciting new format, music videos. You'll work in Gainesville, FL, home of University of Florida. TV-69 is Florida's first 24 hour music video station. Truly radio with pictures. You must be creative, hard hitting, with at least two years' successful local radio sales experience. Resume to GM, TV-69, 1001 Waldo Rd., Gainesville, FL 32601. EOE.

**Florida—Tampa Bay area.** Killer closer plus real radio promoter to work tight with new GM. Great AM signal—let's talk your special deal; turn this sleeping monster around together. Now! Bob, 813-578-1040.

**Sales manager.** Central PA FM. Prove your ability, become GM in one year. Must carry own list, must be highly-motivated. Absentee owner. Resume/income requirements to Box K-133. EOE.

**If you're ready** for the responsibility and challenge of being general sales manager in one of the country's toughest, most competitive markets, our nationally known and respected group owned, country formatted, medium market, Texas combo wants to hear from you. Resume to Box K-147.

**Excellent sales/ownership** opportunity for bright problem solver on the way up. Must be strong in selling, writing, organizational skills. 3-5 years' experience. If you want to get into ownership, this position's for you. Resume/three selling success stories to WGEN AM-FM, Geneseo, IL 61254.

**One of Houston's** dynamic and respected radio stations is expanding. Two professional sales executives needed. Experienced direct and agency accounts. \$30,000 first year. Immediate openings. Resume to KCOH, 5011 Almeda, Houston, TX 77004, or call Sales Manager, 713-522-1001. EOE.

**Account executive.** New KSMG, San Antonio's fastest growing FM station, needs experienced highly motivated pro. EOE. Rush resume, references, income history (in confidence) to Sales Manager, KSMG Radio, 8930 Fourwinds, Ste. 500, San Antonio, TX 78239.

**General sales manager.** Orlando, FL's hottest CHR, Y-106. Must have experience, drive, knowledge. Must be enthusiastic, dynamic, energetic. Must want to lead a very professional sales staff. Must want to earn top \$\$\$. Resume to Alan Rock, VP/GM, WHLY, 233 North Lake Blvd., Altamonte Springs, FL 32701.

### HELP WANTED ANNOUNCERS

**Afternoon drive DJ.** Sunny FL station. Need fast moving rock DJ able to relate to audience. Above average salary. T&R to P.O. Box 278, Ft. Myers, FL 33902. EOE.

**Sports-talk host.** Good knowledge of baseball, football for San Diego station. Tapes/resumes to Producer, 6 Birchwood Trail, Ormond Beach, FL 32074.

**Announcer.** Daytime shift plus production. Audition to WCOJ, P.O. Box 1408, Coatesville, PA 19320. Good salary/benefits. EOE.

### HELP WANTED TECHNICAL

**Chief engineer.** Class A FM/100KWAM. Coastal New London, Conn. Automation & AM direction experience required. Immediate position, top stations. Growth company. EOE/M/F. Call Gary Girard, 203-442-5328.

**Chief engineer.** KMET-FM, Los Angeles, top rated AOR station, seeks experienced chief engineer to head its engineering department. Applicants must be experienced at studio construction and maintenance, remote broadcasts, transmitter and antenna construction and maintenance. Please send resumes to Philip Harris, Director of Engineering, Metromedia Radio, 19th and Walnut Sts., Philadelphia, PA 19103-9467. EOE.

### HELP WANTED NEWS

**Producer/director:** KUMR-FM seeks applicants for position of producer/director for news and public affairs. Position is responsible for reporting and delivering of station's local news and public affairs programming. Minimum qualifications: Bachelor's degree in communications-related area, or equivalent combination of education and experience from which comparable knowledge and abilities can be acquired, and one year of radio broadcasting/production experience. Education and experience in broadcast journalism desirable. Starting salary: \$16,794. Deadline for receipt of completed applications: May 17, 1985. For application forms & details regarding required audition tape, contact Personnel Services, G-1 Parker Hall, University of Missouri-Rolla, Rolla, MO 65401, 314-341-4241. UMR, an AA/EOE.

**Creative general assignment** reporter with strong anchor/writing skills needed immediately. Sports background, video experience a plus. Tape/resume/salary requirements in first letter to Bill Elliott, Program Director, WILE/WCMJ, Cambridge, OH 43225.

**News coordinator.** Public radio station KXCV-FM. Supervise student news staff, produce/write news features, produce features for weekly magazine program. Salary: \$14,000-\$15,000 plus benefits. Bachelor's degree required, Master's degree and/or two years' experience preferred. Letter of application, resume, tape, any supporting materials to Director of Personnel, Northwest Missouri State University, Maryville, MO 64468. Affirmative action/equal opportunity employer.

**Reporter.** WOSU-AM. Observe news events, interview newsmakers, & prepare stories. Prepare and announce news and informational programming. Operate AM or production console and related equipment. Candidates must have Bachelor's degree in journalism, communications or related field, or equivalent combination of education and experience. Previous professional broadcast journalism experience required. Works some overtime & holidays. Starting salary: \$14,640-\$16,200. Candidates should send resume/audition tape by May 10, 1985, to Professional Employment Services, Ohio State University, Lobby, Archer House, 2130 Neil Ave., Columbus, OH 43210. Equal opportunity/affirmative action employer.



**Producer/writer.** Responsible for development and production of KUAT radio news and public affairs programs. One years' experience with degree in communications-related discipline, or five years' experience in lieu of degree. Salary-\$18K plus generous benefits. Resume and aircheck demonstrating newswriting, newscasting and public affairs work to Employment Office, University of Arizona, 1717 E. Speedway, Tucson, AZ 85721, by May 24, 1985. University of Arizona, an equal opportunity/affirmative action employer.

#### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Extremely creative** fulltime production specialist for medium S. FL metro market. Work closely with salespeople, help provide idea tapes that sell the prospect. T&R: P.O. Box 278, Ft. Myers, FL 33902. EOE.

**Program director.** Midwest region. Progressive, growing company seeks individual with dynamic personality. Must have proven track record in radio with on-air and talk show host experience, program management experience, and capable of speaking in churches and religious organizations. If you have desire to serve as program director for an ever expanding company, then send resume to Mortenson Broadcasting Co., 1200 S. Broadway, Lexington, KY 40504, or call immediately, 606-254-4065.

**Operations director/program director** needed for winter/summer/university resort area, NC mountains. Excellent opportunity to grow for right person with music, promotions, sales, people skills. Good salary. Tape/resume to WATA, P.O. Box 72, Boone, NC 28607. No calls, please.

**Editor/studio coordinator** for 2 national radio series. See ad under TV display.

**PD!** Proven communicators move up! Great NE small market chance to run the show! Resume/written work history to Box K-73. EOE,M/F.

#### SITUATIONS WANTED MANAGEMENT

**Looking for first GM position.** Energetic college grad, 8 years' experience in radio, production, promotion, sales. Great broadcast track record. Prefer small/medium market. Can do it all: on-air, sell, lead, motivate. Box K-125.

**Seeking PD position.** 9-years major market. Michael Ryan, 3053 N. Evergreen, San Diego, CA 92110, 619-223-4702.

**General manager.** Programming and sales track record. All markets considered. Prefer FM or combo situation. Box K-138.

**General manager.** 25 years experience in radio, agency, TV. Sales oriented, highly motivated broadcast professional. Presently employed. Prefer medium or large market. Box K-144.

**High powered general manager.** Sales intensive, self motivated, disciplined in winning battles of sales and profits. 20 years' management. Solid professional; effective management skills. Strong leader/motivator. Top credentials. Box K-149.

**The best managers** have done it all! My background includes programming, community involvement, sales, automation, computers, startups, takeovers, management skills. I'm ready to manage your station. Prefer West, Northwest, Rocky Mountain areas. Michael, 308-384-6453.

#### SITUATIONS WANTED SALES

**VP/sales** with over ten years' experience in major market. Professional broadcaster with degrees in communications & marketing. Expert in problem solving, motivating, and selling, with outstanding bottom-line proven track record and highest possible references. Box K-117.

#### SITUATIONS WANTED ANNOUNCERS

**10 yrs.' experience.** College grad. Mgmt. experience. Self-starter, innovator, motivator. Shane, anytime, 602-820-7103. Available immediately.

**Guaranteed numbers!** In the business 27 years. PD or jock. Big band specialist, knowledgeable, have personalized celebrity promos, & interviews, quizzes, nostalgia. You name it, I have it! Need living wage. Jack English, 3370 Almond St., Philadelphia, PA 19134, 215-426-0797.

**Recent college graduate** with two years' experience looking for start. Strengths in top 40, AOR, MOR, any other. Strong in sports related areas. Willing to learn, and master anything. Howard, day or night, 216-381-3960.

**Anywhere now.** Entry level position. Good production, copy, news. Ted, 319-872-3651.

**Anywhere now!** Broadcast school graduate. Entry level. Want CW, AC, good production. Randy, 815-789-3304, days, CST.

**Talk show host-newsman** for medium or large market position. Highly successful track record of number one ratings and community involvement. Alaska, Hawaii, OK. Michael Gray, 303-759-8854.

**20 year pro.** Ace DJ, award-winning news, super production. Country boy with class. Dependable adult. No booze or drugs. Prefer AZ, KY, TN. Consider any genuine offer. John, POB 12143, Columbus, GA 31907, 404-561-3697.

**3 years on-air** experience before taking internship in Chicago. Internship's now complete; I'm itching to get back on the airwaves. Most formats. Will relocate. Jim, 312-598-8543, anytime.

**College graduate seeking** entry level position, medium market. 3 years' experience on-air and production in small market. Cristie Muss, 123 S. 10th St., West Point, KY 40177, 606-623-8335; 502-922-4751.

**Freelancing's OK;** permanent gig preferred. Currently freelance voice, copywriter, researcher. 4 1/2 years' cumulative experience. Worked AOR, country, progressive formats—all welcome. Versatile self-starter. 3rd phone, degree, broadcast grad. Southeast, surrounding states. Janet Lynch, 3743 Deep Dale, Louisville, KY 40207, 502-895-5208.

**Available now!** Previous parttime experience. Prefer Ohio, adjoining state, or Alaska. Prefer Evenings. Doug, 419-387-7761.

**Talk show pro** available for medium to large market. Ten years news-talk experience. Available immediately. Mike Gray, 303-759-8854.

**Ten year pro** seeks position in announcing or programming. Former program director with variety of experience including copywriting, production, news, automation. Prefer Michigan; will relocate. Bill, anytime, 517-393-0338.

#### SITUATIONS WANTED TECHNICAL

**Chief. AM/FM, studio, transmitter, station design, construction, maintenance, operation.** 20-year broadcast vet. Stable family man, non-smoker, non-drinker. Experienced news director, PD, commercial production whiz, personality morning show, any format. Seeking to relocate: West, SW, South. 314-735-4841, after 5 PM CDT.

#### SITUATIONS WANTED NEWS

**Sportscaster.** Energetic reporter, anchor, basketball, football, baseball PBP. Also hosted talk show. Seeks PBP opportunities and studio work. Jim, 315-736-7221.

**Freelance college** football PBP sought by major market sportscaster with major college and NFL PBP experience. Box K-108.

**Experienced sportscaster** in areas of PBP, commentary, interviewing, writing. Interested in relocating immediately. Mike, 312-652-2452, for more info.

**Sports/news** position sought. Accurate/objective PBP, relevant, solid reporting skills and credentials. 201-763-5587.

**Top quality anchor**—reporter looking for new opportunity in medium or large market. 10 years' experience. 319-386-8977.

**Sports anchor/reporter.** Award-winning sports anchor/reporter/writer/editor. 15 years' solid experience, including reporting, show host, PBP as well as own video tape editing in nation's #2 market. If you want an exciting, dedicated approach to sportscasting, I'm your man. Will work weekends and/or reporting if weekdays not available. Walt, 415-992-0669; write 783 Skyline Dr., Daly City, CA 94015.

#### SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Well-experienced** all phases operations. Good production/references. Minimum \$375/week. 904-744-5750, nights, EST, Andy.

**Energetic sports producer/editor.** Wants position at small/medium market station. Degree in broadcasting. Hard work and dedication, or your money back. Brad, 415-436-7151.

**Production wiz,** seven years 4-track experience, seeking production director slot with Northeastern station, but will scrub toilets in Taiwan for right price. Dedicated, diverse, detail-conscious. 718-642-2305 anytime.

**Ten year pro** seeks position in announcing or programming. Former program director with variety of experience including copywriting, production, news, automation. Prefer Michigan; will relocate. Bill, anytime, 517-393-0338.

**Gal-Friday.** Announcer-producer-salesperson-news-talk-writer-management. 27, college, from radio family. Prefer small/medium market. Box K-152.

**Versatile organizer,** experienced in programming, play by play, news, sports, sales, management. Successful morning show performer & major college PBP specialist. Involved in community. Seeking responsible position. Box K-158.

## TELEVISION

#### HELP WANTED MANAGEMENT

**General managers.** Cable ad interconnect management co. has general manager positions available in Pittsburgh, PA, and Charlotte, NC, regional offices. Advertising sales & management experience required. Resume/salary history to Wayne Bullock, President, Cable AdNet, 915 Two Bala Plaza, Bala Cynwyd, PA 19004

**Deputy director** of development. Growing public TV station serving northern West Virginia seeks dynamic manager for number two development post. Responsible for several of station's key fundraising events and programs. Plays major role in on-air pledge drives. Qualifications: - at least two years' solid development experience. Excellent communications skills. Hands-on experience in corporate solicitations. Previous fundraising activities should reflect considerable degree of innovation and resourcefulness. Salary \$20K plus excellent fringes. Apply by May 3 to Personnel, WNPB-TV, P.O. Box TV-24, Morgantown, WV 26507.

**General manager/group VP.** Need capable general manager with broad experience to manage 35-channel, 23,500 sub. Guam Cable TV and co-located FM station. Must be able to represent company to public, including editorials. MBA or other advanced degree helpful. Outstanding opportunity with high autonomy to manage system with extensive news and other successful local origination. Will be group VP for state of art, number one FM on booming, tropical Guam & nearby 2,500 sub Saipan Cable TV. Salary, bonus, stock options attractive to executives earning in mid 50's. Resume to Lee M. Holmes, President, Guam Cable TV, California Office, 92 W. Bellevue Dr., Pasadena, CA 91105.

**Business manager.** TV station, part of major broadcast company, seeks business manager. Must be knowledgeable and experienced in all facets of accounts receivable, payable, depreciation, tax, credit/collections, as well as automated accounting system & normal broadcast business practices. Must be able to initiate procedures and manage personnel. Broadcast experience preferred. Excellent company benefits. Reply in resume only to Box K-157. Salary commensurate with experience.

#### HELP WANTED SALES

**General sales manager** - Leading network station in this medium sunbelt market. Replies confidential. Resume/salary history to Box K-95.

**TV account executive**—KENS-TV, San Antonio's leading television station, has excellent opportunity for account executive in one of the country's hottest growth markets. Qualifications must include at least two years television sales experience and extremely strong aptitude for new business development. Complete resume with references to Arthur Emerson, Local Sales Manager, KENS-TV, P.O. Box TV-5, San Antonio, TX 78299. No calls, please. Applications must be received by May 10, 1985. KENS-TV, a CBS affiliate, a division of Harte-Hanks Broadcasting, and an equal opportunity employer.

**GSM.** Top ten market independent TV wants general sales manager. Heavy GSM experience a must. Send complete resume to Box K-119. Equal opportunity employer.

**Local sales manager.** #1 CBS Affiliate, Sunbelt, seeks experienced professional with strong local sales background. Good research, communication, prior management a must. Resume, salary history, sales philosophy to WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. EOE.

**Local sales manager.** Group-owned ABC affiliate Greensboro/High Point/Winston-Salem market, seeks experienced manager to lead our local staff. Ideal candidate will be experienced in research, capable of motivating, aware of market dynamics. Reply to General Sales Manager, WGHP-TV, Box HP-8, High Point, NC 27261. EOE.

**Sports syndication sales.** Experienced advertising sales rep. NY based to sell NYC & some travel. Small co./great opportunity. Resume to P.O. Box 20292, Dag Hammarskjold Convenience Center, NYC, 10017

**Independent sales.** Aggressive self-starter with emphasis on new business development. Assume local/regional list. At least one year's experience. Call Jess Sessoms, LSM, 919-274-4848.

**National sales manager.** Top 100 independent. Must have experience in working with national representative and agencies. Sales development experience desirable. Resume to Box K-139.

**Local TV sales manager.** EOE. Send resume to Steve Robinson, General Manager, KJCT-TV, P.O. Box 3788, Grand Junction, CO 81502.

**National/regional sales** opportunity with 4-station regional TV network, 146th ADI. Must have experience in working with national representative and agencies. Sales development experience desirable. Resume to Dave Stuart, KFVR-TV, Box 1738, Bismarck, ND 58502. Equal opportunity employer.

#### HELP WANTED TECHNICAL

**TV broadcast maintenance technician.** Four years' experience. SBE certification. 1st or general license. EOE. Walt Alliss, KCRG-TV, 2nd Ave. at 5th Street SE, Cedar Rapids, IA 52401.

**ENG maintenance engineer.** Because of an expanding operation, KTUL-TV has immediate opening for ENG maintenance engineer. ENG maintenance engineer will maintain and repair ENG cameras, VCR's, editing facilities, and various related equipment. Prefer two years' college or technical training in related field or three years' technical experience in TV. Applicant should have mechanical abilities. General radio-telephone license or equivalent required. Resume to Personnel Director, KTUL-TV, Inc., P.O. Box 8, Tulsa, OK 74101; or apply in person at KTUL studio, Lookout Mountain, between 8:30 am-5:30 pm, Monday through Friday. Equal opportunity employer. KTUL provides very competitive salary/benefits package.

**Technical/maintenance engineer** for major Connecticut cable company's local origination/commercial production/public access operation. Troubleshoot/maintain 3/4" system for studio and van. Register and phase cameras. Occasional camerawork. Salary commensurate with experience. Excellent benefits. Resume to Dinah Vosper, Storer Cable TV, 190 Whalley Ave., New Haven, CT 06511. Equal opportunity employer.

**Major market East Coast independent UHF** broadcaster needs chief engineer. Position offers heavy responsibilities and commensurate salary. If you're a well-organized engineer with both technical qualifications and administrative ability, send resume to Box K-126.

**Northern Arizona University** seeks qualified engineer to supervise production studio. Must have extensive background in installation and maintenance. TK-44's, VPR-1's, 3/4", 1/2" maintenance. Some remotes. Keep records of plant, plan technical development on campus. Salary range \$23,000 to \$28,000, based upon training/experience. Excellent benefits/lifestyle. Deadline May 15, 1985. Resume and three letters of recommendation to Dean Charles Aurand, College of Creative and Communication Arts, Northern Arizona University, Flagstaff, AZ 86011. EOE.

**RF supervisor** sought by San Diego's KPBS stations for new TV/FM facility. Responsibilities include installation and maintenance of all RF systems, including broadcast transmitters, translators, ITFS network, satellite terminals and microwave. UHF transmitter maintenance experience essential. Salary range starting at \$25,920. Liberal benefits. Applications accepted through May 28, 1985. Make application to M.L. Murphy, Personnel Services, San Diego State University, San Diego CA 92182. EOE/AA/Title IX employer.

**Maintenance engineer.** CBS TV station, eastern North Carolina, needs engineer with quad tape maintenance experience. Applicant should have minimum experience of two years. Should be familiar with studio cameras and their set up. Experience in general solid-state repair helpful. Resume/salary requirements to Chief Engineer, WNCT-TV, P.O. Box 898, Greenville, NC 27834. EOE.

**TV engineer** and program/promotional manager needed at Odessa College, Odessa, Texas, for its new non-commercial PBS TV station. Engineer must have 3-5 years experience, UHF operations preferred. Manager must hold Bachelor's degree, have 3-5 years experience. For more information/application, call 915-335-6606 before Apr. 30, 1985. Equal opportunity employer.

**Video engineer.** Asst. chief position; ideal candidate will have strong Ampex Quad maintenance experience & FCC license. Resume to Box B, Videocom, 502 Sprague St., Dedham, MA 02026.

**Chief engineer.** School of cinema-TV, USC. Perform highly complex work in installation, maintenance, modification of TV equipment and systems. Supervise studio, field, and post production engineering efforts. Act as project director regarding studio facilities planning, construction, and systems design. Min. req: degree or related experience, current FCC license. Solid knowledge of Ampex and related equip., must be able to repair/modify video/audio equipment. Salary commensurate with qualifications. Resume/letter to Rita Stafford, Personnel Adm., School of Cinema-TV, University of Southern California, Los Angeles, CA 90089-2211. Affirmative action/equal opportunity employer.

**Chicago Access Corporation** seeks experienced chief engineer. Evaluate studio sites, design facilities (studio, mobile van, portable, 6-channel origination); select, install, maintain, repair equipment. Knowledge of cable microwave & EFP/ENG necessary. Resume/salary history by May 20 to Personnel, Chicago Access Corp., 220 S. State St., Ste. 312, Chicago, IL 60604. No phone calls, please. Equal opportunity employer.

**#1 east coast station,** top 100 market, seeks experienced transmitter engineer. Salary commensurate with experience. Resume to Rich Purdy, CE, P.O. Box 2325, WCTI-TV, New Bern, NC 28560.

**Chief engineer.** UHF ABC affiliate, Gulf Broadcast Group. Responsible for overall engineering operation, including studio & transmitter maintenance, general trouble-shooting, crew training & supervision, budgeting, FCC compliance. Candidate should have experience which would enable her/him to coordinate studio relocation to new site within the next year. Resume/salary requirements to Scott Vaughn, GM, KESQ-TV, P.O. Box 4200, Palm Springs, CA 92263. EOE.

**Broadcast operations** maintenance technician for Ohio's largest cable system. Will be responsible for maintaining master control, studio, edit and remote truck equipment. Must have formal training or equivalent experience in repair of Sony 3/4" VCRS Ikegami cameras, TBC's, related production gear. 1" VTR repair and operations experience preferred. We seek motivated, reliable individual for this position. You'll love Cincinnati's rejuvenated center city, big league sports teams, and wide variety of top notch entertainment options. Excellent benefits. Resume/salary history to Doug Miller, Warner Amex Cable, 11252 Cornell Park Dr., Cincinnati, OH 45242, 513-489-5972. Equal opportunity employer. M/F/H.

**Studio maintenance** tech plus help with transmitter. FCC license required. KSTS-TV, 2349 Bering Dr., San Jose, CA 95131, attn. Chief Engineer. EOE.

**State-of-the-art** mobile unit needs engineer in charge. Experience on TK-47's, BVH-2000's, Abekas digital systems Chyron 4100 necessary. Competitive salary/benefits. Mobile unit supported by large established production facilities. Contact Hal Lipman, E.J. Stewart, Inc. 215-626-6500. EOE/MF.

**Chief engineer.** Chicago TV commercial production company seeks experienced, self starting chief engineer. This key person will be responsible for component level maintenance and operation of broadcast videotape editing equipment, camera's, VTR's, & other digital electronics. Minimum 5 years experience a plus, not essential. Resume/salary requirements in confidence to Neal Kesler, Airfax Productions, 727 N. Hudson, Chicago, IL 60610.

#### HELP WANTED NEWS

**News director.** Experience required. Need innovative, committed news director to run news operation determined to be #1 in market—medium market. Excellent salary/fringe benefits. Resume to Box K-67. Equal opportunity employer.

**Reporter-photographer.** Small market TV, East Coast, strong news operation expanding staff. Need reporters who can shoot ENG & edit 3/4". Must have had hands on experience. Want to see resume tape first. No phone calls. Send it to Karen Adams, News Director, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE, M-F.

**Group owned** Pacific Northwest CBS affiliate seeks general assignment reporter to objectively report news, human interest, & feature stories. College degree, two years experience preferred. Resume/tape to Jan Allen, KREM-TV, P.O. Box 8037, Spokane, WA 99203.

**Group owned** Pacific northwest CBS affiliate seeks weekend anchor/producer and weekday reporter to coordinate, produce, deliver weekend newscasts. Write and report news & feature stories. College degree, 2-3 years TV news reporting &/or anchoring experience preferred. Resume/tape to Jan Allen, KREM-TV, P.O. Box 8037, Spokane, WA 99203.

**Weekend weatherperson**-reporter for #1 station. Top 60 market. Experienced candidates only. Familiarity with ColorGraphics system a plus. Successful applicant will be currently working as weatherperson-reporter. Tapes/resumes to Rick Gevers, News Director, WTOL-TV, P.O. Box 715, Toledo, OH 43695. No phone calls, please. EOE, M/F.

**News producer** for hour at six. West coast ABC affiliate hiring aggressive, involved innovator to coordinate/produce informative, watchable newscast. Put your hustle, skills and ideas to work where they'll count. Tape/resume to Tom Moo, News Director, KNTV-TV, 645 Park Av., San Jose, CA 95110. EOE.

**Looking for the best** in news talent and management? Contact Steve Porricelli or Barbara Bresnan, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

**Anchor/reporter.** News reporter needed for morning and noon newscasts. Strong reporting skills & some anchoring experience required. Resume/tape/salary requirements to Personnel Manager, WPEC TV-12, Fairfield Dr., W. Palm Beach, FL 33407. EOE, M/F.

**Weathercaster.** Experienced professional needed for morning & noon weathercasts. Meteorologist preferred. Resume/tape/salary requirements to Personnel Manager, WPEC TV-12, Fairfield Dr., W. Palm Beach, FL 33407. EOE, M/F.

**Self motivated TV news** personalities, including anchors, reporters, sportspeople, sought by group-owned stations, 4 Midwest mkt's. Good pay, excellent benefits, room to advance. Resume to Box H-81. EOE.

**TV news reporter.** Major Eastern market. Must be strong on-air personality with top journalistic skills. Experience in general assignment reporting & 'live' coverage essential. Resumes to Box K-132. EOE

**Experienced anchor/reporter.** Southern CBS TV news station. ENG camera-editing experience required. EOE. Resume to Box K-146.



**Consumer reporter:** 2 years experience as TV reporter, consumer experience helpful. Tape/resume to Alan Oldfield, KGAN-TV, P.O. Box 3131, Cedar Rapids, IA 52406.

**Location producers/unit managers.** Medical news gathering service seeks location producers/unit managers, world-wide, to coordinate location shoots at major and single-sponsored medical meetings, on a per assignment basis. Resume to Unit Manager Search, 53 E. 34th St., Third Floor, NY, NY 10016.

**Experienced news director.** Top rated CBS station seeks motivator strong on organization and development skills. NYT owned; competitive salary/benefits. Contact GM, KFSM-TV, 501-783-3131. EOE.

**Tallahassee bureau:** Two positions! Experienced reporter and a photographer/editor to cover Florida state government. Must be able to make politics and government interesting and relevant to our viewers. Resume and references to Box K-155.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Promotion manager.** Network affiliate, growing Southeast market. Group station. Must be strong in writing and production skills. Minimum 3 years experience. Resume/salary requirement to Box K-113. EOE.

**Producer-director.** Aggressive Southeast network affiliate seeks experienced director for weeknight newscasts. Must do own switching, have experience in all news production aspects, do commercial production, supervise crew. Resume/salary requirements to Box K-114. EOE.

**Connecticut Public Television** seeks experienced production crew person. Strong camera, lighting, and ENG background essential. Deadline: May 15, 1985. EOE, M/F. Resume to Mary Sullivan, CPTV, 24 Summit St., Hartford, CT 06106.

**Production manager.** Public TV. Experience in remote/studio production, scheduling, taking charge. Box 2038, Merrifield, VA 22116-2038. EOE.

**Editor/studio coordinator.** ¾" broadcast-quality facility. See ad under TV display.

**Graphic designer.** CBS affiliate, 13th market, seeks top-notch artist who can do it all! We want creative person with broadcasting and production experience to follow a project all the way through. Successful candidate will have at least three years' formal art training and hands-on experience in illustration, TV production, computer graphics, set design, and photography. You'll work with the best; use state-of-the-art equipment. Resume/tape to Tim Ravenna, Art Director, WTVJ-TV, Miami, FL 33128.

**Artist.** Cox Communications/ABC affiliate needs innovative artist. Commercial graphic, type setting, stat equipment experience required. High quality, quick turn around on daily basis. Portfolio required. Call 704-335-4831; mail resume to Personnel, WSOC-TV, Box 34665, Charlotte, NC 28234. EOE, M/F.

**Promotion writer/producer.** Position available for creative individual with strong writing/production skills. Must have minimum 2 to 3 years' experience. Job entails radio, TV, print advertising, image and news. Resume, ¾" video tape, 7½ IPS demo reel to: J. Pippert, KTVI-TV, 5915 Berthold, STL, MO 63110.

**Artist/promotion assistant.** Responsibilities include layout and design of newspaper, magazine and outdoor advertising, editing and producing quarterly newsletter, assisting promotion manager with writing, shooting, editing, and post production, assist with other special projects. Requirements: 1-2 years design and layout experience, college degree desired, not mandatory. No phone calls. Write W. Carroll Ward, Vice President/Programming, WTVM TV 9, P.O. Box 1848, Columbus, GA 31994. Equal opportunity employer.

**Assistant art director.** Layout and finished art for all aspects of print advertising and TV graphics including newspaper and magazine ads, sales & promotion pieces, posters, billboards, set design & on-air graphics. Position interacts with various station departments, suppliers and printers. Need 3-5 year professional with strong layout and design sense. Information and salary requirements to Larry Maisel, Station Manager, WBNS-TV, P.O. Box 1010, Columbus, OH 43216. Equal opportunity employer, M/F.

**Photographer/technician.** Cox/ABC affiliate needs news photographer/technician. Field videotape, operate live unit and edit. Experience required. Tape/resume to Personnel Dept., WSOC-TV, Box 34665, Charlotte, NC 28234, 704-335-4759. EOE, M/F.

#### SITUATIONS WANTED MANAGEMENT

**Major market local sales manager** ready for next challenge as medium market NSM or GSM. Broadcasting professional with depth of experience and excellent track record. Box K-82.

**Syracuse University TV graduate** with MBA, two years' experience, seeks business manager position. 203-968-0752.

**General manager!** 32 years practicing TV-since age 23. Outstanding achievements! 5 stations-1 major-market independent! Expertise: Management, sales, news, programming, promotion! Achieves turnarounds, startups, multiple-station administration/development! Knowledgeable, aggressive! Outperforms competitors. Produces spectacular sales, profits, prestige! 619-353-8033.

#### SITUATIONS WANTED TECHNICAL

**Chief engineer,** director of engineering. 16 years experience top 20 market. SBE certified senior broadcast engineer. For resume, call 301-465-7174.

**Have FCC license** and experience in satellite uplinking/downlinking, installations, and transportable operations. Seeking similar career opportunity. Contact Joseph Caruso, 1366 72nd St., B'klyn, NY 11228, 718-837-1616.

**Broadcasting professional,** college degree, FCC 1st, major market experience in operations, production, light maintenance. Desire challenging position. Vacation relief OK. Available now. Will relocate. 916-922-5545.

**TV chief engineer,** now at #1 market, looking for change of scenery. Looking for Southwest area top 30 market. Ideally, would like to build your station from ground up. Have managed annual budget of \$1.8 million; have experience with unions, as well as facilities construction. I'm your man; willing to relocate soon. Reply Box K-148.

#### SITUATIONS WANTED ANNOUNCERS

**On-air personality** seeks move up. Attractive, creative, experienced woman seeks TV position on entertainment or light format program. Eager to relocate. Call now: 412-378-3520.

#### SITUATIONS WANTED NEWS

**Medium mkt. sports director** seeks to re-enter business after short tour in the Army 5 yrs.' TV experience. Available mid-May. Call Jack, 215-641-2532.

**Writer/reporter/young,** hard-working, motivated, ready Experienced w/courts, local gov't., general assignments. Michael, 215-348-3248.

**Radio-TV sportscaster,** with major league baseball, major college football & basketball PBP & anchor experience in top 10 mkt. Considering all offers. Excellent references. Box K-57.

**Experienced meteorologist** wants start in TV. Five years' live radio and national forecasting work. Call Jeff, 814-234-6240, for tape.

**Meteorologist seeks** start in broadcasting. Interested in either aiding your weathercaster by forecasting behind the scenes or delivering my own forecasts on air. If I could be beneficial for your station, call Tim, 312-894-6349, evenings, CST.

**Sportscaster.** Journalism grad. Seeking small to medium market for anchor, reporting, editing, and/or PBP. Will relocate. Ken, 614-237-5345.

**Reporter/on-air personality** seeking position utilizing my creativity along with writing, editing, producer skills. Single, willing to relocate. Calvin, 912-743-8536.

**Authoritative male anchor,** credible, appealing on-camera presentation. Exceptional writer; award-winning reporting skills. Seek plant-your-feet relationship in top rated news department, small to medium market. George Hartwell, 3300 Cableview Ct., Placerville, CA 95667, 916-626-7722.

**Health/science reporter**-background, verbal skills, style, creativity, unbridled enthusiasm. Just what the doctor ordered. Steve, 201-796-2048.

**Black male, A.M. reporter, anchor,** & general assignment reporter. Presently employed. Looking for right opportunity to grow with a station. Salary range 40's. Resume & tape on request. Write Box K-137.

**News director/anchor.** Proven ability, strong leader, 45 years of age, mature, producing/anchoring now. Available June. Box K-150.

**Hard working radio news reporter** who sees his future in TV. Seeks entry level position. Prefer southern Midwest or Southeast. Craig, 314-576-4866.

**Anchor, 15 yrs.' experience.** Extensive reporting/producing skills. Dedicated employee will enhance your newsroom. Box K-153.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Producer/writer.** Dynamic, talented, producer-writer. Background in sit-com, film, independent prod. work. Seeks position with dynamic broadcast organization. Outstanding comm. skills. Administrative and creative experience. 203-773-0700.

**Production-I** produce, direct, edit, switch, light, & shoot. Network experience, New York area. Marc, 201-628-1624

**Have reel, will travel.** Network marketing/promotion writer-producer seeking similar position on the station level or production job on talk/variety show a la PM Magazine. College educated. Creative. Business-wise. Pressure-oriented. Working knowledge of entertainment & broadcasting industry. Relocation no problem. Interested parties please call Angela, 212-683-7960; write 238 E. 36th St., Apt. 3G, NYC, NY 10016.

**Producer-director.** 9 yrs.' experience. National credits. Specialize in cultural programming. Known for efficiency & creativity. Comfortable with all production formats. Broad editing experience. Looking for new challenges. Reel available. Box K-142.

**Cameraman.** 5 years' extensive ENG/EFP, film, lighting experience. Hard worker, will relocate. Hudie Ayaala, 6453 Forbes Ave., Van Nuys, CA 91406, 818-909-9543.

## ALLIED FIELDS

#### HELP WANTED MANAGEMENT

**General managers.** Cable TV advertising sales. Expanding ad interconnect management co. has general manager positions available in Pittsburgh, PA, and Charlotte, NC, regional offices. Advertising sales & management experience required. Resume/salary history to Wayne Bullock, President, Cable AdNet, 915 Two Bala Plaza, Bala Cynwyd, PA 19004.

**Ithaca College.** School of communications. Director of telecommunication facilities. Manage and coordinate technical telecommunication systems in school of communications. Responsibilities include planning, supervision, maintenance of technical facilities: providing technical support to faculty, staff, & students. Also, design, modification, construction and purchase of systems & equipment; maintenance and repair of facilities; supervision of equipment/facilities checkout and scheduling; supervision of telecommunication facilities personnel. Qualifications include: Master's preferred, Bachelors required; experience in administration and/or management, including personnel, budgeting, digital systems and equipment. Good oral and written communication skills essential; higher education teaching experience helpful. Up-to-date TV facilities, FM 5,500 watts, carrier current AM. Please submit statement of interest, detailed resume, three names of references by May 15, 1985, to: Dr. Palmer Dyer, Chairperson, Search Committee, School of Communications, Ithaca College, Ithaca, NY 14850, 607-274-3242. Equal opportunity/affirmative action employer.

**For Fast Action Use  
BROADCASTING'S  
Classified Advertising**

**Director.** Center for telecommunications. University of Mississippi seeks visionary leader to shape & direct development of unique center for telecommunications. Center will be the focus of interdisciplinary program for instruction and research in information technologies and will have as its primary mission the education of a new generation of professionals with competency to apply these technologies effectively in business, industry, and government. University seeks entrepreneurial individual with knowledge and/or experience in management, public policy and administration, communications, telecommunications, information science and/or marketing. Director is charged with responsibility for developing center's programs, bringing together resources and faculty to create a dynamic program interfacing diverse disciplines. Director must have demonstrated ability to work with industry and government agencies and with faculty of diverse disciplines. Terminal degree desirable. Salary commensurate with experience. Send nominations or letter of application and resume to Gerald W. Walton, Academic Affairs, The University of Mississippi, University, MS 38677. All applications must be postmarked no later than June 1, 1985. University of Mississippi, an equal opportunity employer.

#### HELP WANTED INSTRUCTION

**Assistant/associate professor.** Specialist in broadcast law and management. J.D. or Ph.D. required. Teach courses in law, regulation, policy, public affairs, & management on both undergraduate & graduate levels. Responsibilities include advising, directing theses, coordinating practicums and internships, and advising WUTK-FM on legal issues. Cover letter and vita to Dr. Sam Swan, Department of Broadcasting, University of Tennessee, 295 Communications/UEB, Knoxville, TN 37996-0323. UTK is EOE/Title IX/section 504 employer.

**Broadcasting/communications.** Tenure track position. M.A. required, Ph.D. preferred. Rank/salary depend upon qualifications/experience. Teaching duties include intro. to broadcasting, radio/TV programming, sales, advertising; speech/writing for broadcasting, also supervision of internships. Available Aug., 1985. Position will be filled as soon as suitable applicant is found, so early application encouraged. Letter of application, curriculum vitae, three current letters of reference to Thomas Richardson, Chairman, Dept. of English and Communications, Campbell University, Buies Creek, NC 27506.

**Broadcasting faculty position.** Instructor/assistant professor. One-year appointment (renewable). Teach introduction to mass communication, introduction to broadcasting, broadcast history, newswriting (some team-teaching); advise student-operated carrier current AM station. Professional experience, Ph.D. preferred. Resume, transcripts, three current references by June 1 to David A. Haberman, Chairman, Dept. of Journalism & Mass Communication, Creighton University, Omaha, NE 68178. EOE.

**Telecommunications:** Kutztown University announces fulltime, tenure track position. Ph.D. or near, three years college teaching required. Teach graduate and undergraduate courses in established, production oriented program. Should be able to teach TV production and any of the following: Intro, writing, law, management, and internship. Rank/salary commensurate with qualifications/experience. Available Sept., 1985. Resume, transcripts, three letters of recommendation by June 15, 1985, to Search Committee, Department of Telecommunications, Kutztown University, Kutztown, PA 19530. Kutztown University, an affirmative action/equal opportunity employer, actively solicits applications from qualified minority applicants

#### SITUATIONS WANTED INSTRUCTION

**20 years experience.** Major state university production facility. Administrator, producer/director, instructional design expert, art director/scenic designer, instructor-major production courses, published author, Master's degree. Desire academic or administrative appointment, Texas or Southwest, near family. Excellent references. Commercial art, theater background also. Available Summer, 1985. Call Ayers 201-932-3710; write 165 E. Mill Rd., Long Valley, NJ 07853.

#### 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.

**Broadcast equipment.** VHF low, NTSC, 20 KW or more transmitter, tower, antenna, studio equipment. 203-625-0393, Dave.

#### FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**New TV start-ups** - fast, cost effective construction. Top-quality equipment at bargain prices. We will write your business plan, help you with financing. Quality Media, 404-324-1271.

**Top quality equipment** - lowest prices - satisfaction guaranteed. Most brands new and used. Quality Media, 404-324-1271.

**New UHF transmitters** - our new "Silverline" transmitters are unbeatable for quality and price. Quality Media, 404-324-1271.

**UHF transmitters** - 2 available, 30KW or 55KW; low price; immediate delivery. Call Quality Media Corporation, 404-324-1271.

**55KW UHF TV transmitter**, GE. Excellent condition; available now. Also, other AM-FM-TV transmitters; major production gear. We buy & sell. Many spare tubes & parts for transmitters. Ray LaRue, 813-685-2938.

**Harris FM-40K (1979)**, 40KW FM, two 20K transmitters combined with two MS-15, auto exc. switching & spares. M. Cooper/Transcom Corp., 215-379-6585.

**One Scully 280-B** 4-track recorder with remote control and Peak audio digital timer, \$3,000; one BE series 3000 play-record cart machine, \$1,000; one Orban parametric equalizer, model 622B, \$400. Each 5 years old, well-maintained. Call/write Ms. Kim Nielsen, 7 Alexander Dr., Research Triangle Park, NC 27709, 919-549-0661.

**Automation:** Cetec 7000, level 1-A. 4000-event memory; enough for three-day weekend. Four ITC 750 stereo reel decks. Three Audiofile II-A stereo cartridge decks; 144-cartridge capacity. Automatic plain-english logging. Four extra Universal Source cards. Two terminals. All manuals & spares included. \$29,000/best offer. Randy Wells, KPEO, 707-433-4895.

**FM transmitters:** 20, 10, 7.5, 5, 3.5, 1, and .25 KW. Continental Communications, Box 78219, St Louis, MO 63178, 314-664-4497.

**AM transmitters:** 50, 5, 2.5, 1, 250, and .05 KW. Continental Communications, Box 78219, St Louis, MO 63178, 314-664-4497.

**Copper!** For all your broadcast needs. #10 ground radials, 2, 4, 6, 8" strap, counterpoise mesh. 317-962-8596, ask for copper sales.

**3/4" video editing** setup, complete with SEG, chroma-key, camera. Selling at 1/2 original price. Must sell now. 904-562-5176.

**Videocassettes**, blank master stock quality 3/4" U-matic videotape. Special sale Sony, Scotch, Fuji mini 20-minute field videocassettes, \$6.99. All other lengths and sizes available at half price. Satisfaction guaranteed. Call collect: Carpel Video, Inc., 301-845-8888.

**SMC DP-1C automation** system. Includes DS-20 switcher, (3) 350-RSB carousel cart machines, (4) ITC 750 tape decks, time announce deck w/controller, tone sensors, interfaces, cables, etc. Best offer. Contact Brian Danzic or Darren Dunlap, WCMB, P.O. Box 3433, Harrisburg, PA 17105, 717-763-7020.

**BMS portable microwave** transmitting system, nearly new, including antenna and battery pack. 315-683-5669.

**RCA TK 76-A**, new tubes, factory overhaul 2-85. 10X1 zoom, AC, battery belt, flight case. \$7,000/B.O. 212-982-8204 (NYC).

**Cetec Schaefer 7000** level II automation system. Immaculate condition. Currently on air. Includes 2 mono 48 tray IGM Instacarts, 3 ITC 750 reel to reel, time announce, Extel printer, CRT remote control, debug, memory load/dump, 7 spare source cards, spare parts. Price \$37,500. Bill Lyke, CE, 303-858-3699.

**Class A FM** equipment package, complete, including 300 ft. tower, studios, audio and monitors. Under \$50,000. Call Transcom Corp., 215-379-6585.

**1KW ITA FM 1000C** w/Versicout exciter, exc. cond. 1 KWAM, all solid state. 10 KW FM RCA 10E1 w/Moseley exciter. Call M. Cooper/Transcom Corp., 215-379-6585.

**TK-760s**, SK-96s, Ampex VPR-2Bs, VPR-2, TP-66s, Crosspoint latch 6112, TK-44Bs, Chyron 4100, TEK 650HR, VPR-1C, Microtime 20/20, Conrac 5722, TK-76 Triax conversion kits. Media Concepts, 919-977-3600.

#### MISCELLANEOUS

**Microphone lapel/tee bar.** Radio - TV professionals. \$9.98 + \$1.60 shipping/handling. Lineage Corp., PO Box 1550, Shallotte, NC 28459.

#### RADIO PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

**The plant doctor:** prescription for success. :60 daily program hosted by gardening expert Noei Falk, Ph.D. Reap profits! Kauffman Creative Services, R.D. #3, Box 570, Palmyra, PA 17078, 717-838-3668.

## RADIO

### Help Wanted Sales

#### GENERAL SALES MANAGER

Highly rated urban contemporary station. Top 10 market. Must be experienced & knowledgeable, research oriented, able to sell at client, agency, and retail level. Write Box K-75. EOE.

### Help Wanted Announcers

#### EXPANDING AIR STAFF

Major group-owned Sunbelter wants seasoned pro. Personality must relate well to 35+ full service audience. Stable background in handling music, news, talk, & sports. Equal opportunity employer. Resume to Box K-136.

## THIS PUBLICATION IS AVAILABLE IN MICROFORM

### University Microfilms International

300 North Zeeb Road,  
Dept. P.R., Ann Arbor,  
MI 48106



## VOICE OF AMERICA RADIO BROADCASTERS

Voice of America is putting together a team of professional radio broadcasters to produce feature programs for western European audience. Members of this unique team will develop original ideas and turn them into high quality radio programs using the most sophisticated sound production techniques. Research, reporting, interviewing, writing, producing, and voicing are all part of the job. Knowledge of western European history, customs, and languages desirable. Salary ranges from \$37,599 to \$48,876.

Voice of America, part of the United States Information Agency, offers excellent salary/benefits package, including life/health insurance. VOA broadcasts over 1,000 hours weekly in 42 languages to 100 million listeners, and is one of the world's most prestigious & authoritative radio networks. Send resume or government employment application Standard Form 171 (SF-171) to:

**Voice of America/PR  
Room 1192 (USIA-5-116)  
330 Independence Ave., SW  
Washington, DC 20547**

Applications may be obtained from Office of Personnel Management Regional Offices or by writing to us. VOA is an equal opportunity employer. Closing date for receipt of applications at the above address: May 10, 1985.

## CLIENT SERVICE REPRESENTATIVE

**New York  
Office**

Arbitron, one of the nation's leading radio and TV audience measurement firms, has opening for a TV client service representative. Position requires a degree, research experience, and excellent written/oral communication skills. Person will handle phone contact and written correspondence with station clients & our product group. Will also work on analytical projects and train clients in use of our services. If you're qualified, send resume/salary requirements to:

**Roberta DePolo  
The Arbitron Ratings Company  
1350 Ave. of the Americas  
New York, NY 10019**  
An affirmative action employer

### Situations Wanted News

**SPORTS - 1 OF THE BEST**  
Top 5 mkt. pro, excellent PBP. Award winning anchor/reporter. Here 16 yrs. Ready for change, with heavy PBP - all mkts. Box K-91.

### Situations Wanted Management

**RADIO-TV GM**  
Expd. all facets. Strong sales. Avail. immediately. Great references. Let's talk. Write Box K-151.

### SPORTS TO GO

I'm an award winning sportscaster (Associated Press play by play) with over 10 years' experience. I also do field work & producing. If you're looking for fulltime play by play & consistent sports coverage, try me. You might not look any further. Write Box K-106.

### Situations Wanted Announcers

**THE MOST FROM  
YOUR MORNINGS!**  
Dynamic AM drive specialist seeks new home. Track record shows instant ratings & revenue. FM only. If you're serious about success, we should talk. 205-928-8015.

### FORMER RADIO TALK SHOW OF

the year: Charlie Donovan. 12 years in majors, ratings and references. How can I help your major market station? 301-444-5328.

**For fast  
Action Use  
BROADCASTING'S  
Classified Advertising**

### Help Wanted Programing, Production, Others

#### ON AIR PROMOTION

America's #1 independent looking for experienced promotion writer/producer who can pack sizzle into movie and sports spots & appreciates production value. We offer great working environment, and opportunity to spread your creative wings. Resume & your best five spots to Lindy Spero, WTTG-TV, 5151 Wisconsin Ave., NW, Washington, DC 20016. No phone calls.



## Program Director

### We're Looking For Someone Who's on Top of Behind The Scenes Action

We are a Top Ten Independent Station with a reputation for programming excellence. We are currently seeking a take-charge professional who is as comfortable with the behind the scenes aspects of programming as with programming itself.

Specific duties will include personnel scheduling, program scheduling, cost control management, as well as involvement with producing local documentaries, public affairs programs and station specials. The development of new program concepts will also be involved.

To qualify, a minimum of 5 solid years' experience in a top market as a Program Director or Assistant Program Director is required. Knowledge of promotions essential. Preference will be given to candidates who are currently working at an Independent Station.

If your qualifications and goals match ours, we'd like to speak with you. Send a detailed resume with salary requirements, in confidence, to: BOX 417, Suite 1501, 50 E. 42nd Street, New York, NY 10017. An Equal Opportunity Employer m/f.

## ELECTRONIC GRAPHICS ENGINEER

KNBC has an exciting new state-of-the-art opportunity for an individual who has the skills, talent and creativity to work at the cutting edge of the Electronic Graphics field.

We are currently in the process of completing installation of what promises to be one of the most technologically advanced and sophisticated Graphics rooms in existence. The individual who qualifies for this dynamite area will have no less than three years experience in the operation of character generators, (Chyron IV, the Dubner CBG-2, and ADO), color correctors, Qantel still store, cameras, switchers, and other related electronic devices.

In this position you will create, store, and release graphics material for KNBC News, Sports, and Entertainment programs. If you have the necessary talents for this spot and desire the challenge of working with the leader in broadcast technology, you should apply by sending us your resume for prompt and confidential consideration to:

**NBC Employment  
Dept. EGE  
3000 W. Alameda Ave.  
Burbank, CA 91523**

Equal Opportunity Employer



### EDITING SERVICES MANAGER

Seasoned videotape editor (with demonstrated experience in 1" and 3/4" computerized editing and DVE) sought for newly created position in expanding TV production facility of large, multi-state corporation based in St. Louis, MO. Responsible for hands-on editing in new 1" suite with computer-assisted editor, Grass Valley 300 switcher, Ampex ADO, Chyron 4100, and full complement of audio gear. Also responsible for overseeing second 1" editing suite with Convergence 204 editor and 3/4" Sony BVU editing suite with Sony 300 editor. Other duties include overseeing audio production studio, graphics composition center, and videotape duplication. Individual will join a team of award-winning TV professionals who produce more than 100 programs annually. A new, larger production facility is being constructed and will be occupied this summer. Compensation package includes excellent benefits. Send detailed resume only (a demo tape will be required later, at time of interview) with work experience & educational background to Box K-110. Equal opportunity employer.

### EDITOR/ STUDIO COORDINATOR

Join a professional radio/TV production team! Busy audio & video broadcast-quality operation needs fulltime editor/studio coordinator. Handle production of 2 national radio series, 3/4" videotape editing, 3/4" videotape shoots, source library, research, some writing. Great opportunity! Good benefits. low/mid \$20's. Send resume, no tapes:

**Broadcast Unit  
Chemical Manufacturers  
Association  
2501 M St. NW  
Washington, DC 20037**

No calls, please  
Equal opportunity employer

### THIS PUBLICATION IS AVAILABLE IN MICROFORM

**University Microfilms International**  
300 Zeeb Road, Dept. PR., Ann Arbor, MI  
48106

### Situations Wanted News

#### FLY HIGH

Multiple Emmy-award winning reporter/magazine host, with anchor experience, qualified to pilot your station's helicopter. I'll gladly tackle additional on-air duties as you see fit (weather, anchor, talk, etc.). Get people talking about your news—I've got the style to do it. Working now, but available. Respond in confidence to Box K-154.

#### ONE-MAN-BUREAU

Producer-cameraman-editor, with broadcast equipment, seeks overseas assignment. Network experience includes Afghanistan, & Pakistan. Other: China, Taiwan, Indonesia. Spanish language. Will go anywhere. 212-982-8204.



**Situations Wanted Programing,  
Production, Others**

**NEED TV PROMOTION/  
MARKETING SAVVY?**

Experienced builder of promotion departments & ratings (record and references to prove it) seeks station with desire and plans to grow & imaginative GM who believes in strong station marketing and management teamwork. Box K-143.

**ALLIED FIELDS  
Help Wanted Management**

**BROADCAST INVESTMENT  
BANKER**

As a leading media broker and investment banking firm, we're seeking a seasoned broadcast investment banker with extensive experience in mergers, acquisitions, & financing of TV and radio stations. Substantial travel required. Excellent compensation and benefit package available for right individual. Please reply with detailed resume, salary history and references, which will be held confidential until initial interview. We're an equal opportunity employer; our employees are aware of this advertisement. Send resumes to Box K-145.

**Employment Service**

**RADIO PERSONNEL NEEDED**

In the past year, hundreds & hundreds of radio stations, from every state in the U.S., in every size market, contacted NATIONAL with job orders. So far this year, we're even busier. To help fill these openings, NATIONAL is in constant need of announcers, newspeople, programmers, & salespeople. NATIONAL, the nation's leading radio placement service, places from coast to coast. If you're seriously seeking a move up, don't wait, contact NATIONAL now. For complete information, including brochure & registration form, enclose \$1 postage & handling to:

**NATIONAL BROADCAST  
TALENT COORDINATORS  
DEPT. B., PO BOX 20551  
BIRMINGHAM, AL 35216  
205-822-9144-ACT NOW!**

**SEEKING A JOB IN TV?**

Get **DIRECTION**, the new national directory of TV employers. Over 2,000 companies listed with addresses, phone #'s, & business descriptions. Compiled by insiders of the TV industry, **DIRECTION** also includes a book of job search techniques for TV. Get the edge over your competitors with this innovative job search tool! For more info, write Communications Connection, 1 Linden Pl., Dept. A, Great Neck, NY 11021.

**10,000 RADIO-TV JOBS**

The most complete & current radio, TV publication published in America. Beware of imitators! Year after year thousands of broadcasters find employment through us. Up to 98% of nationwide openings published every week, over 10,000 yearly! All market sizes, all formats. Openings for DJs, salespeople, news, production. 1 week computer list: \$6. Special bonus: 6 consecutive wks. only \$14.95—you save \$2!! **AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas NV 89101. Money back guarantee!**

**Radio Programing**



**Lum and Abner  
Are Back**

...piling up profits  
for sponsors and stations.  
15-minute programs from  
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737  
Jonesboro, Arkansas 72403 ■ 501/972-5884

**Consultants**

**MAJOR FM OPPORTUNITY**

Docket 80-90 creates 689 allocations nationwide. Turnkey FCC licensing services for new FMs, incl. transmitter site acquisitions. Over 180 professional engineers, field consultants, staff. Flat fee pricing and guaranteed application work. Call today for details: 301-262-4400. Attn: Carl Hurlbaas, Sachs/Freeman Associates, Inc., 14300 Gallant Fox La., Ste. 214, Bowie, MD 20715. Member AFCCE.

**Miscellaneous**

**VENTURE CAPITAL  
DEBT FINANCING**

For broadcasters  
**Sanders & Co.**  
1900 Emery St., Ste. 206  
Atlanta, GA 30318  
404-355-6800

**Business Opportunity**



**AMERICA'S  
PREFERRED  
CABLE  
GUIDE**

If you're people oriented & interested in using management skills to your benefit, call Jonny Adams, 800-24-TEMPO for more details. Franchise fee \$19,500. 10+ years' experience with 78 guides published in 13 states.

**TV TEMPO**  
3131 ATLANTA HWY.  
ATHENS, GA 30606  
IN GA: 404-354-8004

**For Sale Stations**

**Media Mark Corporation**

P.O. Box 1739 • Hot Springs, AR 71902

ARKANSAS — AM daytimer in small market resort area. Ideal family operation. FM available under 80/90. Profitable. Owner wants to retire. \$215,000.

**Media Brokers • 501-525-4600**

**SMALL MARKET**

Class A FM/class IV AM. Excellent coverage. 1984 revenue \$565,000. Price: \$1,400,000, terms.

**SMALL MARKET**

Class IVAM stereo. 1984 revenue \$536,000. 1984 cash flow \$129,000. Price: \$800,000, terms.

**For Sale Stations Continued**

**BETTER THAN  
OWNING A  
RADIO STATION  
OWN A  
CONNECTICUT  
SCHOOL OF  
BROADCASTING  
in Your City**



- Over 20 years of proven success in training professional broadcasters.
  - Thousands of CSB graduates employed in radio and TV coast-to-coast.
- Now, you can be in business for yourself but not by yourself. Connecticut School of Broadcasting is expanding its operations in a limited number of prime markets throughout the country.\*

As a CSB owner, you'll start with someone already at the top of the broadcast school business. Train in Connecticut or Palm Beach.

Franchise Fee \$49,000.

Call Bud Stone, Exec. Director  
1-203-232-9988

**CONNECTICUT SCHOOL  
OF BROADCASTING**

Radio Park, Farmington, CT 06032  
Stratford, CT Palm Beach, FLA

\*Not available in New England, South Florida, New York City or Northern New Jersey.

**SMALL MARKET**

New 1985 class A FM/class IVAM. Excellent coverage. 1984 revenue \$600,000. Price: \$1,500,000, terms.

**MEDIUM MARKET**

Class C FM - good potential. 1984 revenue: \$2,000,000. 1984 cash flow \$886,000. Price: \$6,900,000, cash.

**JAMAR RICE CO.**

Media Brokerage & Appraisals

950 West Lake High Dr.,  
Suite #103  
Austin, TX 78746  
512-327-9570

For Sale Stations Continued

"TWENTY YEARS OF EXPERIENCE GOES INTO EVERY SALE"

# H.B. La Rue, Media Broker

Radio TV CATV Appraisals

**West Coast**

44 Montgomery St. #500  
San Francisco, CA 94104  
415 434-1750

**East Coast**

500 East 77th St. #1909  
New York, N.Y. 10021  
212 288-0737

**Atlanta**

6600 Powers Ferry Rd. #205  
Atlanta, GA 30339  
404 956-0673 Hal Gore, V.P.



**CHAPMAN ASSOCIATES®**  
nationwide media brokers

Location	Size	Type	Price	Terms	Contact	Phone
TX	Maj	AM	\$3200K	Terms	Bill Whitley	(214) 680-2807
KY	Reg	AM/FM	\$1500K	Terms	Ernie Pearce	(615) 373-8315
CO	Med	AM/FM	\$1200K	\$240K	Elliot Evers	(415) 387-0397
FL	Reg	2 FMs	\$1125K	\$125K	Randy Jeffery	(305) 295-2572
AR	Met	AM/FM	\$1075K	\$260K	Bill Whitley	(214) 680-2807
IA	Met	AM/FM	\$875K	Nego	Burt Sherwood	(312) 272-4970
CO	Sm	FM	\$850K	Terms	David LaFrance	(303) 534-3040
WY	Sm	FM	\$800K	\$125K	Greg Merrill	(801) 753-8090
ID	Met	FM	\$695K	\$90K	Greg Merrill	(801) 753-8090
OK	SM	FM	\$350K	Cash	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.

**BOB KIMEL'S  
NEW ENGLAND MEDIA, INC.**

**#1 IN YOUR CHAIN**

This single station market AM/FM has good real estate, good equipment, and good sales base. An owner-operator with sales background can build on this station toward that chain you've been aiming for. \$295,000 total price, firm; \$75,000 cash down, owner financing on the balance.

8 DRISCOLL DR. ST. ALBANS, VT. 05478  
802-524-5963  
GEORGE WILCOY 207-947-6083 (ME)  
BOB HARTSHORN 315-287-0061 (NY)

**MIDWEST OPPORTUNITY**

Fulltime AM at low end of dial. Major industrial center. Slightly more than one times gross. Price: \$550,000 cash. Call Jay Bowles, 404-892-4655.

**BLACKBURN & COMPANY, INC.**

RADIO - TV - CATV - NEWSPAPER BROKERS NEGOTIATIONS - FINANCING - APPRAISALS

- Class C.Large state capitol South \$2.5 million. Terms.
- Many TV's & TV CP's & FMs
- AM/FM. Central Michigan. Covers 40,000. \$240,000. Terms.

**BUSINESS BROKER ASSOCIATES**  
615-756-7635-24 HRS.

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**  
**MEDIA BROKERS—APPRAISERS**  
"Specializing in Sunbelt Broadcast Properties"  
5050 Poplar · Suite 1135 · Memphis, TN 38157

**SUBURBAN NEW YORK**

Public auction. WHTG-AM-FM, Eatontown, NJ, Thurs May 16, 10AM, on premises -1129 Hope Rd., 1.5 miles south of Garden State Pkwy Exit 105. Terms for each station: \$40,000 downpayment, balance cash upon FCC approval. Inspection Wed., May 15, 9-4 PM & 9 AM day of sale only to those showing possession of \$40,000 certified check. 201-870-6938.

**SUNBELT AM**

AM available with CP to move tower and increase power & frequency. With upgrade, station will have one of best signals in one of the most attractive Florida growth markets. Write Box K-121.

**MIDWESTERN AM**

Fulltime Midwestern AM. Asking price of \$1,400,000 breaks down to approximately 2 times revenue or 6.25 times cash flow. Attractive owner-operator opportunity. Write Box K-120.

**ATTN: GROUP OWNERS**

Sunbelt class C FM, 100,000 watt stereo, with real estate. No. 1 growth area. E.B.I. more than \$33,000. This one won't last long. Box K-160.

**3000 WATT FM  
ELWOOD, INDIANA**

Station with growth potential. Richard L. Darst, 717 E. 86th St., Indianapolis, IN 46204; 317-255-5797.

**this  
publication is  
available in  
microform**



Please send me additional information.  
**University Microfilms  
International**

300 North Zeeb Road  
Dept. P.R.  
Ann Arbor, MI 48106  
U.S.A.

18 Bedford Row  
Dept. P.R.  
London, W01R 4EJ  
England

Name \_\_\_\_\_  
Institution \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_



## For Sale Stations Continued

**Dan Hayslett**  
 A ASSOCIATES, INC.  
**Media Brokers**  
 RADIO, TV, and CATV  
 (214) 691-2076  
 10509 Berry Knoll Dr., Dallas 75230

### MIAMI/FT. LAUDERDALE AM

5000 KW day-night. Established format. Price \$1.5 million. Terms considered for qualified buyers. Mail inquiries to the Seneca Group, Ste. 6, 1085 SW 15th Ave., Delray Beach, FL 33444. Serious inquiries only.

### AM-FM IN ILLINOIS

Close to metropolitan market. Write Box K-135.

*Ralph E. Meador*

MEDIA BROKER  
 AM-FM-TV-Appraisals  
 P.O. Box 36  
 Lexington, MO 64067  
 816-259-2544

### CONSTRUCTION PERMIT

For a TV translator station licensed in Rock Springs, Wyoming. Contact Richard Flores, 307-382-2121.

### 1KW AM

Single station ND market. Beautiful studios; excellent equipment included. Needs owner-operator. Terms available. Partner considered. T.L. Laidlaw, United Brokerage, 300 N. 5th St., Grand Forks, ND 58201, 701-775-0637.

### TOP 15 MARKET

Daytime AM for sale for \$120,000 cash. Box K-7.

### SEVERAL MONTANA STATIONS

AM's - class C - combos. Great growth potential. Excellent low downpayment, terms. United Brokerage, 300 N. 5th St., Grand Forks, ND 58201, T.L. Laidlaw, 701-775-0637.

### UPSTATE NY

Daytime AM w/PSA & class A FM CP. Excellent AM freq. Proven cash flow will retire bal. after downpayment to present owner. Well-respected stations. Need owner/operator. Asking \$425,000. Write Box K-156.

### CLASS C FM

A winner in market with year-round sunshine & delightful climate. Excellent ratings. Positive cash flow. \$2,800,000. Price is only 8 times fiscal '85 projected cash flow. Write Box K-122.

### CENTRAL TEXAS

Small market AM with FM CP. \$350,000, terms. Write Box K-134.

### 100,000 WATT FM

Medium size Midwest market Class C FM station with billings at annualized level of over \$400,000. Asking price of \$950,000; less than 2 1/2 times gross. Prefer cash buyer. Principals only. Please indicate financial qualifications with letter. Box K-159.

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be

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 VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: 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 & Business Opportunities advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

# Fates & Fortunes

## Media

**Kevin O'Brien**, VP and general manager, Met-



O'Brien



O'Connor

romedia's WTTG(TV) Washington, and **Robert O'Connor**, VP and general manager, Metromedia's WNEW-TV New York, are switching posts. Both moves are homecoming's of sorts. O'Brien, 17-year Metromedia veteran, is native of New Jersey, and was account executive at WNEW-TV early in his career. O'Connor, who has been with Metromedia for 30 years, is native Washingtonian who joined WTTG out of college, and was eventually program director there.

**Dean Goodman**, general manager, WLVE(FM) Miami Beach, Fla., and **Douglas A. Padgett**, general manager, KODE-TV Joplin, Mo., named VP's of parent, Gilmore Broadcasting Corp.

**Ray Chumley**, VP and general manager, Television Station Partners' WTOV-TV Steubenville, Ohio, joins co-owned WEYI-TV Flint, Mich., in same capacity. **Brett Cornwell**, VP and general sales manager, WTOV-TV, succeeds Chumley.

**Jack Donahue**, VP, sales and marketing, KFDX-TV Wichita Falls, Tex., joins Burke Broadcasting, Cheyenne, Wyo., as VP and general manager of its television stations: KYCU-TV Cheyenne; KSTF(TV) Scottsbluff, Neb., and KTVS(TV) Sterling, Colo.

**Ron Watson**, sales manager, KSEA(FM) Seattle, joins KQKT(FM) there as general manager.

**Jack Teiken**, from KOUR-AM-FM Independence, Iowa, joins KODY-AM-FM North Platte, Neb., as general manager. **Brian Bruns**, program director, KODY-AM-FM, named operations director.

**Gerald Hale**, general manager, KMDX(FM) Parker, Ariz., assumes additional duties as station manager of co-owned KSFE(AM) Needles, Calif.

**John Cardenas Sr.**, VP and general manager, Cable Television Company of Greater San Juan, P.R., named executive VP.

**Marshall Strickland**, acting regional marketing director and assistant system manager, Continental Cablevision's Richmond, Va., system, named to newly created position of regional director of marketing for Illinois/Iowa/Missouri region of Continental, St. Louis.

**Frederick Griffiths**, VP, administration, Outer Communications, Providence, R.I., named VP, corporate affairs.

**Richard Hockman**, senior general attorney, network governmental regulation, ABC, New York, named VP, real estate and construction.

**Glen Lahman**, director of operations, Home Team Sports, pay sports cable service of Group W Cable, Washington, named manager, central licensing bureau, Westinghouse Broadcasting & Cable, Washington.

**Eleanor Brown**, personnel director, WSB-AM-FM-TV Atlanta, joins Gannett, Washington, as director, personnel, broadcast division.

**Donald Coe**, program director, wwzz(AM) Sarasota, Fla., named administrative manager.

**John Flanzer**, from noncommercial wCFE-TV Plattsburg, N.Y., joins noncommercial WNIN(TV) Evansville, Ind., as director of broadcasting.

**Kathleen Henderson**, manager, advertising standards, broadcast standards department, NBC, New York, named director, advertising standards.

**Sonia Uscategui**, executive secretary to director of affiliate relations, CBS Radio Network, New York, named manager, affiliate administration.

## Marketing

Named senior VP's, Campbell-Ewald Co., Warren, Mich.: **Karen Ritchie**, media group supervisor; **Dennis Connaughton**, senior account supervisor; **Woodrow Litwhiler**, associate creative director, and **William Ludwig**, creative group head.

**Tony Pace**, associate director of marketing and account supervisor, Young & Rubicam USA, New York, named VP.



Landy

**Joseph Landy**, executive VP, director of client services, Needham Harper Worldwide, New York, named executive VP, general manager, Washington office.

Named executive creative directors in reorganization of creative department, SSC&B, New York, from eight

groups into four: **Michael Shalette**, executive VP; **Judith Lotas**, executive VP, and **Lynn Giordano**, senior VP. Fourth director has not been named. In addition, **George Bragg**, from Kenyon & Eckhardt, New York, to senior VP, director of broadcast production, and **Ira Chynsky**, from Leber Katz Partners, New York, to VP, director of creative services administration.

**Richard Everett**, from J. Walter Thompson, Chicago, joins Tatham-Laird & Kudner there as account supervisor. **Frank Amadio**, from Cunningham & Walsh, New York, joins T-L&K there as assistant account executive.

**Thomas Cummings**, associate creative director, Verno Advertising Associates, Rochester, N.Y., named VP, creative services.

**Keith Ritter**, director of marketing, ABC TV Spot Sales, New York, named director of marketing, ABC Owned Television Stations.

**Bill McHale**, VP/stations, Republic Radio Sales, New York, joins Selcom Radio there as senior VP, Eastern division manager. **Dick McCauley**, senior vice president/station development, Selcom Radio, and **Tom Gatti**, VP and general manager for Selcom Radio's (unwired) network, have resigned their posts.

**Kristin Fitzgerald**, director, sports sales, NBC, New York, named VP, sports sales development, NBC-TV.

Appointments, BBDO, Detroit: **H. Kyle Given III**, freelance writer and producer, Detroit, to senior writer-TV producer; **Lauren Crane**, from D'Arcy MacManus Masius, Bloomfield Hills, Mich., to writer; **Todd MacIntosh**, from J. Walter Thompson, Dearborn, Mich., to art director; **Todd Bendler**, associate creative director, to creative director, and **Craig MacIntosh**, writer, to creative supervisor.

**Kenneth Parlatore**, VP, director of sales promotion, Cunningham & Walsh, New York, joins Campbell-Ewald there as VP, sales promotion manager.

**Steve Lentz**, attorney, Chesapeake, Va., joins CBN Cable Network, Virginia Beach, Va., as sales manager, direct response advertising.

**Lawrence Koenig Miller**, from D'Arcy MacManus Masius Worldwide, New York, joins N W Ayer there as media planner.

**Tyrone Albert**, marketing research manager, Brown & Williamson Tobacco Co., Louisville, Ky., joins D'Arcy MacManus Masius, St. Louis, as associate research director.

**Paul Strasser**, from Market and Research Counselors Inc., Philadelphia, joins Weightman Advertising there as director of research.

**Ginger Kraus**, from Westwood One, New York, joins Blair Television there as account executive, independent blue sales team. **Todd Siegel**, from Katz Sports, New York, joins Blair television as account executive, red sales team. **Don Larson**, from Katz Independent Television, Los Angeles, and **Deena Kuper**, from McCann-Erickson, join Blair Television, Los Angeles, as account executives, independent team.

**Lloyd Wendkos**, manager, capital and planning, KCBS-TV Los Angeles, named director of newly created broadcast services department. Department consolidates sales traffic, broadcast operations and sales service.

**Daniel Abramson Jr.**, from Geers Gross Advertising, New York, joins Beber Silverstein



& Partners Advertising there as account supervisor.

**Charles Lizzo**, team manager, MMT Sales, New York, named VP, group manager, of newly created independent-only group.

**Tom DeMarinis**, producer-director, programming department, Viacom Cablevision of Long Island, Hauppauge, N.Y., named marketing manager, marketing department.

**Catherine Mazurek**, manager of financial reporting, Lewis, Gilman & Kynett, Philadelphia, named manager of information systems.

**Sue Barnes**, from KRTH(FM) Los Angeles, joins Republic Radio as manager, Los Angeles office.

**Ann Stookey**, advertising manager, *Tulsa* (Okla.) *County News*, joins The Marketing Group, Dallas, as media buyer and office manager.

**Anthony Peters**, from Random House, New York, joins John Blair & Co. there as director of human resources for its radio and television representatives.

**Mike Berman**, general sales manager, WKBD-TV Detroit, joins WXON-TV there in same capacity.

**Mark Biviano**, national sales manager, WGAR-AM-FM Cleveland, joins WQAL(FM) there as general sales manager.

**Steven Angel**, sales manager, KFWE(AM) Los Angeles, named general sales manager. **Charna Boggs**, from Group W's KJQY(FM) San Diego, joins co-owned KWFB as direct sales manager.

**Chuck Cunningham**, sales manager, WKJJ-FM Louisville, Ky., joins WNAP(FM) Indianapolis in same capacity.

**R. Clark Exmeyer**, account executive, WYNG-FM Evansville, Ind., named local sales manager.

**Michael Anselmo**, account executive, WDG(AM)-KEEY-FM Minneapolis-St. Paul, named local sales manager.

**Arthur Carr**, account executive, John Blair & Co., Boston, joins WXNE-TV there as national sales manager.

**Michael Vince**, advertising manager, Caltec Cablevision, Timonium, Md., named advertising director.

**James Schuessler**, from KCBR-TV Des Moines, Iowa, joins WLUK-TV Green Bay, Wis., as marketing specialist.

**John Nelson**, from Harrington, Righter & Parsons, Los Angeles, joins KCBS-TV there as account executive.

**Howard Strudler**, assistant manager, Bloomingdale, New York, joins WRLH-TV Richmond, Va., as account executive.

**David Ferraro**, from KISN(FM) Salt Lake City, joins KTVX(TV) there as account executive.

**Dave McMurray**, from local publication, Westmont, Ill., joins WMET(FM) there as account executive.

**Pat Todd**, from KSDK-TV St. Louis, joins KOLR-TV Springfield, Mo., as account executive.

**Harry Spieker**, sales manager, KGUN-TV Tuc-

son, Ariz., joins KTSP-TV Phoenix as account executive.

**Phillip Gardner**, account manager, New Jersey Network, Trenton, N.J., joins WPVI-TV Philadelphia as account executive.

**Beverly Tucker**, from Cato Chemical Co., Concord, N.H., joins WSPA-TV Spartanburg, S.C., as account executive.

**Denise Norman**, account executive, KWYZ(AM) Everett, Wash., joins KING(AM) Seattle in same capacity.

**Jacie Cordes Hurd**, local account executive, KXLI-TV St. Cloud, Minn., joins Harrington, Righter & Parsons, Minneapolis, as account executive.

**Jeffrey Slaven**, from WGGT(TV) Greensboro, N.C., and **Peter Nygaard**, from WMDH(FM) Muncie, Ind., join WPDS-TV Indianapolis as account executives.

**Gregory Martini**, from WPTV(TV) West Palm Beach, Fla., joins KMOX-TV St. Louis as account executive.

## Programing

**Ken Wales**, producer-director, joins The Disney Channel, Burbank, Calif., as VP, production.

**Joseph Fiscina**, production manager, NBC Sports, Europe, London, named manager, production administration and control, NBC Sports, New York.

**Jack Singer**, VP, television and theatrical sales, ABC Pictures, New York, retires May 1 after 29 years with ABC. He has formed his own company, Jack Singer Associates, which will be involved with number of international television activities.

**Paul Rich**, VP, worldwide sales, Metromedia Producers Corp., Boston, named executive



Rich



Marson

VP, worldwide sales, Los Angeles. **Bruce Marson**, VP, program development, Metromedia Producers Corp., Los Angeles, named senior VP, programing.

**Elizabeth Narrater**, affiliate relations analyst, CBS Radio Network, New York, named manager, special events.

**Robert Murray**, VP, broadcast sales, OCC Enterprises, division of Ohlmeyer Communications Co., New York, named senior VP, broadcast sales and programing.

**Robert Davenport**, from CBS, Los Angeles, joins Viacom Productions there as story analyst.

**Michael Doodan**, director of telecommunications legal affairs and corporate counsel, 20th Century Fox, Los Angeles, named VP, tele-

communications legal affairs and corporate counsel.

**Mac Allen**, program director, WKQS(FM) Miami, joins Mutual Radio Network, Arlington, Va., as manager of feature programs.

**Dana Bucklin**, marketing manager, UA/Columbia Cable, Richland, Wash., joins Showtime/The Movie Channel as district affiliate manager of new Portland, Ore.-based regional office, which has been moved from Seattle.

**Jim Lindly**, marketing representative, Oregon Mutual Insurance, Portland, joins Showtime/The Movie Channel as area manager, Portland office. Appointments, Showtime/The Movie Channel, New York: **Annette Caruso**, marketing coordinator, Rainbow Programing Services, Woodbury, N.Y., to district affiliate manager there; **Michele Miranda**, public relations manager, The Playboy Channel, New York, to district affiliate manager; **Joseph Saffuto**, from Viacom International, New York, to district affiliate manager, and **Deidre Walsh**, affiliate marketing coordinator, Rainbow Programing Services, Woodbury, to sales representative.

Appointments at Baseball Newsatlite, Stamford, Conn.-based division of Major League Baseball Productions that provides satellite-delivered baseball highlight and feature material to subscribing television stations: producers, MLBP, New York, to senior producers: **Jim Scott**, **Roger Drake** and **Christopher Brande**. Associate producers, MLBP, New York, to associate producers: **Arthur Schechter**, **William Weinbaum**, **Stuart Kirshenbaum**, **Thomas Alter**, **John Petacchi**, **Joe Podesta Jr.**, **Louis Charlip**, sports producer and videographer, WXEX-TV Richmond, Va.; **Daniel Price**, producer-director, WTIC-TV Hartford, Conn., and **Timothy Roberts**, production manager, Cablevision of Connecticut, Westport, Conn., to associate producers. **Warner Fusselle**, senior writer and producer, MLBP, to staff announcer. **Katherine DeRose**, administrative assistant to office of commissioner of baseball, to production coordinator.

**Leon Memoli**, from William Morris Agency, New York, joins D.L. Taffner Ltd. there as senior executive.

**Roy Lindau**, president, Music Media International, New York, joins Concert Music Network there as director of sales.

**William Rogers**, assistant general counsel, Viacom International, Los Angeles, named director of business affairs, Viacom Productions.

**Bob Hoffmaster**, production director, WBMW(FM) Manassas, Va., joins United Stations, Washington, as member of affiliate relations department.

**Al Trautwig**, sports commentator, USA Network, New York, joins ABC Sports there as commentator.

**Bobby Colomby**, divisional VP, Capitol Records, Los Angeles, joins *Entertainment Tonight*, Paramount Pictures Corp. there, as music correspondent.

**Sydney Thum**, traffic director, WMAZ-TV Macon, Ga., named program director.

**Michael Fuszner**, from WIVY-FM Jacksonville, Fla., joins KQKT(FM) Seattle as program director.

**Emil Gallina**, from own documentary and corporate communications production firm, Intermedia, Washington, joins WJLA-TV there as producer.

**Pam Lynsey**, from WHK(AM)-WMMS(FM) Cleveland, joins WQLS(AM) Painesville, Ohio, as air personality.

**Mike Kelly**, from WAGO(FM) Elmwood, Ill., joins WLS-FM Chicago as air personality.

**Tony Harris**, reporter, WJKW-TV Cleveland, named co-host, *PM Magazine*.

## News and Public Affairs

**Peter Sturtevant**, producer, *60 Minutes*, CBS News, New York, joins CNN there as senior producer, business news. **Larry Moscow**, producer, business news, CNN, Washington, named senior producer, business news.



Peditto

**John Parsons Peditto**, news director, WNEW-TV New York, named VP.

**Brad Behan**, news director, KCEE(AM) Tucson, Ariz., joins KQKT(FM) Seattle in same capacity.

**Chuck Stevenson**, from WLS-TV Chicago, joins KCBS-TV Los Angeles as news producer for station.

**Matthew Hoff**, broadcast executive, Utah, Idaho and Montana, Associated Press, named executive for Michigan and Ohio, based in Detroit. **Susan Spaulding**, from WKIX(AM) Raleigh, N.C., joins AP, San Francisco, as broadcast executive, Northern California. **Carol Esler**, from Minneapolis bureau, Associated Press, and **Rich Johnson**, from CNN, Atlanta, join AP, Washington, as staff members.

Appointments, WGAL-TV Lancaster, Pa.: **Matt Silverman**, night assignment editor-producer, to producer, morning report; **Kim Lemon**, weekend anchor, to co-anchor, early report; **Lee Schwartz**, from morning report, to producer, weekend news; **Howard Sheppard**, senior producer, late reporter, to same post, early report, and **Tom Pratt**, from weekend news, to producer, late report.

Appointments, WPLG(TV) Miami, Fla.: **Nery Ynclan**, reporter, *Miami Herald*, to reporter; **Michael Shapiro**, assignment editor, WINK-TV Fort Myers, Fla., to assignment editor, and **Bill Martin**, from KOCO-TV Oklahoma City, to associate producer.

**Dan Bradley**, acting assignment editor, WXFL(TV) Tampa-St. Petersburg, Fla., named assignment editor.

**William Martin**, from WHTM-TV Harrisburg, Pa., joins WHIO-TV Dayton, Ohio, as Springfield, Ohio, bureau chief.

**Jerry Whitman**, from WWJ(AM) Detroit, joins National Television News there as producer.

**Tappy Phillips**, from WKYC-TV Cleveland, joins WABC-TV New York as reporter.

**Jim Schnebelt**, from KTBS-TV Shreveport, La., joins KTSP-TV Phoenix as weekend me-

teorologist.

**Donna Harul**, news writer, KOMO-TV Seattle, joins KIRO-TV there in same capacity.

**Lloyd Bryant**, from noncommercial WGUC(FM) Cincinnati, joins WKEF(TV) Dayton, Ohio, as weekend weather anchor.

**Al Caruso**, from KCRF(FM) Lincoln City, Ore., joins KWJ(AM)-KJIB(FM) Portland, Ore., as reporter.

**Stu Klitenic**, from WJBK-TV Detroit, joins WXYZ-TV there as sports reporter.

**Betsy Stark**, producer, *Inside Story*, PBS, New York, joins Business Times there as market reporter.

## Technology

**Yoichi (Jay) Tosaka**, who from 1973 to 1985 served as president of Hitachi Denshi England, based in London, and later directed overseas sales from Tokyo, named president, Hitachi Denshi America, New York. **AKlo Kobayashi**, president, Hitachi Denshi Canada, assumes additional duties as executive VP, Hitachi Denshi America, based in Woodbury, N.Y.

**John Battin**, senior VP and general manager, communications, portable paging and components group, Motorola, joins Wavetek, San Diego, as president, chief executive officer and director of company. **John Byrne**, VP, general counsel and secretary, Wavetek, San Diego, named chief financial officer.

**James Truelove**, general manager, electronic

newsgathering-broadcast operations and engineering, ABC, New York, named VP, television operations, BO&E, Washington bureau. **Frank Quito**, manager, field operations, BO&E, ABC, New York, named general manager, electronic newsgathering, BO&E.

**Dom Saccacio**, president and chief executive officer, CMI/Trendata Corp., joins Montage Computer Corp., Boston, as president and CEO. Montage supplies computerized picture editing equipment to television.

Appointments, operations and technical services, NBC, New York: **Bruce Cope**, technical support manager, Sony Communications, Park Ridge, N.J., to manager, special engineering services; **Lou Della Peruta**, manager, electrical services, to manager, systems implementation; **Eugene Palma**, from RCA Global Communications, New York, to manager, materials storage services, and **Regina Pilkington**, from Arthur Young, New York, to manager, systems.

**Kenneth Gores**, head of engineering, Harte-Hanks Communications, San Antonio, Tex., named VP, customer operations and engineering.

**Roger Fairchild**, VP and technical officer, Interline Communications, Omaha-based telecommunications equipment firm, named VP, marketing and training.


**David Erikson**, customer service manager, M/A-Com, Burlington, Mass., named national sales manager.

# Broadcasting

The Newsweekly of the Fifth Estate

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

- Broadcasting  Magazine**  
 3 years \$175       2 years \$125       1 year \$65

(International subscribers add \$20 per year)

- 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.



**Philip Ritti**, marketing manager, video tape productions, Ampex Magnetic Tape Division, Redwood City, Calif., named director of marketing.

**Steve Fox**, sales engineer, Wegener Communications, Norcross, Ga., named manager, customer applications.

**Jim Peacher**, from Hoffman Video Systems, Los Angeles, joins EECO Inc., Santa Ana, Calif.-based equipment firm, as Western regional sales manager, video products division.

**O.G. (Bud) Mills**, chief field engineer, Ikegami, Tampa, Fla., named Southeast regional sales manager, professional products.

**Robert King**, from Taylor Engineer Corp., Los Angeles, joins KWJJ(AM)-KJIB(FM) Portland, Ore., as engineer.

**Steve Weinstein**, member of marketing department, Bogner Broadcast Equipment Corp., Westbury, N.Y., named director of marketing.

**Allen Hartle**, from KZOK(FM) Seattle, joins KQKT(FM) there as chief engineer.

**Robert Deitsch**, chief engineer, WPLJ(FM) New York, joins WHND(AM) Monroe, Mich.-WMJC(FM) Birmingham, Mich., in same capacity.

## Promotion and PR

**Russ Firestone**, freelance writer-producer, on-air promotion, joins USA Network, New York, as senior producer, on-air promotion.

**Lesley Okura**, promotion director, KSEA(FM) Seattle, joins KQKT(FM) there in same capacity.

**David Schwartz**, freelance illustrator, New York, joins WKBN-TV Youngstown, Ohio, as art director.

**Marisa Brown**, promotion assistant, Radio City Music Hall, New York, joins WHN(AM) there as promotion coordinator.

**Glenn Nash**, promotion producer, WPCQ-TV Charlotte, N.C., named assistant promotion manager and on-air promotion producer.

**Gordon Sweet**, from KING-TV Seattle, joins KTZZ-TV there as art director.

## Allied Fields

**Joseph Flaherty**, VP and general manager, CBS Operations and Engineering, CBS/Broadcast Group, has been nominated for rank of Chevalier de L'Ordre National de La Legion d'Honneur, French equivalent of knighthood, by President Mitterand of France. Flaherty, who was named to his present post in March 1985, joined CBS in 1957. He is fellow in Society of Motion Picture and Television Engineers and is member of number of international broadcasting and engineering organizations, including Societe des Electriciens, des Electroniciens et des Radioelectriciens of France.

**Edson Spencer**, chairman and chief executive officer, Honeywell Inc., elected to board of directors, CBS.

**Walter Haase**, senior VP, insurance/employee benefits division, American Association of

Advertising Agencies, New York, retires. **Donald Lewis**, VP and executive director, plans, succeeds Haase.

**Charles Osgood**, CBS News correspondent and anchor, *CBS Sunday Night News*, and **Dorothy Fuldheim**, 92, long-time commentator for WEWS(TV) Cleveland, are broadcasters chosen to receive Carr Van Anda award from E.W. Scripps School of Journalism, Ohio University. Award, named for managing editor of *New York Times* who served from 1904 to 1932, goes to those who have made "enduring contributions to journalism."

**Roy H. Park**, president, Park Communications, among charter Distinguished Alumni Fellows named to North Carolina State University's Center for Economic and Business Studies.

**Barbara Walters**, ABC News correspondent and host of *20/20*, will receive American Women in Radio and Television's highest award, Silver Satellite award, at banquet May 9 in New York. Award is given for outstanding accomplishments in broadcasting.

**Phyllis Hartsock**, from law firm of Fortas & Hardman, Washington, joins National Telecommunications and Information Administration, Commerce Department, Washington, as attorney, office of chief counsel. **Sarah Vogel**, from Department of Energy, Washington, joins NTIA there as budget officer, office of policy coordination management.

**Rose Helen Perez**, attorney, Mass Media Bureau, FCC, Washington, joins law firm of LeBoeuf, Lamb, Leiby & MacRae as associate, Washington office. She will specialize in communications law.

**Mary Jaffe**, from tariff division, Common Carrier Bureau, FCC, joins law firm of Willkie, Farr & Gallagher there as associate, communications group.

Elected officers, Louisiana Association of Broadcasters, Baton Rouge: **Ray Saadi**, KTIB(AM) Thibodaux, La.-KHOM(FM) Houma, La., president; **Manuel Broussard**, WGGZ(FM) Baton Rouge, radio VP; **Edwin Wray**, KTBS-TV Shreveport, television VP; **Eric Anderson**, WNOE-AM-FM New Orleans, treasurer, and **Gene Dickerson**, KWKH-AM-FM Shreveport, president-elect.

Engineers, Scientific-Atlanta, Atlanta, elected principal engineers, company's highest technical position: **Robert Hyers**, **Randall Rhea** and **Nigel Seth-Smith**.

Elected officers, Ohio Cable Television Association, Columbus: **David Metz**, Times Mirror Cable Television, Newark, president; **Gary Potts**, All-American Cablevision, Columbus, vice president, and **Barney Printz**, manager, Ohio Valley Cable, Crooksville, secretary-treasurer.

Elected officers, Dallas-Fort Worth Area Radio Station Managers: **Dan Halyburton**, KLIF(AM) Dallas-KPLX(FM) Fort Worth, president; **Ed Wodka**, VP and general manager, KRLD(AM) Dallas, vice president, and **John Hare**, KTKS(FM) Denton, Tex., secretary-treasurer.

**Nancy Gerweck**, media research coordinator, A.C. Nielsen, New York, named client service associate.

**Barbara Graff**, account executive, advertiser-

agency radio sales, Arbitron, New York, named senior account executive.

## Deaths

**Harry C. Butcher**, 83, retired broadcaster and naval aide to General Dwight Eisenhower during World War II, died of Alzheimer's disease April 19 at Beverly Manor hospital, Santa



Barbara, Calif. Butcher began his broadcasting career while with Illinois Agricultural Association, Chicago, from 1924 to 1928, where he arranged farm broadcasts for WLS(AM), WGN(AM) and for KYW(AM), all Chicago, and KMOX(AM) St. Louis. He joined CBS in 1929 as vice president, and was named Washington manager following year. When CBS bought WJSV(AM) Washington (now WTOP under Outlet ownership), Butcher became general manager of station in addition to his network post. While heading WJSV, he hired young announcer away from rival WMAL(AM), thus beginning Arthur Godfrey's long-time relationship with CBS. Butcher joined Navy in 1939, was put on active duty in 1942 and became aide to Army General Eisenhower, in same year. After war he wrote book, "My Three Years With Eisenhower," based on his experiences. After war, Butcher moved to Santa Barbara, Calif., and built and was president of KIST(AM) there. In mid-1950's, he was principal owner of KIVA(TV) Yuma, Ariz., and in late 1950's, he co-founded, was co-owner and chairman of KEYT(TV) Santa Barbara. All stations were later sold. Butcher was also former owner of Cable TV of Santa Barbara, which he sold to Cox in mid-1970's. Following sale of Santa Barbara system, he acquired and later sold interest in cable system in Riverside County, Calif. He is survived by his wife, Molly, and daughter, Representative Beverly Byron (D-Md.).

**Donald L. Horner**, 59, technical supervisor, WDMV-TV Washington, died April 18 of cancer at Suburban hospital, Bethesda, Md. He had been with station since joining as engineer in May 1951. He is survived by his wife, Verna, and three children.

**Donald Michael Mullen**, 60, owner of BSF/ND Advertising, Detroit, died of cancer April 12 at Bon Secours hospital, Grosse Pointe, Mich. He is survived by his wife, Rose, son and daughter.

**Jamal Shahid-EI**, 35, professional associate, Lawrence Behr Associates, Greenville, N.C.-based broadcast and telecommunications consultants, died of complications from pneumonia April 4 at Pitt Memorial hospital in Greenville. He is survived by his wife, Amina, and six children.

**Clarke H. Kawamaki**, 75, retired assistant editor with United States Information Agency, Washington, died of heart attack April 13 at Sibley Memorial hospital, Washington. He joined USIA in 1955 and retired in 1976. He is survived by his wife, Chieko, and three sons.

## Jones of Jones Intercable: bringing limited partnerships to cable

In 1966, Glenn R. Jones set out to buy his first cable system with next to no money down. He found one in the mountains west of Denver, a 100-subscriber system in Georgetown. He offered the owner \$1,000 cash and an \$11,000 note. He refinanced his Volkswagen but could only come up with \$400. With the cash, notes for \$600 and \$11,000 and a handshake, Jones Intercable was born.

From that excursion into elementary finance, Jones has ventured far. Today, the name Jones Intercable has become synonymous with the use of limited partnerships as a device for capitalization in cable television. Since its first limited partnership was arranged in 1973—for an investment of \$154,000—Jones has raised upwards of \$240 million and has acquired or managed enough systems to embed itself in cable's major leagues. In May 1980, Jones counted 67,000 subscribers. That number is now over 400,000, making Jones the 17th largest MSO.

"I wanted to become a player of some magnitude" in the cable business, says Jones, who is chairman, chief executive officer and president of the company that bears his name. The use of limited partnerships, he said, was invoked "as an end run. I did not want to be constrained by limitations on the balance sheet in terms of raising capital."

It is no accident that Jones has the temperament to deal successfully in the sometimes risky business of high finance. After graduating from college in 1952, he joined the Navy, serving briefly in Korea and later becoming a member of the underwater bomb disposal unit with a "special weapons, thermonuclear specialty." When he left the Navy—he was by then in charge of the underwater section of the bomb disposal school—he entered law school at the University of Pennsylvania. He ran out of money, moved to Denver and became an engineering consultant working on testing the explosive components of the Titan I ICBM missile being built there. With more money in his pocket, he returned to law school and eventually got his degree from the University of Colorado in 1960.

Jones said he developed "a penchant for corporate finance" while practicing law, and he increasingly found himself in the middle of cable system sales.

After an unsuccessful bid for Congress—as a Republican in 1964 against a popular Democrat—a financially and physically drained Jones decided against returning to law. "I really saw the promise and incredible potential [for cable] to do all kinds of things for people," he says.

It was then that he purchased the Georgetown system. As Jones suspected, the sys-



GLENN ROBERT JONES—chairman, chief executive officer and president, Jones Intercable, Denver; b. March 2, 1930, Sharon, Pa.; BA, economics, Alleghany College, Meadville, Pa., 1952; lieutenant, junior grade, underwater bomb disposal school, U.S. Navy, 1952-57; private engineer and law school student, 1957-1960; graduate of University of Colorado law school, 1960; attorney, Tull, Hayes & Thompson, 1960-61; private practice, 1961-66; Republican candidate for House of Representatives, 1964; president, Silver King Cable Co. 1966-1970; present position since formation of Jones Intercable, 1970; divorced; three children.

tem had a number of subscribers with unpaid bills. He collected those outstanding debts and paid off the \$600 note. He bought a few other smaller systems and continued to broker some system sales (only the very "troubled deals," he says, for which he would charge \$250 to \$350 an hour for his services). By the late 1960's the foundation of Jones Intercable was being laid. It officially came into existence in 1970 and went public in 1973, the year it filed shelf registration for its first limited partnership.

The financial community didn't exactly welcome Jones Intercable and its new financing strategy. Jones himself had to form his own brokerage company to underwrite the offer. But he had seen limited partnerships used in the oil and gas businesses and was convinced they would work even better in cable because it was "a very capital intensive business." The game plan has changed very little over the past 15 years. And with a proved track record behind him, the skepticism of the investment community is now a thing of the past.

With the money the company raises in limited partnerships, Jones looks for systems to buy and operate. Jones Intercable manages the system and serves as general partner. The company steers away from ur-

ban franchises, preferring suburban areas. It is easier and cheaper to dig through dirt than concrete and the politics are usually less heated, says Jones. That "makes it easier to make money," he says, "and makes it easier to raise money."

Jones's latest venture is to couple cable with the growing popularity of videocassette recorders. The company announced earlier this month a test campaign to sell subscribers a VCR as part of a pay cable subscription package (BROADCASTING, April 15).

"VCR's make so much more sense if you have cable," Jones says, citing a study that found 70% of VCR use is for time shifting, and 30% for cassette rental. Cable and VCR's, he says, "are very complementary."

Jones also has embraced SMATV technology. There are 14,000 SMATV subscribers under the Jones corporate umbrella and those customers "are just like cable subscribers," he says. "People care about convenience, quantity, quality and price. How they get it is not a matter of great concern to them and that's the way it ought to be."

For all his pragmatism, there is a visionary note to Jones's overall corporate philosophy, which is "to deliver as much recorded knowledge of man and as broad an assortment of entertainment to as many homes and offices, along with enough computing power to prevent loss of meaning." For Jones sees cable as "the technology of diversity and freedom." The technical capacity of cable "makes it a truly spectacular tool," he says, to create a better informed people in an increasingly complex age. A better name for the cable business, he says, would be the "electronic pipeline business."

Jones admits that before massive amounts of information can be moved through that pipeline, it has to become more user friendly. "But I think that the technologies will evolve so that we can be very, very competitive in terms of delivering information to people." That information, Jones says, "allows us to extend the human mind."

There is a Jones International subsidiary, Jones Futorex, working on encryption technology to safeguard computer communications. Present customers include the banking community, but applications can be extended to any electronic delivery mechanism, and that includes cable. Cable will have to resolve the right of privacy issue some day, Jones says, and the technology Futorex has developed can go a long way in solving that problem.

Jones's business goals are not unlike those of any other businessman: "We want to have a large operating company that is well run," he says. "We are more interested in being very good than very large." But the information explosion Jones is poised to exploit also enters the business picture. "We can end up doing a lot for people," he says, "and at the same time make a lot of money for our partners." ■



**Motown Productions and King World** will offer still-untitled nightly half-hour **music/variety show for television syndication**. Production will be aimed at late-night fringe time. Venture marks entry in TV syndication for Motown and departure from game-show distribution for King World, which says it has been looking at late night fringe for some time. Commitment is for 195 original programs and will be unveiled at NATPE convention in January 1986. Show will be sold on cash-plus-barter basis. Pilot will be shot next fall, and King World hopes to enter convention with some sales already completed. Debut will be in fall of 1986. Show is hoped to do for post-11 p.m. fringe what *Wheel of Fortune* has done for post-evening news. Show will be marketed to network affiliates and independents, and spokesman for companies said pre-emption by affiliates of their networks' programming "can't be ruled out." Show will draw on Motown talent as well as artists from other musical outlets.

**CBS won daytime ratings** for week of April 15-19 with 6.1 rating and

**Status report on Capcities/ABC and Cox.** While takeovers of other Fifth Estate companies have been making the headlines, officials of Capital Cities Communications and American Broadcasting Companies have quietly started preparing the ground for the already announced \$3.5-billion acquisition of ABC ("Top of the Week," March 25). A joint preliminary proxy statement has been submitted to the Securities and Exchange Commission.

Proxy statements will be sent out to shareholders of both companies at least a month in advance of the shareholders' meetings where votes approving the sale are expected. Meetings are expected in June with a tentative date of June 25 for the ABC meeting, to be held in New York. Spokesmen for both companies said the proxy statements will provide no details about required divestitures of properties valued at nearly \$1 billion.

Among secondary considerations to the sale is a continuing investigation by the Pacific Stock Exchange, with the cooperation of the New York Stock Exchange into the trading of call options in ABC stock before the March 18 announcement of the Capcities deal. The price of contracts to buy ABC stock in May at a specified price (\$75 and \$80) more than doubled in the week preceding the announcement and volume increased more than 10 times above normal. A spokeswoman for the SEC declined to comment on that agency's role, if any, in the investigation.

BROADCASTING has learned that effective at the beginning of May, there will be some paring of manpower in the strategic planning and management information systems offices at ABC. One source at ABC said that the jobs to be eliminated include some middle-level executive posts and added that the changes have been discussed for some time. The number of jobs at stake was said to be under 20.

The tender offer proposed by Cox Enterprises, the privately held newspaper chain, to take private Cox Communications, the publicly traded broadcasting and cable company, proceeded without incident with the FCC staff approving Cox's transfer application last week. The tender offer period, now two weeks old, extends through May 9 and sources close to the deal say they expect most of the shareholders who opt to tender their shares will do so only in the last few days before the period ends. Trading volume of the stock on the New York Stock Exchange fluctuated considerably last week, soaring to 140,900 shares on Wednesday, but dropping back down to 35,000 shares on Thursday. The stock's price was a little more stable, reaching 75½ last Tuesday, although it was back down to 75½ by Friday morning, which is where it closed a week earlier. The tender offer is for \$75 per share (BROADCASTING, April 15). Stock had been trading at more than \$77 per share immediately after the tender offer announcement two weeks ago.

24 share. ABC came in second with 5.5/21 and NBC came in third with 4.5/18. CBS had five of daytime top 10, while ABC had three and NBC had two. Top 10 for week were: *General Hospital* (ABC), 8.1/28; *Price Is Right* (CBS), 7.4/34; *All My Children* (ABC) 7.3/27; *The Young and the Restless* (CBS), 7.2/30; *Guiding Light* (CBS), 7.2/25; *As the World Turns* (CBS), 7.0/26; *Wheel of Fortune* (NBC), 6.7/31; *Days of Our Lives* (NBC), 6.5/24; *Price is Right* (CBS), 6.2/29; *One Life to Live* (ABC), 6.2/23.

For fourth time this season, **NBC's Today Show** has either tied or beaten **ABC's Good Morning America** in early morning ratings. Both shows had 4.9/22 ratings/share, based on Nielsen's national ratings, for week of April 15-19. *CBS Morning News* earned 3.4/11 for week. In past five weeks, *Today* has won ratings time twice and tied twice. Prior to that, *GMA* had won for 163 straight weeks.

**CBS/Broadcast Group** last week issued **12-page memorandum outlining standards** applied to all its **entertainment, public service** (excluding news, which has own set of standards), **promotional and commercial programming**. Standards are not new, said Broadcast Group spokesman George Schweitzer, but are being published and codified in light of "increasing attention to the hows and whys of our business." As for language, blasphemy and obscenity are totally ruled out, while coarse or "potentially offensive language" is permitted only for "important dramatic reasons." On nudity and sexuality, "certain degrees of undress are acceptable" if used for "legitimate dramatic or historical purposes" and "if consonant with prevailing societal standards." Depiction of sexual intercourse is ruled out entirely. Use of violence, according to memo "should not be gratuitous, excessive or glamorized" and should not be used "exploitatively." Use of alcohol and other drugs must be "thoughtfully considered, essential to plot and role development, and not glamorized." As for children's programming, memo says standards should "perhaps" be more rigorous in some areas. Violence in children's shows is permitted but should not be "glorified made to seem fascinating, amusing or palatable." Program content and commercial messages in children's shows must be "clearly distinct."

**President Reagan is scheduled to speak** this evening (April 29) in a conclusion of rebroadcast of two-hour drama, **Adam**, appealing to viewers to assist in search for missing children throughout country. At end of telecast, names and photographs of vanished youngsters will be shown as Reagan makes plea: "Tonight we ask you to help 60 children—all of them are missing. Please watch carefully maybe your eyes can bring them home." Program documents story of missing Adam Walsh, originally shown on Oct. 10, 1983, and repeated on April 30, 1984. Names and photographs of children have been shown at end of each telecast and, according to *Find The Children*, 32 of more than 100 missing youngsters have been located.

Corporation for Public Broadcasting board member **Sharon Rockefeller** voiced her "**strong personal opposition**" to proposed swap of **noncommercial VHF's for commercial UHF's** for cash endowment, and her concern about pending FCC rulemaking on issue. Last week she sent letters to all FCC commissioners; members of House Committee on Energy and Commerce, and Senate Committee on Commerce, Science and Transportation (both authorizing committees), which said swap would diminish public television audience reach, and that noncommercial channels are national "not solely a local, issue." CPB board has officially opposed any change to current FCC rule, but not swap idea.

**UPI's board of directors voted to file for reorganization** under federal bankruptcy laws last week, after primary lender, **Foothill Capital Corp.**, Los Angeles, **cut off wire service's credit**. UPI's current indebtedness was reported last week at more than \$20 million. UPI Chairman Luis Nogales was to have met with Foothill executive last Friday. Meanwhile, UPI employees were asked to hold off cashing last week's paychecks for several days until new credit arrangement could be worked out.



former broadcaster and newspaper owner **Carl H. Lindner** filed statement with Securities and Exchange Commission saying he might seek to block adoption of anti-takeover measures of Gannett at annual stockholders meeting on May 21. In filing, Lindner revealed he owns 5% of Gannett and believes adoption of anti-takeover measures would hurt stock's price. Gannett has proposed to shareholders measures to insure "fair treatment" in case of unsolicited tender offer. Measures, which are similar to those adopted by RCA last year, provide for staggered terms of directors and ten-called "fair pricing" mechanism that insures all shareholders be paid equally—regardless of when they tender their shares— and that any sale or merger take place only with approval of shareholders representing 80% of stock.

**Wrather Corp.** has reached agreement with **Southbrook Television Corp.** for latter's acquisition of Wrather television and motion picture properties. Southbrook will pay \$10 million "to be paid upon satisfaction by [Wrather] of certain conditions." Wrather owns and distributes *Lassie*, *The Lone Ranger* and *Sergeant Preston* television series' and motion pictures. Beverly Hills-based company expects pre-tax gain of \$8 million on transaction for second quarter of 1985. Southbrook, headed by former Wrather Entertainment International President Tom McDermott, is subsidiary of Great Britain's Southbrook International Television Company Ltd.

National Public Radio's arts and performance programming is not a top priority for Corporation for Public Broadcasting in fiscal 1986. **Of \$11.55 million budgeted by CPB for national radio production, \$11.3 million has been reserved for NPR's news programs** *Morning Edition* and *All Things Considered*; its Satellite Program Development Fund, and specialized audience programming. In April 24 letter to NPR President Douglas Bennet (who has called NPR's decision "very unfortunate"), CPB President Edward Pfister said "to assert primary interest does not mean to exclude anything. It simply means first things first."

**F.C.C. Commission on Civil Rights** has proposed FCC proposal to use equal employment opportunity processing guidelines to evaluate **EEO compliance of cable operators**. In comments at FCC, rights commission said that with proposal, included in rulemaking needed at implementing EEO aspects of Cable Communications Policy Act of 1984 (BROADCASTING, March 11), FCC was seeking to impose quotas. "What makes the FCC's proposed action particularly objectionable is that it would impose employment quotas on cable firms pursuant to a statute from which Congress had, prior to enactment, struck language requiring such quotas," rights commission said. Responding to request by National Cable Television Association, FCC has extended comments deadline in EEO proceeding to May 20; replies are due June 19.

**European Broadcasting Union** Technical Committee in mid-April meetings reaffirmed its **desire for single world high-definition television production standard**, but declined to submit recommendation for or against U.S.-supported Japanese 1125 scanning-line, 60 cle-per-second system. Europeans, cautious on move away from their own 50 cycle television systems, instead commissioned a high priority study of 60 hertz proposals by EBU specialist group. Study results will be reviewed by Technical Committee executive September, just prior to October world gathering which decides standard, according to EBU statement made available through S. Advanced Television Systems Committee representative attending meetings. Heading EBU specialist group is Charles Sandbank of British Broadcasting Corp. Robert Hopkins, executive director of ATSC, will also participate.

**Worldwide News Network**, which used **Soviet Union's Intersputnik** system to obtain coverage of Friendship Games in Moscow last year, again **seeking special temporary authority from FCC** to use that system, this time to obtain Soviet and East European news coverage of **40th anniversary of end of World War II** in Europe. CNN, in order to commission last week, asked for authority for two-day period, May 8-9, with testing on May 7. CNN said it has received permission to receive and retransmit material from **Intersputnik**, cooperative news exchange serving Eastern Bloc countries. CNN said its request for special temporary authority in part on ground

**Big bucks in blue grass country.** A clear example of potentially soaring values for communications properties emerged last week. *Sallie Bingham*, a member of the family that owns *WHAS-AM-TV* and *WAMZ(FM)* Louisville, Ky.; the Louisville Courier-Journal and Louisville Times, and *Standard Gravure Inc.*, a printer specializing in Sunday supplements, indicated she now intends to sell her 18% ownership in those properties to a buyer outside the family. Bingham told BROADCASTING that last year the family had hired an investment banker to evaluate the properties at which time her shares were assessed at between \$22 million and \$28 million: "That was about the time that the *Des Moines Register & Tribune Co.* was fetching such high prices and the evaluation was lower than I had expected." A re-evaluation of the properties assessed the properties at \$42 million, a price she took to her family. They rejected the offer as "excessive," said Bingham. But a new evaluation of the company by *Henry Ansbacher Inc.* has now valued the 18% share at over \$80 million, pre-tax, she said, placing the total value of the properties at between \$420 million and \$470 million.

that it lacks time to invoke "usual international satellite coordination processes" with Intelsat, or to make arrangements for use of Intelsat system. CNN also offered another justification: Intervention/Intersputnik route is cheaper. Expense in using Intelsat would be "prohibitive." In contrast, CNN said, Intervention feed can be received in Atlanta, CNN's headquarters city, "simply by configuring and positioning a television receive-only earth station."

At monthly luncheon of New York chapter of National Academy of Television Arts and Sciences last week, **Frank Biondi**, executive VP of entertainment section of Coca-Cola company, did some "crystal balling," as he put it. **On media takeovers** of late, Biondi said "there will continue to be consolidation in the entertainment industry." "Because of deregulation," he said, media "players will continue to get bigger." Biondi called rise of **VCR's** "single most important trend" in broadcast business, and that efficiency of broadcast media "will go down" because of public's increasing ability to get entertainment in their homes.

National Association of Broadcasters President **Eddie Fritts** is scheduled to testify at **House Select Committee on Children, Youth and Families hearing** on Thursday, May 2. Focus of hearing is on **alcohol prevention issues**. However, topic of alcohol advertising is likely to crop up during testimony presented by Michael Jacobson, Center for Science in Public Interest, which is spearheading Project SMART (Stop Marketing Alcohol on Radio and Television).

National Telecommunications and Information Administration head **David J. Markey** is scheduled to testify at **NTIA authorization hearing before Senate Communications Subcommittee** Wednesday, May 1. Also, House Telecommunications Subcommittee is planning to markup NTIA authorization bill May 8. Bill would authorize agency for fiscal 1986 and 1987 at \$13.7 million and \$14.2 million, respectively.

**New contest** has developed for **seat on NAB executive committee**. Radio board director **Richard Oppenheimer**, KIXL(AM)-KHFI-FM Austin, Tex., has decided to run for radio vice chairman against **Bev Brown**, KGAS(AM) Carthage, Tex.

**Charles S. Cowdrey**, general sales manager of Taft Broadcasting's **WDC-TV Washington**, has been named VP-general manager of station. He succeeds John Rose Jr., who was named VP-general manager of co-owned **WKRC-TV Cincinnati** April 1 (BROADCASTING, April 8).

**Earl Lestz**, senior VP, operations, studio group, **Paramount Pictures Corp.**, named president, operations, studio group, remaining in Los Angeles.



# Editorials

## Rushed to judgment

Events are overtaking the FCC in its inquiry into what to do about transfers of control of publicly owned broadcasting companies. The agency is not to enjoy the luxury of quiet reflection in an unhurried world.

Stories elsewhere in this one issue of BROADCASTING are clues to the agitation of the marketplace. Jack Kent Cooke makes a play for Multimedia, where executives and founding families are determined to defend a recapitalization plan that would leave them in control. KKR and Storer arrange a leveraged buyout that Storer hopes will save the company from the liquidation that dissident stockholders want. The Cox family proceeds with its plan to take Cox Communications private. CBS is assembling its guns to fight off Ted Turner's raid. Who's next? It could be anybody.

Some of the action is made possible, of course, by the FCC's liberalization of its multiple ownership rules, some by the availability of financing from institutions that admire the P and L statements seen in broadcasting these days, some by the new and lively market in junk bonds that money managers use to enliven their portfolios. Whatever the causes, the activity shows no signs of abating.

Whether it realizes it or not, the FCC has already set policy by its action last week in the Storer case. The agency has said it will approve prospective transfers of control as precedents to liquidation of a company if the transfers result from proxy fights.

Wittingly or not it will set more policy as it considers other transfers, prospective or accomplished, that will be presented by a teeming marketplace. Ted Turner's application for approval to take over CBS is already before the agency. There seems to be no disposition at the FCC to set it or other transfers aside while the commission thinks large thoughts about the public interest.

## Then and now

Last week American television journalists were in Ho Chi Minh City, or Saigon, as it used to be called, delivering live reports on the 10th anniversary of the fall of that city to North Vietnam. At about the same time, an American television journalist and colleagues from other media were in Honduras in a military pool experiment that failed in just about every particular. Not a lot of progress has been made in the past 10 years in military-media relations.

With the considerable help of the military, in logistics and communications, television came of age as a journalism medium in its coverage of the Vietnam war. It also left a residue of bitterness among the professional military who blamed it for sapping the public's resolve. Michael Arlen, writing in the *New Yorker*, called Vietnam the living room war. Years before it ended, Lyndon Johnson as much as said, to a convention of the National Association of Broadcasters, that television coverage of his office and the war brought down his Presidency.

Among senior officers, some bitterness remains and a disinclination to expose future battlefields to an uncensored television eye. Still the Department of Defense has made what appears to be a sincere effort to fit news coverage into future military operations. At fault in last week's Honduras misadventure was not the motive but the execution.

As a story elsewhere in this issue explains, the secrecy of last week's pool was compromised before participants had landed at the site of the military exercise. A later report from the *Wall*

*Street Journal* reporter who was a member of the pool said that communications provided by the military ranged from primitive to nonexistent. Obviously more and better planning by both the military and the media needs to be done.

It may be worth noting that the chairman of the special commission established by the Joint Chiefs of Staff to avoid a repetition of the exclusion of reporters from the Grenada landing of 1983 was a retired Army major general, Winant Sidle. The commission delivered what this page considered an eminently sensible report urging maximum assistance to journalists, consistent with military security, and advocating the kind of pool arrangement that was ineptly tested last week.

Sidle was chief of information for the U.S. Military Assistance Command in Vietnam and after the fall of Saigon was quoted in this magazine, in a May 19, 1975, report appraising war coverage, as saying: "I don't agree with those who say that the coverage was all bad."

Maybe more progress has been made than was evident last week during the expedition to Honduras.

## Right answer from the FTC

After giving the subject more attention than it deserved, the Federal Trade Commission has rejected a petition to ban beer and wine advertising from radio and television or, alternatively, to require the broadcast of counteradvertising. The FTC found "no reliable basis on which to conclude that alcohol advertising significantly affects alcohol abuse."

Nobody can say the FTC brushed the petitioners off. The agency has had the matter under study since November 1983. Nobody should assume that the rebuff will deter the petitioners from their crusade. Michael Jacobson, who also uses the pseudonyms, Center for Science in the Public Interest and Stop Marketing Alcohol on Radio and Television (or SMART, as he prefers to say), has a good thing going here and has conned the PTA into taking up the cause. He will merely intensify his campaign on Capitol Hill to obtain antiadvertising legislation.

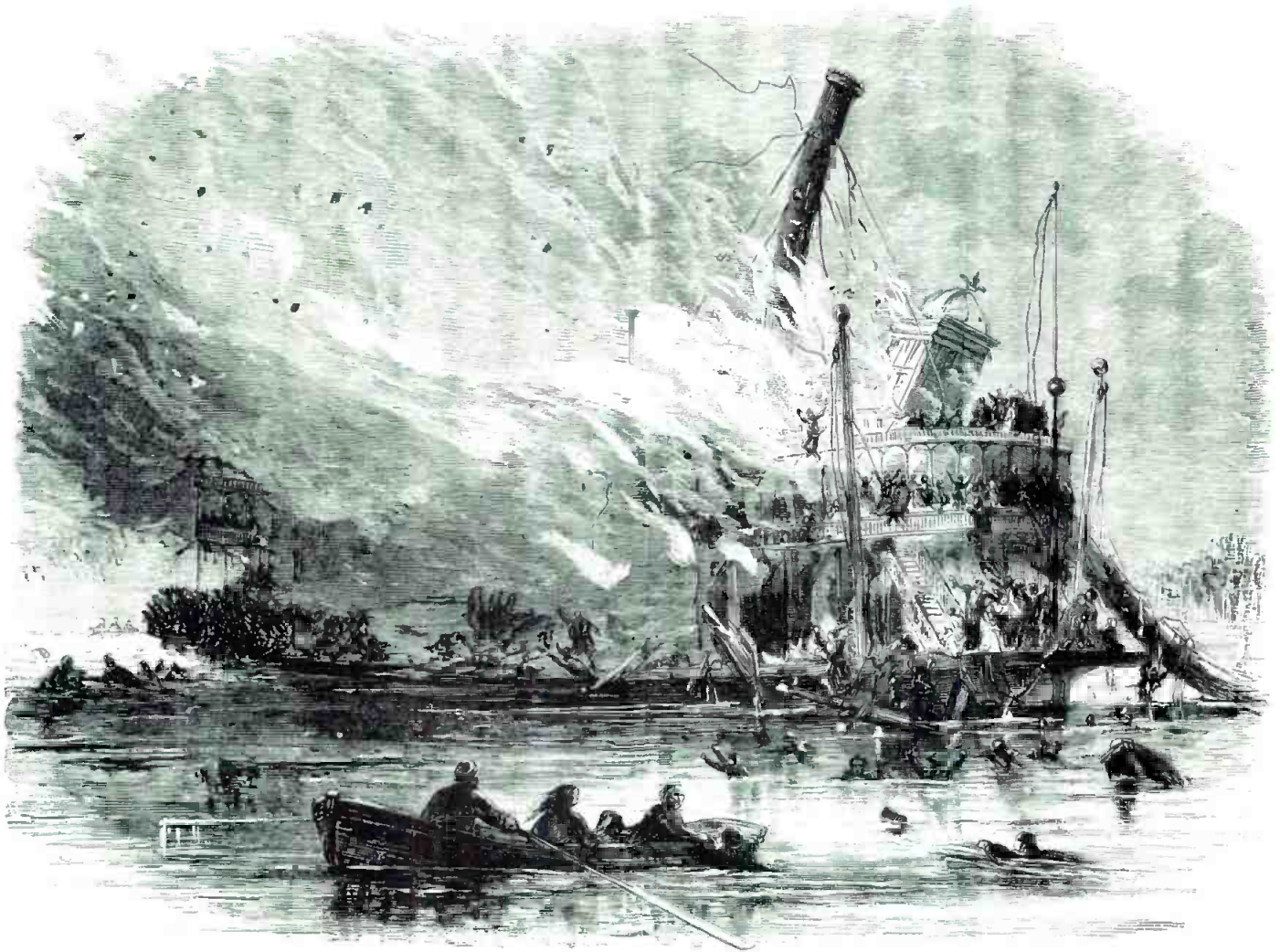
Broadcasters must keep close watch for Jacobson maneuvers in the Congress and do what is necessary to counteract them. Meanwhile they will get on with the more purposeful job of discouraging the abuse of alcohol and other, more debilitating drugs. Jacobson is running a public show. Broadcasters are carrying on a public service.



Drawn for BROADCASTING by Jack Schmidt

"To tell you the truth, we've been under no pressure to merge."

# When it was sink or swim...



## We got good fast!

We are Seltel. The fastest growing TV Rep firm in the U.S.A.

That's right, the fastest growing of all. And we got that way by doing what we've always done—only a whole lot better.

Look what's happening at Seltel these days.

Seltel growing faster than the industry.\*

At Seltel we've changed everything but the name.

We have totally new management, right at the top and in every department. We have new department heads in

research, programming, marketing and promotion. We have many new sales people and we've opened new sales offices.

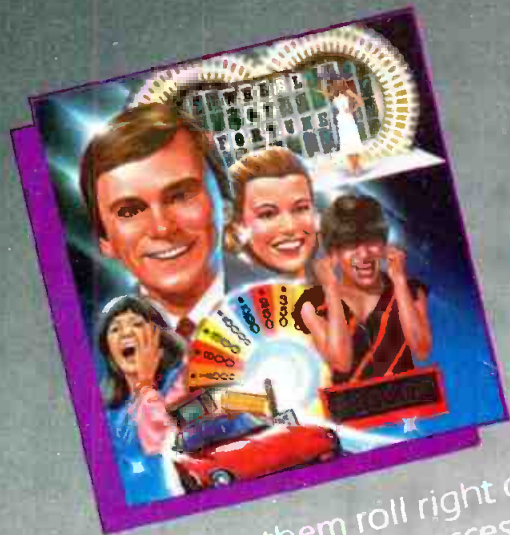
As a result of our aggressive new style we outpaced the industry in 1984. And all of this gain came in markets where we went head-to-head with the other big Rep firms.

Better business for us means better business for our stations.

Are your revenues growing faster than the rest of the industry? If not maybe Seltel could help you.

**SELTEL**  
The Performance Rep  
A subsidiary of Selkirk Communications





# 6 NIGHTS ARE BETTER THAN 5!



You've seen them roll right over the competition, Monday thru Friday! Now experience the success of America's two top first-run syndicated shows "WHEEL OF FORTUNE" and "JEOPARDY!" on Saturday! In February, both shows were successfully tested throughout the country! Just look at the results:

## SATURDAY WHEEL OF FORTUNE

\*Source Feb '85 NSI

#1 SAN FRANCISCO	<b>KRON</b>	7 PM	14/26
#1 COLUMBUS, OH	<b>WBNS</b>	7 PM	17/32
#1 OKLAHOMA CITY	<b>KWTV</b>	6:30 PM	18/35
#1 ATLANTA	<b>WXIA</b>	7 PM	15/30
#1 TAMPA	<b>WTSP</b>	7 PM	13/27

#1 GREEN BAY	<b>WFRV</b>	6:30 PM	19/39
#1 TUCSON	<b>KGUN</b>	6:00 PM	12/25
#2 ALBUQUERQUE	<b>KOB +</b>	6:30 PM	13/26

## SATURDAY JEOPARDY!

\*Source Feb '85 NSI

#1 SAN FRANCISCO	<b>KRON</b>	7:30 PM	13/24
#1 TUCSON	<b>KGUN</b>	6:30 PM	13/28
#1 COLUMBUS, OH	<b>WBNS</b>	7:30 PM	14/27



### WHY SATURDAY?

- **ADDED REVENUE:** Your station retains all commercial time!
- Strengthen your access rotation by adding a sixth night of "WHEEL" and/or "JEOPARDY!"

- Introduce new viewers to each series by giving the shows additional exposure on the weekend!
- Build additional consistency into your program schedule!
- Save promotional dollars and on-air GRP's by cross-promoting your weeknights with your weekends!

**ACT NOW!** "WHEEL OF FORTUNE" and "JEOPARDY!" are now both available for weekend airplay in the Fall of '85. If you just can't wait, we understand! You can begin immediately.\* There's no reason to wait! Call your King World representative now for details!

\*Stations licensed to air either "WHEEL" or "JEOPARDY!" qualify. Stations desiring to air one or both shows immediately must be current licensees. Rates and additional qualifications available upon request.

