

Broadcasting Jul 22

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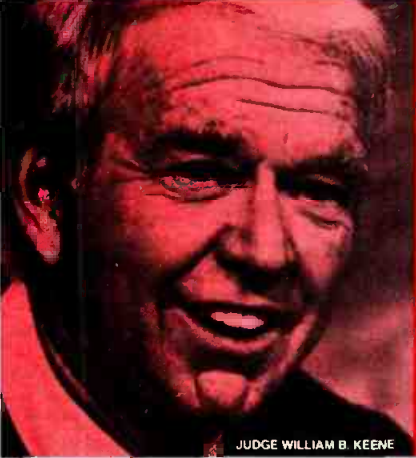


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PRESENTS

MORE SUCCESS STORIES



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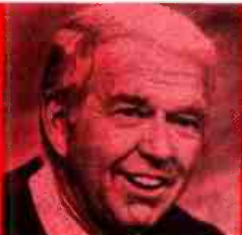
**AVERAGE TIME PERIOD
INCREASES
MAY '84 vs MAY '85**



HH SHARE

AVERAGE % INCREASE

+ 69%



WOMEN 18+

+ 111%



WOMEN 18-49

+ 110%



WOMEN 25-54

+ 143%

SOURCE: ARB & NIELSEN—MAY '84, MAY '85

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...to be continued!

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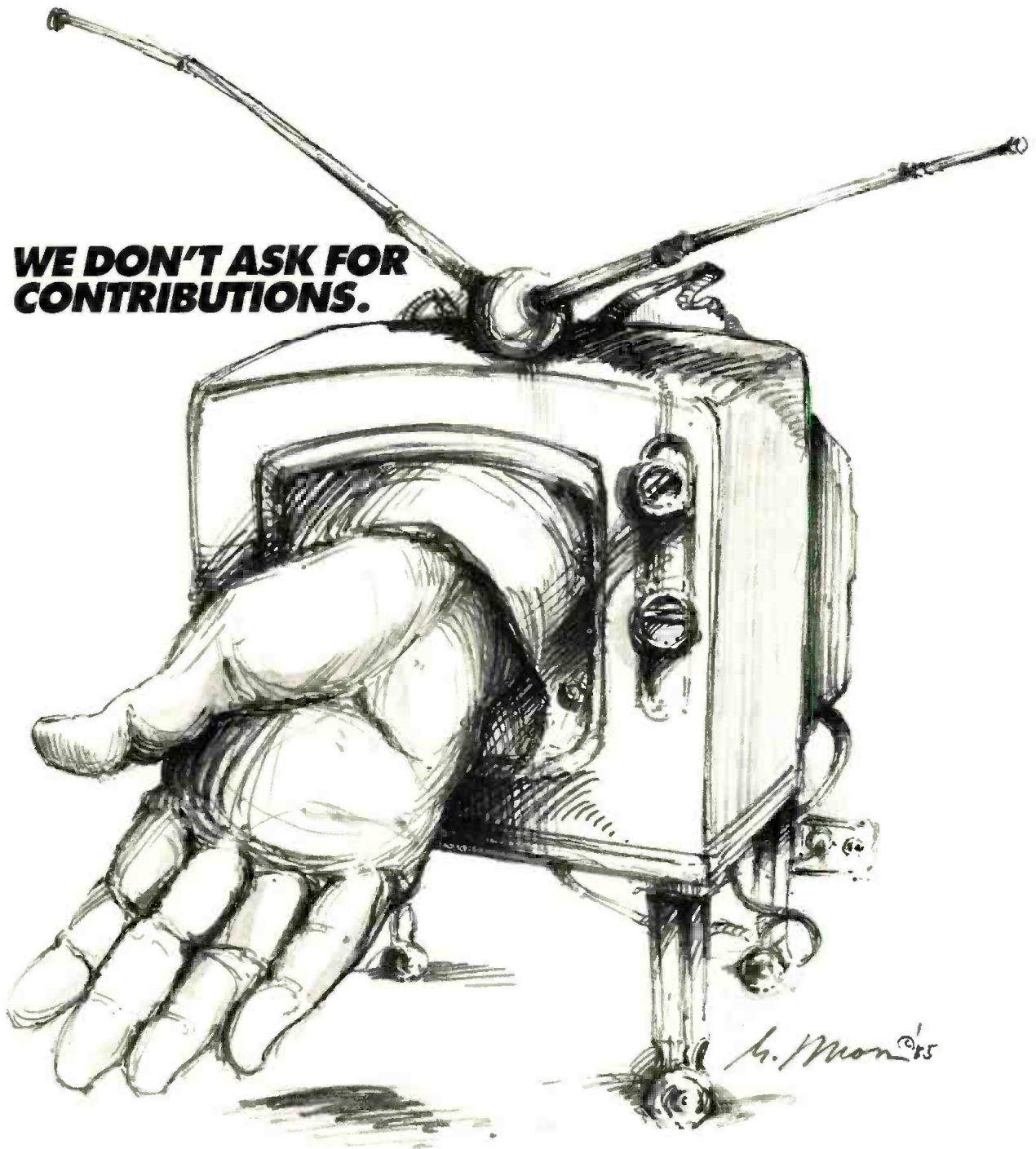
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Broadcasting **Jul 22**

Cable wins Quincy must carry case Meeting on terrorist coverage guidelines? State of the Art in Radio

THROWN OUT □ Appeals court overturns decision in Quincy Cable case. Must carry ruled unconstitutional. **PAGE 31.**

SQUARING OFF □ Senate hearing on takeover act features prime players in CBS-Turner drama, Tom Wyman and Ted Turner. **PAGE 32.**

ANOTHER STORER BID □ Comcast makes bid of \$2.3 billion for Storer Communications. **PAGE 35.**

CODE MESSAGE □ Meese, Thatcher call for meeting with media interests to develop guidelines for coverage of terrorist situations. **PAGE 36.**

BACKSTAGE TALKS □ Representatives from CBS and major Hollywood production studios have been meeting behind the scenes to work out an agreement on the financial interest-network syndication rules. **PAGE 37.**

STRATEGY SHIFT □ Turner withdraws short-form transfer application for control of CBS from FCC. Commission comes under fire from CBS for leaks. **PAGE 40.**

SPECIAL REPORT □ BROADCASTING takes an in-depth look at the status of the Fifth Estate's oldest medium, radio. **PAGE 43.** Radio networks look for double-digit growth in 1985. **PAGE 46.** Reps report that renewed push from airlines and computer industry will help national spot advertising in the second half of the year. **PAGE 50.** There is some tapering off in the popularity of contemporary hit radio, but most observers see radio's latest, hottest programming trend as here to stay. **PAGE 54.** A rundown of radio producers and syndicators

begins on **PAGE 58.** AM stereo, subcarriers and compact disks making technological waves. **PAGE 76.**

GLOBAL VILLAGE □ Live Aid broadcast to relieve African famine goes out to some two billion people worldwide. **PAGE 80.**

TOP GUNS □ Contemporary hit radio is the number one format in New York and Los Angeles according to Arbitron's spring report. MOR/talk tops in Chicago. **PAGE 82.**

BEHIND THE VOTE □ FCC votes to grant Jack Kent Cooke special temporary authorization to make hostile takeover of Multimedia. **PAGE 84.**

GETTING VOICE BACK □ Reagan administration mulling over bringing Voice of America to Western Europe. **PAGE 85.**

GAME WINNER □ Claims court overturns IRS rule denying tax credit to variety and game shows. **PAGE 86.**

HIGHER CALL □ Speakers at New York State Broadcasters Association meeting discuss rights and responsibilities of journalists. **PAGE 90.**

BARTER BITE □ Report by security analysts details future advertising growth for networks, cable and independents. **PAGE 97.**

MARKETING MAN □ Group W Cable's Burt Staniar has brought a consumer marketing perspective to the task of selling the market on cable television. **PAGE 119.**

INDEX TO DEPARTMENTS

Advertising & Marketing	97	Datebook	20	In Brief	120	Open Mike	26
Business Briefly	14	Editorials	122	In Sync	96	Programming	80
Cablecastings	10	Fates & Fortunes	115	Law & Regulation	84	Riding Gain	88
Changing Hands	92	Fifth Estater	119	The Media	90	Stock Index	87
Closed Circuit	7	For the Record	98	Monday Memo	28	Telecastings	95

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CHIEF ENGINEERS



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Warren Shultz, WFYR, Chicago
Paul Stewart, WOR, New York

Middle Row

Wayne Di Lucente, WAXY, Ft. Lauderdale
Phil Lerza, KFRC, San Francisco
John Lyons, WRKS, New York

Bottom Row

Chris Karb, WHBQ, Memphis
Bob Smith, WRKO/WROR, Boston
Chic Leyh, WGMS, Washington, DC



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Through the window

FCC's first FM application "window"—for 167 vacant allotments and minor modifications—has drawn 1,181 applications (306 of them for minor modifications). According to James McKinney, FCC Mass Media Bureau chief, volume is "slightly" less than bureau was expecting, so it's good news for those hoping to apply for 689 new FM's that FCC allotted in Docket 80-90 proceeding. Applications for latter will also be processed in windows, and turnout for first window suggests bureau will be able to meet goal of accepting applications for all Docket 80-90 allotments within three years. FCC source said expectation is that bureau now will be able to open first Docket 80-90 window in October. Bureau hopes to open average of two windows each month.

More laughs

Off-network sitcoms, which once seemed in short supply in syndication, may not be. Paramount Domestic Television Distribution will hold sales meeting this week before launching reported 100 episodes of *Webster* in syndication for 1987. Also, Warner Brothers Television is reported to have quietly begun selling 104 episodes of *Night Court* for 1987 and Jim Victory has begun sales of 92 to 96 episodes of *Newhart* for 1988. Also, Embassy Telecommunications is preparing to sell *Silver Spoons*, and Lorimar and P&G have just concluded joint agreement for Lorimar to sell P&G's WTBS(TV) Atlanta sitcom, *Down to Earth*. "I don't think these are going to be priced low," said John Von Sooston, vice president for programming at Katz. He added: "There are still no bargains out there."

While iron is hot

Recent TV station sales at high cash flow multiples are bringing sellers out. Businessmen's Assurance Co. of America is one of those deciding to cash in, according to owners' grapevine. Kansas City, Mo.-based insurance company and majority owner of three UHF's with 80% of KTXL(TV) Sacramento, Calif., and 64% of KDVR(TV) Denver and KPDX(TV) Vancouver, Wash. (Portland, Ore.), has reportedly put stations on block with Morgan Stanley. Operating partner and minority owner is Jack Matranga. Sale could render moot important programming litigation. In Sacramento station owned

by Koplak Communications is claiming that KTXL has hoarded programming to keep it off market ("In Brief," July 1). In Denver shoe is on other foot with KDVR claiming it is victim of antitrust activity. Suit alleges that Tribune Corp. has used leverage of stations elsewhere to unfair advantage in buying programming for its Denver station, KWGN-TV. Broadcast Investment Analysts said rough estimate of BMA stations' worth is \$105 million.

Missing figures

House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) is wondering whether FCC should reinstate its collection of financial data from broadcasters. FCC stopped collecting figures early in Mark Fowler's chairmanship as unnecessary expense. Wirth thinks data may be necessary to evaluate what's going on in broadcast marketplace, especially in weighing financial impact of hostile takeovers of broadcast companies.

Eyeing the bundle

Washington law firm of Verner, Liipfert, Bernhard, McPherson & Hand has reportedly put together group of three minority investors that wants to buy all four television and 15 radio stations that Capital Cities Communications Inc. and ABC have proposed to spin off in realizing their merger. Group reportedly already has made pitch to Capcities, but no commitments are understood to have been made. It's said to have necessary funding.

One scenario

Source close to UPI's reorganizational efforts indicates company has received what it believes is "serious" interest from eight prospective investors. Of eight, only two have put proposal on table, although deadline on one lapsed last week and other, by Reuters, has been "shelved" for present in hope that more favorable bids will emerge. In its present form, Reuters bid would spell end of UPI as it's known today because European news service is interested only in acquiring "certain assets" of UPI. Assumption is, source said, that only 150 of 1,600 jobs would be saved and that all broadcast services would cease operation. Latter include UPI Radio Network, currently serving about 1,000 affiliates, and broadcast news wire serving about 2,900 radio and 900 television stations. Reuters has proposed paying \$5

million up front for UPI assets, plus additional payments (up to \$10 million) based on future revenues generated by those assets.

Copyright problem

Congressional interest in scrambling of cable programming is certain to be intensified by system proposed in "talking paper" circulated last week by National Cable Television Association (see page 10). Among those interested is House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.), who is reportedly concerned about what he feels is creation of new form of intellectual property. Kastenmeier plans hearing in fall on copyright and technological changes, including scrambling of cable programming.

More news

Look for announcement this week that Newsfeed, syndicated satellite newsgathering service of Group W, will add third satellite feed, from 7:45 p.m. to 8 p.m. (NYT), to accommodate West Coast and mountain time zones, where stations are putting final touches on early evening broadcasts at that time. Richard Sabreen, vice president and general manager, Newsfeed, confirmed last week that additional feed would begin Aug. 5. "News doesn't stop when New York and Washington shut down at 5 p.m. (ET)," said Sabreen. Start-up cost for new feed is estimated at \$750,000. Feed will be delivered via Telstar 301 and will increase weekly hours of Newsfeed transmission from 8½ to 11. Newsfeed has 80 affiliated stations.

Next standard?

RCA and HBO have joined forces in development of new satellite transmission method for cable and DBS. Public unveiling of NTSC-like system, which uses digital audio and data channels and M/A-Com signal scrambling technology, is scheduled for Tuesday at RCA's Sarnoff Labs in Princeton, N.J. Cablecasters were given previews at demonstrations last week.

Link between two companies—HBO transmits programming via RCA satellites—suggests attempt to establish system as industry standard. Scientific-Atlanta and others have already proposed different systems to standards bodies, Direct Broadcast Satellite Association and Advanced Television Systems Committee.



INTERNATIONAL, INC.

PRESENTS

Sid Caesar

THE BEST OF

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ALSO STARRING

IMOGENE COCA • CARL REINER
HOWARD MORRIS • NANETTE FABRAY
JANET BLAIR

During its reign as America's most popular and influential comedy program, "YOUR SHOW OF SHOWS" earned an impressive record of Emmy nominations and wins. The show itself scored three nominations for BEST VARIETY SHOW during its run, and was the Academy's choice in this category for two years in a row.

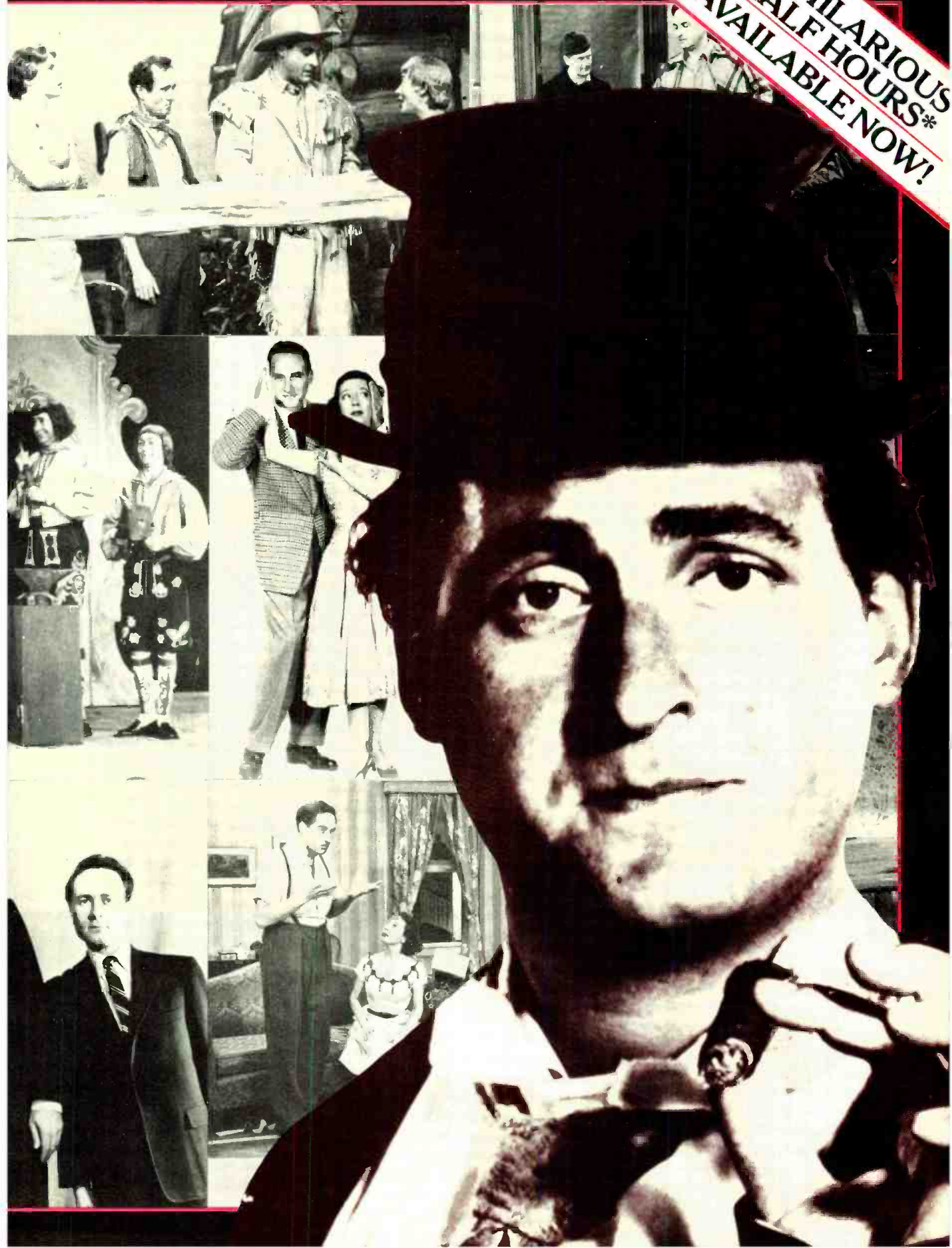
Sid Caesar was honored twice as BEST MALE PERFORMER IN A COMEDY OR VARIETY SHOW, and received a remarkable but well-deserved total of nine nominations.

Imogene Coca was nominated as BEST FEMALE PERFORMER IN A COMEDY OR VARIETY SHOW six times, and likewise triumphed twice. Carl Reiner won a 1953 Emmy for BEST SUPPORTING PERFORMER IN A COMEDY OR VARIETY SHOW.

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June rise

HBO said last week that average prime time viewing of the network in June was up 35% over May. Last year, it said, viewing for the comparable period also went up 25% and the average May-to-June prime time viewing gain for the past three years was 14%. It attributed this year's dramatic rise to its "All Star Summer" marketing campaign and program lineup. It said that 700 of its affiliates have participated in the campaign, and that 165,000 new subscribers have signed up since the campaign was launched two months ago. That figure, however, does not take into account disconnects during the same period, which the company declined to quantify.

The network also said last week that a new "adult" comedy series, *1st & 10*, would debut on Aug. 10. Promotional literature on the new series says it's about "the fortunes of a disorganized football team and its new owner, a sexy socialite," played by Delta Burke. The series was produced by Kushner-Locke Productions.

ESPN scores

ESPN said last week that it would introduce a new sports score service on July 26 with updates every half-hour during prime time on weeknights and all day on the weekends.

Known as *28-58*, the updates (which will be cued with a chime at 28 minutes and 58 minutes past the hour) will be in text form, seen either as a crawl or flashed one after the other at the bottom of the television screen during regular programming.

Coming back

The Disney Channel said it has renewed *The Edison Twins* for a third and fourth series of 13 shows each, now in production in Toronto, Canada. The 26 new shows will bring the number of *Edison Twins* episodes to 65, making it one of pay cable's longest-running series. The show, aimed at six- to 12-year-old viewers, started on the Disney Channel in March 1984. It is produced by Nelvana Ltd. in association with the Disney Channel and the Canadian Broadcasting Corp. Ian McDougall is producer.

Profitable campaign

Sportschannel New York said it gained more than 16,000 subscribers during April and May in its first use of broadcast television advertising. The pay-sports service said it passed the 415,000-subscriber mark with the help of a campaign that included broadcast television, network cable, bill stuffers, radio, print and direct mail, as well as an incentive program to systems offering

ocean cruises to those signing up the most new subscribers.

'Info Age'

A series of 10, five-minute program segments a week, all focused on information and telecommunications industry interests, is due to start today (July 22) on the Financial News Network. Produced by Young & Rubicam USA for its client the NYNEX Corp. in association with FNN, *The Information Age* is described by FNN as "the first network program of its kind that is targeted toward decision makers in the business, investment and telecommunications fields."

Peter Balbus, director of strategic planning for Network Strategies Inc., a management consulting firm specializing in technology, telecommunications and computer networks, is host of the series, which will include both news and interview segments. Mark Estren, FNN senior vice president for programming, is executive producer. The schedule calls for two five-minute programs a day, Monday through Friday.

"What NYNEX is doing with this program, communicating one to one with its best prospects, is the very essence of how cable television can be strategically deployed," said Ira Tumpowsky, Y&R senior vice president and group supervisor, cable

NCTA formulates scrambling plan

The National Cable Television Association has come up with a plan aimed at encouraging the scrambling of cable programming—one that would also give cable operators an opportunity to market cable programming to owners of backyard earth stations.

In a "talking paper" dated July 17, NCTA suggests the creation of a nonprofit cooperative of cable operators that would select a scrambling technology and license it to manufacturers. The consortium, the paper said, would make its services available on a nondiscriminatory basis to all program services that meet "certain objective criteria" and choose to connect to the consortium's facility.

The consortium, the paper said, would "provide a facility for activating and deactivating decoders" and "enter into contractual relations with willing programmers limited to the creation and maintenance of the necessary microwave or other communications necessary between the consortium and individual uplink facilities." Arrangements for program distribution, including pricing and packaging, would be left to the programmers and cable operators. "The agreement between a programmer and the consortium would not require the programmer to deal with a consortium member or establish terms for the relationship between the member and a programmer," the paper said.

The decoding services of the consortium, the paper said, would be available only to consortium members. "However, a consortium member would not be precluded by the consortium from using the services of the consortium to serve backyard earth stations either outside the member's cable franchise area or in the (presumably nearby) franchise area of another consortium member or nonmember cable system; this matter would be between each operator and the respective program service." A second nonprofit lifeline entity would provide an 800 number

through which earth station owners could order programming. "The purpose of the 'lifeline entity' would be to insure that services are provided to owners of backyard earth stations during the transition to scrambling," according to the paper. "Prices would be determined by program services; services would be provided a la carte. At the program services' option, the 'lifeline entity' would provide a billing service. The 'lifeline entity' would charge a cost-plus fee to programmers for these services. The 'lifeline entity' would use the consortium's computer facility and pay a fee for such use. The 'lifeline entity' would be phased out after a sufficient period, by which time more conventional entrepreneurial arrangements can be expected to arise to facilitate the provision of service to owners of backyard earth stations located both inside and outside of franchised areas.

"The rules of the consortium and the 'lifeline' entity would leave program services free to make arrangements for program delivery outside the consortium-'lifeline entity' structure, including arrangements with nonmembers of the consortium for delivery inside or outside franchise areas. In addition, consortium members would be free to make arrangements independent of the consortium."

According to the paper, consortium members would pay for the consortium's costs. Members would agree to pay for defending the consortium against lawsuits and pick up the costs of damage awards. NCTA would manage the lifeline entity and be paid for its services. It also would be reimbursed by the consortium for its costs in establishing the consortium. The consortium and its members also would pay for the defense of NCTA and its officers and staff in any legal action involving the consortium, "and to indemnify NCTA and its officers and NCTA staff against any monetary assessment."

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Early in a.m.

The Cable News Network is adding another business report to its schedule: *Business Day* will be seen weekdays at 6:30-7 a.m. NYT, starting today (July 22). Officials said the live report is designed to provide a comprehensive preview of business and market developments anticipated in the day ahead and an update of overnight business news in Asian and European markets. Stuart Varney, CNN financial correspondent, will anchor in New York.

HTN campaign

"Pay movies come clean" is the slogan for a new trade and consumer advertising campaign being launched this month by Home Theater Network. The campaign is directed at cable operators who want to attract non-cable subscribers and nonpay subscribers, according to HTN vice president and general manager, Peter Newman.

"We're hearing from cable operators that cost and R-rated programming are the major roadblocks to acquiring and retaining cable and pay subscribers," Newman said. "HTN gives the cable operator an alternative service to sell—that is, affordable quality programming that is attractive to a variety of consumer market segments."

One ad asks operators: "Taking a bath on pay TV?" It advises them to "Clean up with HTN without getting soaked," and to use HTN "as a way to lift subscribers into the price-point gap between basic and premium—or as part of a super-basic tier."

Two versions of a consumer bill stuffer give the operator a chance to experiment with different approaches. One version emphasizes the price advantage of HTN, explaining that "HTN costs less because it doesn't charge you for a lot of things you don't want to watch. Like R-rated movies. . . And you don't pay for it to run at hours when you don't watch." The other bill stuffer stresses the non-R-rated content of HTN programming. HTN, it says, is "the movie channel that doesn't swear by sex and violence."

The campaign was created by Brems Eastman Inc., Seattle.

Jones run

For the third straight year, Jones Intercable is sponsoring a five/10 kilometer Cable Stars Race in Oxnard, Calif., for the benefit of Special Olympics Inc. The race, scheduled for Aug. 10, will feature champion marathoners Bill Rogers and Frank Shorter. It will be the culmination of over a month of activities by more than 60 Jones cable systems throughout the country to raise money for local chapters of Special Olympics. Jones raised more than \$70,000 for the charity last year.

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Great Motion Picture
From ITC**

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ALL OF ME

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***They Say That Behind Every
Great Man There's A Woman.
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ALL OF ME

A Kings Road/Stephen Friedman Production A Carl Reiner Film "All Of Me"

Starring Richard Libertini And Victoria Tennant as Terry Hoskins

Based on the novel "ME TWO" by Ed Davis Adaptation by Henry Olek Screenplay by Phil Alden Robinson

Music by Patrick Williams Associate Producer Phil Alden Robinson Produced by Stephen Friedman

Directed by Carl Reiner

**...And There's
More To Come!**



ENTERTAINMENT

Business Briefly

TV ONLY

Gagliardi Bros. □ Frozen meat products will be spotlighted in five-week flight starting this week in at least eight markets, including Albany, N.Y., and Jacksonville, Fla. Commercials will be scheduled in daytime periods. Target: women, 25-49. Agency: Doyle Dane Bernbach, New York.

Denny's Restaurants □ Two-week buy in Southeastern region will include flights in Miami, Orlando and West Palm Beach, all Florida, starting in early September. Commercials will run in fringe periods. Target: men and women, 25-54. Agency: Western International Media, Atlanta.

RADIO ONLY

Edison Bros. □ Wild Pair shoe stores will launch two-week campaign in late August in more than 80 markets, including New York, Chicago, Los Angeles, Dallas and Baltimore. Commercials will be placed in all dayparts. Target: adults, 25-49. Agency: Media/Marketing Services, Chicago.

Bridgestone Tires □ Three-week flight is scheduled to start this week in about 15 markets, including York and Harrisburg, both Pennsylvania. Commercials will be slotted in daytime and weekend periods. Target: adults, 25-49. Agency: Campbell-Ewald, Detroit.

Herman's Sporting Goods □ Retail chain will kick off one-week flight in mid-August in nine markets including New York, Philadelphia, Chicago and Pittsburgh. Commercials will be broadcast in all dayparts. Target: adults, 18-49. Agency: RDR/Timebuying Services, New York.

Joseph A. Bank Co. □ Men's clothing chain will begin fall campaign in September in 19 markets with flights running up to nine weeks. Commercials will be carried in drive times. Target: men, 25-49. Agency: Eisner & Associates, Baltimore.

Calvin Wine Coolers □ Three-week flight is scheduled to start later this week in more than 30 markets, including Minneapolis, Omaha and Akron, Ohio.

Commercials will be carried in all dayparts. Target: women, 18-34. Agency: Shapiro, Bartolone & Budrow, New York.

Washington State Lottery □ Four-week flight is scheduled to start in late July in major markets throughout state. Commercials will be carried in all dayparts. Target: adults, 25 and older. Agency: Stimpson Associates, Seattle.

RADIO AND TV

New England Dodge Dealers □ Two-week flight is being prepared to run in five markets, starting in mid-August. Commercials will be used in all dayparts. Target: men, 25-54. Agency: Quinn & Johnson/BBDO, Boston.

Cato □ Women's clothing store chain is scheduled to begin in late July two-week campaign in 35 radio markets and 10 television markets in Southeastern portion of U.S. Commercials will be carried on all dayparts in radio and in daytime, fringe and prime in television. Target: women, 18-49. Agency: Kothe, Howard & Co., Charlotte, N.C.

Pace Foods □ Six-week flight in support of Picante Sauce will be launched this week in seven Western markets including Seattle and Tucson, Ariz. Daytime and fringe periods will be used for television commercials and all dayparts for radio. Target: women, 18-49. Agency: Bozell & Jacobs, Los Angeles.

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

SCHOOLS THAT MAKE THE GRADE — AP profiles schools that refuse to be average. Find out what makes them better at producing better students. And learn how they've upgraded the quality of their programs. Five 60-second scripts run in advance 8/17.

PRE-SEASON PICKS — AP previews the upcoming football season by taking a close look at the NFL clubs, as well as the nation's top college teams. Find out who's hot this year, as the season begins to heat up. 10-part college series moves in advance 8/17 for use the week of 8/26. 6-part NFL series moves 8/24 for use the week of 9/2.

THE AFTERSHOCK OF HIROSHIMA — August 2 — On the 40th anniversary of Hiroshima, AP recounts the events that led up to that terrible occasion, and looks at how it has changed the course of U.S.-Japan relations forever. Scripts run on August 2.

AIRCHECK: AP RADIO NETWORK

OUR EDUCATIONAL SYSTEM'S NEW SCHOOL OF THOUGHT — At a time when average test scores have been dropping, some schools are fighting to buck the trend. Find out why their academic programs have moved them to the head of their class. AP networks five-part series will be fed in bulk 8/23.

JAPAN'S DARKEST HOUR — August 2 — AP features eyewitness accounts of the destruction of Hiroshima on the 40th anniversary of that event. And we chronicle the development of U.S. relations with a country that has risen to become one of the most advanced industrial nations on earth. Five 60-second shows will be fed 8/2 and re-fed 8/5 at 1:32 p.m. ET.

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

Rep Report

WLTW(AM) New York: To Major Market Radio from Selcom.

□

KMYZ(FM) Pryor, Okla., and KRNN(AM) San Antonio, Tex.: To Republic Radio (no previous rep).

□

KMGW(FM) Anoka, Minn.: To Major Market Radio from Blair Radio.

□

KJTL(TV) Wichita Falls, Tex.: To Seltel (no previous rep).

□

Joining forces. Savalli & Schutz, New York, and P/W Radio Reps, New York, have merged into new firm called Savalli, Schutz & Peterson, with offices at 555 Madison Avenue, New York 10022. Phone is: (212) 688-2380. Sales staff will include Joseph Savalli, Al Peterson, Emma Fredette and George Sternberg. Combined firm will represent 70 radio stations.

SELCOM RADIO WELCOMES WPLO / WKHX ATLANTA



"Somehow I get the feeling that Selcom is right for us."

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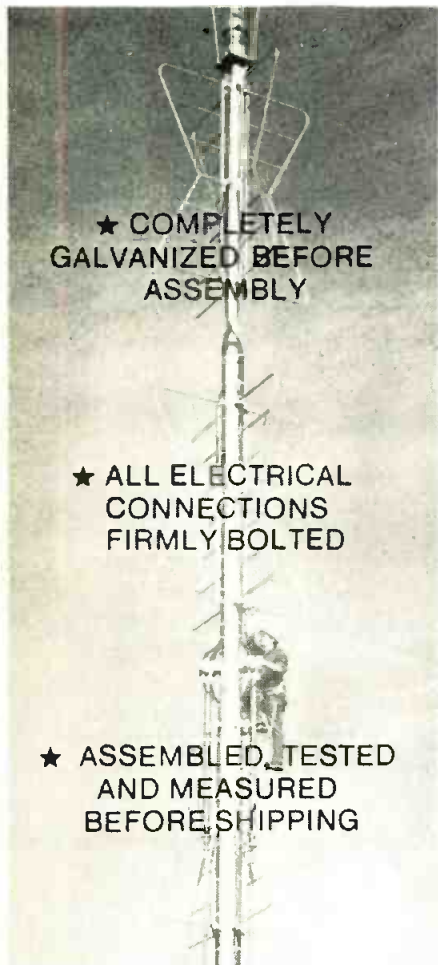
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AdVantage

Grey buy. Grey Advertising, New York, has acquired majority interest in Levine, Huntley, Schmidt & Beaver, New York, for undisclosed cash sum. Levine, Huntley will operate autonomously and will compete in certain product areas, including automotive and watches. Grey has worldwide billings of \$1.7 billion, of which estimated \$1 billion accrues from activities in New York. LHS&B bills about \$70 million. Grey is substantial broadcast agency, having allocated almost \$550 million in U.S. billings to radio and television in 1984. Levine, Huntley spends about \$40 million in broadcast.

□

Bubbling over. Total television advertising for carbonated soft drinks in first quarter of 1985 climbed by 55% to \$82.4 million, according to Television Bureau of Advertising. Network amounted to \$52.1 million and spot television to \$30.3 million. Diet Coke was leading advertiser in first quarter of year with \$14.2 million in television spending, followed by Diet Pepsi, \$13.4 million; Coca-Cola, \$12.8 million, and Pepsi-Cola, \$7 million. Figures were compiled by TVB from data supplied by Broadcast Advertisers Reports.

□

BBDO's crystal ball. BBDO's media department in New York has issued analysis of networks' prime time schedules for 1985-86 and projects that CBS will retain first place, with 16.2 rating, followed by NBC, 15.9, and ABC, 15.2. BBDO's assessment bodes poorly for new shows. It notes that program it believes will deliver 28 share or more is considered "a hit" while one scoring 23 to 27 is "a survivor." Any registering less than 22 share is regarded as "failure." BBDO's media department does not consider any new series "a hit." It picks these shows as "survivors": *MacGyver*, *The Insider*, *Dynasty II* and *J.G. Culver* on ABC; *The Equalizer* on CBS, and *Hell Town* on NBC. Those relegated to "failure" category: ABC's *Our Family Honor*, *Growing Pains*, *Spenser: For Hire*, and *Hollywood Beat*; CBS's *Hometown*, *Stir Crazy*, *Charlie and Company*, *George Burns's Comedy Week*, and *Twilight Zone*, and NBC's *Amazing Stories*, *Alfred Hitchcock*, *Golden Girls* and *227*. Among trends for 1985-86 noted by BBDO: predominance of action/adventure/mystery programing; resurgence of comedy programing following success of *Cosby Show*; return of anthology programing and increasing popularity of veteran screen and television performers. Analysis also includes listings of theatrical packages, made-for-TV movies, specials and miniseries.

□

National exposure. Personal Products, Johnson & Johnson Co., has introduced nationally Take-Off Makeup Remover using daytime and prime network television and women's magazines. Product has been in test markets for three years. Centerpiece of advertising is 30-second TV commercial demonstrating effectiveness of Take-Off in removing lipstick, eye makeup, mascara and foundation. Magazine insert underscores television execution, showing "before" and "after" close-up of young woman who has used Take-Off. Agency is Saatchi & Saatchi Compton, New York.

□

Calling all exhibitors. Television Bureau of Advertising is making available again at its annual meeting exhibition space to approximately 12 companies. Further information is available from Harvey Spiegel at TVB, 477 Madison Avenue, New York 10022. Annual meeting is to be held at Anatole in Dallas Nov. 20-22.

□

Crime-stopper. New book, titled "How to Protect Your Business," has been published by Benjamin Co., Elmsford, N.Y. Written by Council of Better Business Bureaus, book is being offered to TV and radio stations for distribution to their advertising clients. Book helps business firms and professional offices detect, prevent and cope with frauds, schemes, scams and internal and external crime. It is available in paperback for \$8.95 and hard cover, \$19.95. Radio and TV stations wishing to distribute books to their customers will receive special discounts for quantity orders.

□

Claims settled. Nine challenges to national advertising, including five on television, were resolved during June by National Advertising Division of Council of Better Business Bureaus. Substantiated were TV commercials for American Pop Corn Co. and H. J. Heinz Co./Star Kist Foods Inc. Modified or discontinued were TV commercials for Chesebrough-Pond's (Vaseline Intensive Cream Lotion), Coleco Industries (Cabbage Patch Kids Poseable Actionwear) and Procter & Gamble (Wondra Skin Lotion).

□

Where there's no smoke. In letter to Federal Trade Commission Chairman James C. Miller, Action for Children's Television has called for immediate action to require health warnings in advertising for smokeless tobacco products. ACT said it will also "encourage" congressional hearings on possibility of banning all broadcast advertising of those products.

□

Warnings. Representative Mike Synar (D-Okla.) has introduced bill calling for warning labels on all smokeless tobacco products and advertising.

SURVIVAL RADIO

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



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

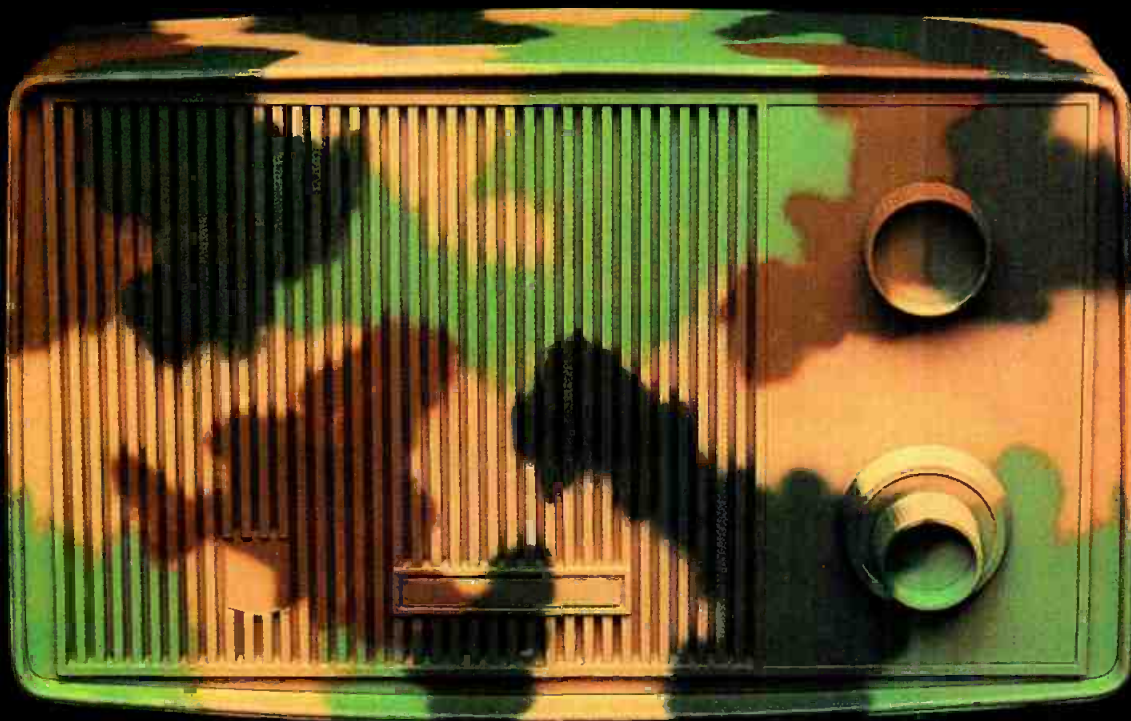
Whether you're doing spots, editing, or working "live", this rugged machine provides the features you'll need for the recording tasks of tomorrow. As one of our customer's put it, "Everything I even *think* I want to do, I *can* do on this machine."

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

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

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

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Datebook

This week

July 21-23—"Alcohol and Drug Abuse Symposium," co-sponsored by *National Council for Families and Television* and *The Caucus for Producers, Writers & Directors*. Ojai Inn, Ojai, Calif. Information: (213) 652-0222.

July 22-26—12th annual conference on computer graphics and interactive techniques, ACM Siggraph '85, sponsored by *Association for Computing Machinery's Special Interest Group on Computer Graphics* in cooperation with Eurographics and Institute for Electrical and Electronics Engineers' technical committee on computer graphics. Moscone Center, San Francisco. Information: (312) 644-6610.

July 23-25—Fifth annual WOSU Broadcast Engineering Conference, sponsored by *WOSU-AM-FM-TV, noncommercial stations of Ohio State University*. Fawcett Center, OSU campus, Columbus, Ohio. Information: (614) 422-9678.

July 24-28—*Florida Cable Television Association* annual convention. Amelia Island Resort, Fla.

July 24—*Society of Cable Television Engineers, Chatahoochee chapter*, meeting. Topic: proof of performance testing with interpretations of FCC performance standards. Holiday Inn, Airport South, Atlanta.

■ **July 24**—"Broadcast Production and Engineering: A Career," workshop sponsored by *National Association of Broadcasters*. NAB headquarters, Washington. Information: (202) 429-5497.

July 24-28—*National Federation of Community Broadcasters* 10th annual conference. University of Wisconsin, Madison, Wis. For information: (202) 797-8911.

July 25-28—*Colorado Broadcasters Association* summer convention. Manor Vail, Vail, Colo.

■ **July 27**—12th annual daytime Emmy Awards presentation, primarily for creative arts categories, sponsored by *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*.

■ Indicates new entry

tional Academy of Television Arts and Sciences. Century Plaza, Los Angeles.

Also in July

July 28-30—*California Broadcasters Association* summer convention. Speakers include: Paul Kagan, Kagan & Associates; John DeLuca, The Wine Institute, and Donald B. Shea, U.S. Brewers Association. Hyatt Regency Del Monte hotel, Monterey, Calif. Information: (916) 444-2237.

July 28-Aug. 1—Minority broadcast management and ownership seminar, sponsored by *National Association of Broadcasters* and *BROADCAP* (Broadcast Capital Fund). S.I. Newhouse School of Communications, Syracuse University, Syracuse, N.Y. Information: Dwight Ellis, (202) 429-5498, or Kenneth Harris, (202) 429-5328.

July 29-30—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Hilton Harbour Castle, Toronto.

July 31—Deadline for entries in World Hunger Media Awards, created and sponsored by entertainers *Kenny and Marianne Rogers*. Information: World Hunger Year, 350 Broadway, New York, N.Y., 10013.

July 31-Aug. 4—*National Association of Black Journalists* convention. Baltimore Convention Center, Baltimore.

August

Aug. 1—*Society of Cable TV Engineers, north central Texas chapter*, meeting. Topic: signal leakage. Grand hotel, Irving, Tex. Information: (214) 241-1421.

Aug. 2—Deadline for entries in CAPE Awards (Cable Awards for Programming Excellence), for programming on *Cable Television Network of New Jersey*. Information: CTN, 128 West State Street, Trenton, N.J., 08608.

Aug. 4-7—*Cable Television Administration and Marketing Society* 11th annual conference. Theme: "Bridging the Gap: From Strategy to Reality" Fairmont hotel,

San Francisco.

Aug. 7-8—*Wisconsin Broadcasters Association* annual summer convention. Pioneer Inn, Oshkosh, Wis.

Aug. 8—*Women in Cable, Bay Area chapter*, picnic and "rap session." John Ryan Park, Foster City, Calif.

Aug. 8-18—38th International Film Festival of Locarno, Switzerland, including category for television movies. Locarno, Switzerland. Information: 093-31-02-32.

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. Geneva. Second session of *World Administrative Radio Conference* scheduled for October 1988. Geneva.

Aug. 9-16—Directors' Guild Hollywood workshop, sponsored by *American Film Institute*. Directors' Guild headquarters, Los Angeles.

Aug. 11-13—*Arkansas Broadcasters Association* convention. Sheraton Hot Springs, Lakeshore Resort, Hot Springs, Ark.

Aug. 12-14—*Television Bureau of Advertising/Sterling Institute* managing sales performance program for sales managers. Georgetown Inn, Washington.

Aug. 13—*Washington Executives Broadcast Engineers* monthly luncheon. Roma restaurant, Washington. Information: (703) 644-3013.

Aug. 13-15—Computer graphics show, sponsored by *National Computer Graphics Association*. Boston Bayside Exposition Center, Boston. Information: (703) 698-9600.

Aug. 15—Deadline for entries in Women at Work 1985 Broadcast Awards, sponsored by *National Commission on Working Women*. Information: NCWW, 2000 P Street, N.W., suite 508, Washington, 20036; (202) 872-1782.

Aug. 15—*Southern California Cable Association* seminar. "Taking the Lead: Beyond the Bottom Line." Marina Marriott hotel, Marina del Rey, Calif.

Aug. 21—Archival screening of *Three for Tonight*, sponsored by *Academy of Television Arts and Sci-*

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

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

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

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

Sept. 11-14—"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,

Major Meetings

les, 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* 23rd 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* 43rd 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.

March 15-18, 1986—*National Cable Television Association* and *Texas Cable Television Association* combined annual convention. Dallas Convention Center. Future conventions: May 17-20, 1987, Las Vegas.

April 13-16, 1986—*National Association of*

Broadcasters 64th annual convention. Dallas Convention Center, 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.

April 27-30, 1986—*Broadcast Financial Management Association/Broadcast Credit Association* 26th annual conference. Century Plaza, Los Angeles. Future conference: April 26-29, 1987, Marriott Copley Place, Boston.

April 28-29, 1986—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Center, New York.

May 14-17, 1986—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

■ **May 18-21, 1986**—*CBS-TV* annual affiliates meeting. Century Plaza hotel, Los Angeles.

May 21-25, 1986—*American Women in Radio and Television* 35th annual convention. Westin Hotel Galleria, Dallas.

■ **June 8-11, 1986**—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui, Hawaii.

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

June 14-18, 1986—*American Advertising Federation* national convention. Grand Hyatt, Chicago.

■ **June 19-22, 1986**—*NATPE International* second annual production conference. Adam's Mark hotel, St. Louis. Information: (212) 757-7232.

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ABC-TV NETWORK CAMPAIGNS 1981-86
HBO-Make The Magic Shine
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ences. Directors Guild Theater, Los Angeles.

Aug. 22-24—*West Virginia Broadcasters Association* fall meeting. Greenbrier, White Sulphur Springs, W. Va.

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

Aug. 26-28—*Television Bureau of Advertising/Sterling Institute* performance management program for account executives. Georgetown Inn, Washington.

Aug. 27—*Ohio Association of Broadcasters* news directors' workshop. Columbus Marriott Inn North, Columbus, Ohio.

Aug. 30-Sept. 8—International Audio and Video Fair Berlin. Exhibition grounds, Funkturm (Radio Tower), Berlin. Information: AMK Berlin, Messedamm 22, D-1000, Berlin 19; (030) 30-38-1.

September

Sept. 6—Deadline for entries in 1985 Gabriel Awards competition, sponsored by *UNDA-USA*. Information: Jay Cormier, Merrimack College, North Andover, Mass.; (617) 683-7111.

Sept. 6-7—"Radio Station Ownership and Management," seminar sponsored by *UCLA Extension* in cooperation with *Southern California Broadcasters Association*. Sheraton Plaza La Reina hotel, Los Angeles.

Sept. 6-10—*International Institute of Communications* 16th annual conference, "Communications: The Crossroads of Culture and Technologies." Keio Plaza, Intercontinental hotel, Tokyo. Information: (01) 388-0671.

■ **Sept. 7**—37th annual prime time Emmy Awards presentation banquet, primarily for creative arts categor-

ies, presented by *Academy of Television Arts and Sciences*. Beverly Hilton hotel, Los Angeles.

Sept. 8-10—*Illinois Broadcasters Association* annual convention. Eagle Ridge Inn, Galena, Ill.

■ **Sept. 9**—Deadline for entries in 28th annual *International Film & TV Festival of New York* awards competition. Information: (914) 238-4481.

Sept. 9-10—*Television Bureau of Advertising* group heads meeting. Hyatt O'Hare, Chicago.

Sept. 10-11—*Television Bureau of Advertising* board of directors meeting. Hyatt O'Hare, Chicago.

Sept. 11-14—*Radio-Television News Directors Association* annual convention. Awards banquet speaker: CBS's Dan Rather. Keynote speaker: ABC's Peter Jennings. Opryland hotel, Nashville.

Sept. 11-14—"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. 13-14—Rocky Mountain Film and Video Expo '85, project of *Colorado Film and Video Association*. Regency hotel, Denver. Information: (303) 837-8603.

Sept. 13-15—Latin American conference for journalists, co-sponsored by *Foundation for American Communications*, *Tinker Foundation* and *Institute of the Americas*. L'Enfant Plaza, Washington. Information: (213) 851-7372.

Sept. 14—Deadline for entries in International Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*, *International Council*. Information: (212) 308-7540.

Sept. 15-17—*National Religious Broadcasters Association* Western chapter meeting. Los Angeles Marriott, Los Angeles.

Sept. 17—*Southern California Cable Association* luncheon. Speaker: Neil Austrian, chairman and chief executive officer, Showtime/The Movie Channel. Marina del Rey Marriott, Marina del Rey, Calif.

Sept. 17—Presentation of second annual Cable Awards for Programming Excellence of *Cable Television Network of New Jersey*. Bally's Park Place, Atlantic City, N.J.

■ **Sept. 17-20**—*Telocator Network of America* annual convention and exposition. Speakers include Congressmen Al Swift (D-Wash.) and Matthew Rinaldo (R-N.J.). MGM Grand hotel, Las Vegas. Information: (202) 467-4770.

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

Sept. 18-20—*Television Bureau of Advertising* sales advisory committee meeting. Rye Town Hilton, Rye, N.Y.

Sept. 18-21—*American Women in Radio and Television, North Central area*, conference. Marc Plaza, Milwaukee.

Sept. 19-20—*CBS Radio Network* affiliates convention. Waldorf-Astoria, New York.

Sept. 19-20—*Institute of Electrical and Electronics Engineers* Broadcast Technology Society fall broadcast symposium. Hotel Washington, Washington. Information: (202) 429-5346.

Sept. 20-22—*Maine Association of Broadcasters* annual meeting. Sebasco Estates, Sebasco, Me.

Sept. 20-22—Economics II, conference for journalists, sponsored by *Foundation for American Communications*. Keystone Conference Center, Keystone, Colo.

Sept. 21-24—Intelevent '85, fourth annual telecommunications conference, sponsored by *Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey*; *E. F. Hutton*; *Peat, Marwick, Mitchell & Co.*, and *In-*

Stay Tuned

A professional's guide to the intermedia week (July 22-28)

Network television □ **CBS**: *Chiefs* (three-part mini-series), Friday-Sunday, 9-11 p.m. **NBC**: *Our Time** (nostalgia series), Saturday 8-8:30 p.m.; *The Biggest Lump of Money in the World* (documentary), Saturday 10-11 p.m. **PBS** (check local times): *On the Boulevard* (drama), Sunday 10:30-11 p.m.

Network radio □ **American Public Radio**: *Ring of the Nibelung: "Gotterdammerung"* (last of four operas), Saturday noon-5 p.m.

Cable □ **Arts & Entertainment**: *Small Happiness: Women of a Chinese Village* (documentary), Wednesday 9-10 p.m.; *The King Singers Madrigal History Tour** (six-part music series), Thursday 8-9 p.m.; *The George Shearing Special* (jazz concert), Sunday 9-11 p.m. **CNN**: *Business Day** (financial series), weekdays 6:30-7 a.m., beginning Monday. **HBO**: *The 30-Second Seduction: Television Advertising—A Consumer Reports Special*, Thursday 7:30-8 p.m.; *Blackout* (thriller), Sunday 8-10 p.m. **Showtime**: *Murder in Space* (mystery), Sunday 8-9:30 p.m. **The Nashville Network**: *Hats Off to Country* (music special), Sunday 6:30-7:30 p.m.



Crew members of Showtime's *Murder in Space*

Play It Again □ **CBS**: *Skokie* (docudrama), Tuesday 8:30-11 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ *The Silent Ernie Kovacs*, comedy sketches, including "Eugene," "The Ernie Kovacs Show," "The Knockwurst Mystery" and "Kovacs Home Movies," Tuesday-Saturday at 12:30 p.m., 2:05 p.m. and 3:45 p.m. and Tuesday at 5:30 p.m. *Discovery: Rare Honeymooners*, 75 rereleased *Honeymooners* half-hours, screened with hour-long episodes of *Cavalcade of Stars*, Tuesday-Saturday at noon, 1:45 p.m., 3:30 p.m., 5:15 p.m. and 7 p.m., now through Sept. 26.

*denotes series premiere

Errata

Joe Cooke, general sales manager, WALA-TV Mobile, Ala., assumes additional duties as station manager, not Robert Finke, as incorrectly reported in "Fates & Fortunes," July 15. Finke is VP and general manager of station.

AM/FM STEREO

FM 88 | 90 | 92 | 94 | 96 | 98 | 100 | 102 | 104 | 106 | 108

AM 540 | 520 | 500 | 480 | 460 | 440 | 420 | 400

SPEAKERS
A B

BASS
0 10 20 30

TREBLE
0 10 20 30

BALANCE
L 0 R

VOLUME
MIN 0 1 2 3 4 5 6 7 8 9 MAX

LOUDNESS

MONO

TAPE MON

ALIT
FM
AM

KLUV
serving Dallas, Texas

We welcome KLUV to the growing list of Torbet client stations.

TORBET



ternational *Herald Tribune*, and produced by International Televent Inc. Speakers include Richard Butler, ITU; Richard Colino, Intelsat; Andrea Caruso, Eutelsat, and Mimi Dawson, FCC commissioner. Hotel Montfleury, Cannes, France. Information: (202) 857-4612.

Sept. 22—Presentation of *Academy of Television Arts and Sciences'* 37th annual prime time Emmy awards, on ABC-TV, originating from Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 25-27—*National Religious Broadcasters Association* Southeastern conference. Ritz Carlton, Atlanta.

Sept. 25-27—Great Lakes Cable Expo, sponsored by cable TV associations of Indiana, Illinois, Ohio and Michigan. Keynote speaker: Ed Allen, chairman, National Cable Television Association. Indianapolis Convention Center and Hoosier Dome.

Sept. 26-28—International Mobile Communications Show and Conference, sponsored by *Electronic Industries Association*. Washington Convention Center, Washington.

Sept. 26-29—*American Women in Radio and Television, Southeast area*, conference. Ritz Carlton Buckhead, Atlanta.

Sept. 29-Oct. 1—*Minnesota Broadcasters Association* fall convention. Holiday Inn, Winona, Minn.

Sept. 29-Oct. 1—*Washington State Association of Broadcasters* fall meeting. Sheraton Inn, Tacoma, Wash.

Sept. 29-Oct. 2—*National Association of Telecommunications Officers and Advisers* annual conference. Park Terrace Airport Hilton, St. Louis. Information: (202) 626-3250.

Sept. 30-Oct. 3—Sixth annual Nebraska Videodisk Symposium, sponsored by *University of Nebraska-Lincoln's Nebraska Videodisk Design/Production Group*. Nebraska Center for Continuing Education and Cornhusker Center on campus of University of Nebraska, Lincoln, Neb. Information: (402) 472-3611.

October

Oct. 1—Deadline for applications for Jefferson Fellow-

ship program of *East-West Center*, for experienced news editors, writers and broadcasters to study Pacific Basin news issues. East-West Center, Honolulu. Information: (808) 944-7204.

Oct. 2-4—Careers conference, sponsored by *Institute of Electrical and Electronics Engineers* and *United States Activities Board*. Royal Sonesta hotel, Boston. Information: (202) 785-0017.

Oct. 4-6—*American Women in Radio and Television, South Central area*, conference. Park Suite, Oklahoma City.

Oct. 6-8—*Pennsylvania Association of Broadcasters* fall convention. Sheraton Station Square hotel, Pittsburgh.

Oct. 6-8—*Kentucky CATV Association* annual fall convention. Capital Plaza hotel, Frankfort, Ky.

Oct. 6-8—*North Carolina Association of Broadcasters* annual convention. Winston Plaza, Winston-Salem, N.C.

Oct. 6-9—*National Broadcast Association for Community Affairs* meeting. Albuquerque Marriott, Albuquerque, N.M.

Oct. 8-12—*MIPCOM '85*, international film and program market for television, video, cable and satellite. Cannes, France. Information: David Jacobs, Perard Associates, (516) 364-3686.

Oct. 9-11—*National Religious Broadcasters* Midwest conference, "Building Relationships." Midland hotel, Chicago. Information: (312) 668-5300.

Oct. 10-11—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meetings. Marriott Copley Place, Boston.

Oct. 10-13—*National Black Media Coalition* 12th annual media conference. Shoreham hotel, Washington.

Oct. 11-12—*Friends of Old Time Radio* 10th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

Oct. 11-13—*Illinois News Broadcasters Association* fall meeting. Chancellor Inn, Champaign, Ill.

Oct. 13-15—*Women in Cable* national management skills conference, "Managing a Maturing Business." Westin hotel, Denver.

Oct. 13-15—*Nevada Broadcasters Association* annual convention. Alexis Park hotel, Las Vegas.

Oct. 13-15—*National Religious Broadcasters Association* Southwestern conference. Holiday, Dallas.

Oct. 13-16—*Women in Cable* fourth national management conference, "Managing a Maturing Business," in conjunction with *Denver University*, featuring "cable case studies." Westin Tabor Center hotel, Denver. Information: (202) 296-7245.

Oct. 15-17—Seventh annual Satellite Communications Users Conference. Louisiana Superdome, New Orleans.

Oct. 16-19—*American Association of Advertising Agencies* Western region convention. Hyatt Regency Monterey, Monterey, Calif.

Oct. 17-18—*Society of Broadcast Engineers, Pittsburgh chapter*, 12th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Oct. 17-20—*American Women in Radio and Television* Northeast area conference. Ramada Renaissance, Washington.

Oct. 18—*Radio-Television News Directors Association* region 12 meeting with region one, Society of Professional Journalists/Sigma Delta Chi. Sheraton Center, New York.

Oct. 18-20—Economics conference for journalists, co-sponsored by *Foundation for American Communications* and *Chicago Tribune*. Harrison Conference Center, Lake Bluff, Ill. Information: (213) 851-7372.

Oct. 20-23—American Children's Television Festival, being held for first time by *Central Educational Network* and *noncommercial WTTW-TV Chicago*, supported by grants from *John and Mary Markle Foundation*, *Lloyd Fry Foundation* and *Coleman Foundation*. Drake hotel, Chicago. Information: (315) 545-7500 or (312) 583-5000.

Oct. 21-24—Computer graphics show, sponsored by *National Computer Graphics Association*. Georgia



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■ **Oct. 22-24**—*Mid-America Cable TV Association* annual convention. Vista International, Kansas City, Mo.

Oct. 22-24—*New York State Broadcasters Association* 31st annual meeting. Americana Inn, Albany, N.Y.

Oct. 22-24—*Ohio Association of Broadcasters* fall convention. Hyatt on Capitol Square, Columbus, Ohio.

Oct. 24-26—*National Religious Broadcasters Association* Eastern area conference. Marriott Airport, Philadelphia.

November

Nov. 1-3—Advanced economics conference for journalists, co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. L'Enfant Plaza, Washington. Information: (213) 851-7372.

Nov. 3-6—*Missouri Broadcasters Association* fall

meeting. Lodge of the Four Seasons, Lake of the Ozarks, Mo.

Nov. 6-9—Athens International Video Festival, sponsored by *Athens Center for Film and Video*. Athens, Ohio. Information: (618) 594-6888.

Nov. 8-15—*International Film & TV Festival of New York* annual awards competition. Information: (914) 238-4481.

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

Nov. 11-14—*National Association of Regulatory Utility Commissioners* annual convention. Marriott Marquis hotel, New York.

Nov. 13—*Ohio Association of Broadcasters* financial managers' meeting. Holiday Inn East, Columbus, Ohio.

Nov. 13-16—*Society of Professional Journalists/Sigma Delta Chi*, national convention in Arizona, hosted by Valley of the Sun chapter. Phoenix Hilton.

Open Mike

Not for him

EDITOR: Responding to your editorial of July 15, "Fair game," may it be known I do not deny the writers, publishers and recording companies their First Amendment rights to write and publish their drug-promoting, anti-life, pornographic material.

As a radio station owner, what I do abhor is being compelled to submit involuntarily to the confiscatory music licensing organizations which extract money from me to support the filthy music businessmen.

What we need is protection from being forced to finance the purveyors of degeneracy. To date, our Justice Department and the "all-industry committee" do nothing to thwart the "cooling" of the bad with the good.—*Thomas H. Moffit, president, WVCH(AM) Chester, Pa.*

What's in a name?

EDITOR: Tom Wolzien's "Monday Memo" in the July 8 issue was welcome. They are cloning these new "production professionals" these days and I was wondering what to call them.

Mr. Wolzien advances the curious concept that these guys don't need any technical background and experience to support the technical aspects of the job. In fact, he apparently believes that engineering training and experience actually limit creativity.

We know the type well. These are the fellows who, once they find out that the word sync doesn't use the letter "K" and really stands for a longer word, consider their technical education complete and go on to full-time deep thinking. (This was the same sort of attitude that ushered in the dark ages.)

These same people make up the ranks of the equipment cultists—only switcher A; only monitor B; only graphics generator C will do the job—with no thought given to balance or budget. (This is innovation?) They have learned more in a couple of years, utterly unburdened by anything as limiting

as mathematics, than the plodding chief engineer who keeps trying to obey the laws of physics.

There is every reason to believe that a trained technical person may be a better listener than an untrained one. These lads are merely after professional status without doing the hard work that goes with that status.

Mr. Wolzien is right about one thing; manufacturers do listen to these guys. They keep stamping their little feet.

On second thought, I think we'd be better off if they would go back to their tinker toys and I go back to calling them what I used to. Twerps.—*Carroll Cunningham, president, DYMA Engineering, Los Lunas, N.M.*

Station identification

EDITOR: As one who drives considerable distances each year, I experience the continuing frustration of inexact and infrequent radio station identification. "Country 95" or "News-Talk 100" are of little enlightenment to the driver entering a particular area and wanting to tune in a local radio station. I often have wondered (as a former station owner) why broadcasters are so bashful about telling who they are and where they are. The recent rash of call letter changes has not helped matters.

A few seconds invested in more exact station identification can only be a big help to the driver, and should pay off to the station owner in better audience. To be sure, my BROADCASTING YEARBOOK accompanies me in the car, but when driving, it is a little hard to wrestle this publication. Today's new digital dials help us find stations, but when searching and finding a signal, the confirmation that we are on a local signal would be a big help.—*John F. Hurlburt, president, Walker Media & Management Inc., Holmes Beach, Fla.*

Editor's note. Reader Hurlburt and others might want to consider ordering BROADCASTING'S "Across the Dial," a pocket-sized compendium of U.S. radio and TV stations, frequencies and formats. It's available from BROADCASTING for \$6.95.

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A radio sales commentary from Michael Horn, Mike Horn & Associates, Boston

Rethinking radio measurements as formats become more specialized

The technological changes that are prevalent in almost every field are of major consequence to the media/sales efforts of today's radio broadcaster.

With the total number of radio stations in any given market now providing a wide spectrum of narrowcasting, it follows that this varied programming delivers individual station audiences of diverse classifications. As the share spread between stations decreases, it is apparent that measurement emphasis must of necessity start leaning toward the qualitative rather than quantitative.

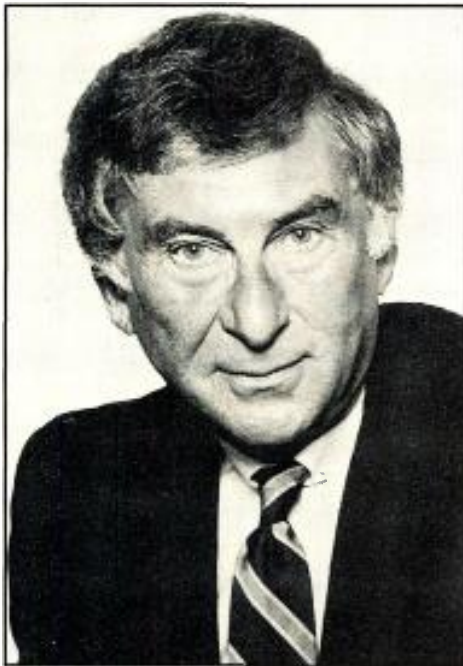
With mass audiences rapidly disappearing because of the high cost of collecting them, the ability to reach large groups of people inexpensively at a low cost-per-thousand is a thing of the past. Increasingly, we find the marketer trying to focus his costs in deeper penetration of target demo groups, developing characteristic audience profiles relative to product needs and enhancing exposure to the salable consumer, all to achieve greater sales productivity.

Today's radio salesperson certainly had the means and expected ability to be able to provide for the attainment of these goals. He has more research data and media information available to him than was ever previously imagined. Yet technological change is its own enemy in the deluge of information it creates.

Now we have the super-computer disseminating reams of listener criteria—demographic categories, ratings, C-P-M's, CPP's, reach and frequency computations, exclusive cume combinations, listening locations, collateral material like qualitative links, product usage and so on. Yet, this data by itself is inconclusive until it is interwoven with the positive factors of a particular broadcast facility—format, station image, on-air personalities, promotions, specialized programs and listener rapport to the advertiser's product (life-style/psychographics).

The key to the use of these tools (and that is exactly what they are—tools) lies in the ability of the professional to convert raw numbers and demonstrative information into an effective selling instrument. But only with a thorough and total acquaintance with current instruments can a salesperson successfully apply this information to the product and sales target.

To be singularly effective, today's seller must attain proficiency as a media expert, marketing specialist, computer-data analyst, product manager, creative director, pro-



Michael C. Horn, president of Mike Horn & Associates, a Boston-based consortium of professional radio consultants, is a 30-year veteran of broadcast sales and sales management. Before developing his own radio sales training organization, Horn was VP/manager-New England of Blair Radio for 15 years and for the past three years served as senior VP/manager East-South Division for Blair. His previous experience includes sales management at WRKO(AM) and WNAC-AM-TV, all Boston, and the Yankee Network.

gramming consultant, and above all, as the best damn competitive sales executive available. Sellers must build a reputation of reliability and resourcefulness to place themselves in the undisputed position of professionalism, looked upon as the most knowledgeable authority available for the product they represent and the media surrounding it.

If research and selling have become more sophisticated, does it follow that planning and buying levels have attained the same proficiency? We see more and more undisciplined, unschooled media types continuing indiscriminately to stick labels of questionable usage and nearly arbitrary demographic targets on their clients' products and services to provide an easy, end-all answer to their media enigmas.

Without fully disciplined development of product and consumer research, the application of limited-audience target measurement can be misleading, ineffective and costly to the advertiser. And yet we radio salespeople have become so governed by the media buy-

ers that we automatically accept their standards as gospel and rarely question or rebut their requisites.

Here is the opportunity for the super-salesperson. He must employ his total experience and know-how to re-evaluate erroneous, simplistic routines and provide salient assistance. His obligation is to have a working knowledge greater than his client's.

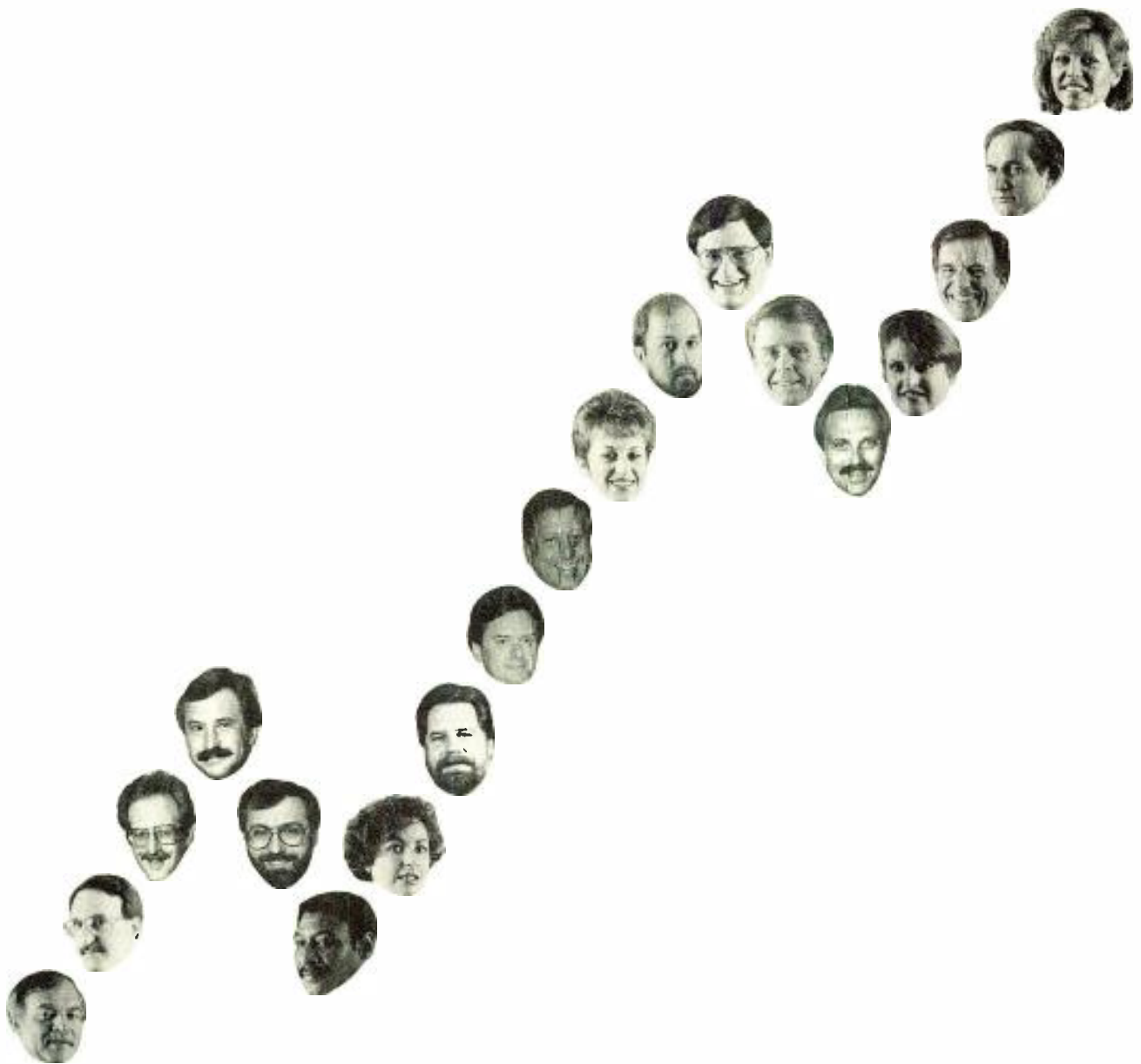
Currently, while there is a sufficient base of research available for in-depth media planning, it is on a single plane, only useful on a fairly broad level and certainly not reflective of the scope of radio's potential. We must move beyond today's simplistic AQH/rating demographic mentality. There is a crying need for enhanced specifics and fully defined listener/station positioning. The socio-economic information that is available on age, income and education is not nearly enough. There must be a major amplification of product usage data cross-indexed with a station's defined listener profile and life style (Tapscan and Scarborough are on track).

If our route is to be one of audience targeting, the industry must fulfill its obligation to supply its portion of a continuous and sufficient flow of complementary media-graphics. We must also assume the responsibility to educate our sales people in the forceful application of these standards so that radio will function as a primary resource.

"What's new" in radio research should not mean market report redesigns or growth of contemporary procedures, but rather the introduction and development of an industry-wide philosophy that will take advantage of the changing form and substance of radio's position in the overall advertising structure. To improve its static 7% share of the advertising pie, the industry must plot a new course of offensive action, take advantage of the growing individuality of the medium and provide the advertiser with a better reason to use radio.

So here we stand, truly on the edge of unparalleled technological innovation, facing an infinity of research the magnitude of which can scarcely be conceived. But now is the time for broadcasters to start thinking about rearranging priorities, a time to start thinking about how we may capitalize on the differences between stations and types of audiences. A time to start proving that, market to market, similar types of format (independently or collectively) deliver traceable "magazine type" groups of consumers.

Because, let's face it, as fractionalization of listeners continues and stations deliver further uniformity in numbers, the only eventual instrument of competitiveness will be rate. And you know who wins that battle—certainly not the broadcasters. ■



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TOP OF THE WEEK

Must-carry rules fall to court edict

Held unconstitutional on grounds of First Amendment; possibility of redrafting by FCC left open; cable declares 'grand slam' victory, broadcasters threaten to open second front on copyright

The FCC's must-carry rules, a centerpiece of the commission's regulation of cable television for some 20 years, have been ruled unconstitutional in their present form. A three-judge panel of the U.S. Court of Appeals in Washington, in a unanimous opinion issued last Friday (July 19), held that the rules are far too broad to meet the requirements of the First Amendment. But the opinion leaves open the possibility that the rules can be redrafted in a manner to meet the court's concerns.

To broadcasters, the decision represents a stunning setback. As the commission repealed other cable rules that had been promulgated to afford broadcasters protection, the rules requiring cable systems to carry signals of stations that are otherwise viewable in a community appeared to assume increasing importance. And while cable systems, particularly, smaller ones, complained that the required carriage of local signals was preventing them from carrying programming of their choice, broadcasters and the commission maintained that the rules were essential to maintaining the availability of local broadcast service, to subscribers as well as to nonsubscribers.

At the commission, lawyers were licking their wounds and beginning to think about what to do next. General Counsel Jack Smith noted that attempting to redraft the rules in a manner that would satisfy the court is an option, but poses "very difficult" problems. Still, he said, "we have some very bright people, very creative," in the Mass Media Bureau. "Once they begin thinking about it, they may come up with something." Whether the commission will take another route available to it and appeal—either by seeking rehearing en banc before the full appeals court or by seeking Supreme Court review—remains to be seen. The commission has 45 days to make a decision. "There will be a lot of talk about appeals in that time," Smith said.

The importance the broadcasting industry attached to the issue was reflected in the fact that more than a dozen licensees and organizations participated as intervenors in the two cases that were at issue—one brought by

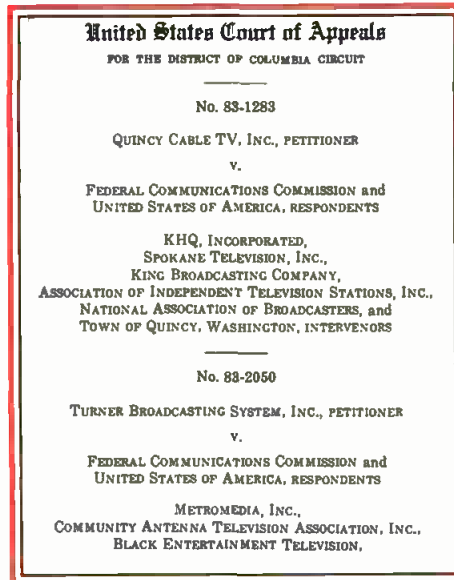
Quincy Cable TV Inc. and the other by Turner Broadcasting System. Quincy, located between Seattle and Spokane, Wash., was seeking reversal of a \$5,000 fine the commission imposed on it for its refusal to carry the signals of two local stations. TBS was appealing the commission's rejection of its petition to initiate a rulemaking to delete the must-carry rules. As a cable programmer, it does not want cable systems' channels filled with signals they are obliged by commission rules to carry. Both Quincy and Turner invoked the First Amendment in their appeals.

The panel, in an opinion written by Judge J. Skelly Wright, made it clear it felt the commission has a higher barrier to clear in

tion that the rules should be judged under a test requiring an even heavier burden of justification. "Their very purpose," Wright said, "is to bolster the fortunes of local broadcasters even if the inevitable consequence of implementing that goal is to create an overwhelming competitive advantage over cable programmers." That was one reason the panel felt uneasy about not holding the rules to the higher standard. Another was that, if a system's capacity is filled by mandatory programming, the rules prevent cable programmers from reaching their audience "even if that result directly contravenes the preference of cable subscribers." For although the goal of the rules—preservation of local broadcasting—can be viewed as unrelated to the protection of any particular set of ideas, Wright said, "the rules nonetheless profoundly affect values that lie at the heart of the First Amendment."

The panel also held that the commission had not demonstrated the need for the rules. It noted that FCC studies released in connection with the repeal of other cable rules concluded that cable television does not pose a significant threat to broadcasting. And even if, as the commission argued, those studies assumed the continued existence of the must-carry rules, the panel held that the commission had not sustained its burden of justification. For the commission, Wright said, has yet to prove the economic assumptions on which the must-carry rules are based—20 years after they were adopted. "In the two decades since the rules' original promulgation," Wright said, the commission has never seriously examined any of the admittedly speculative links in the chain of reasoning advanced in support of the rules."

Then there was the key element of what the panel considers the simple overbreadth of rules that must be carefully tailored to meet First Amendment requirements. Wright noted that the "rules indiscriminately protect each and every broadcaster regardless of the quantity of local service available in the community and irrespective of the number of local outlets already carried by the cable operator." Indeed, Wright added, the station is entitled to carriage even if it carries no local programming at all. What's more, he said, "the rules' overinclusiveness lies in their indiscriminate protection of every broadcaster regardless of whether or to what degree the affected cable system poses a threat to its economic well-being." Wright observed that although the point of the rules



regulating the content of cable programming than broadcast. "In light of cable's virtually unlimited channel capacity, the standard of First Amendment review reserved for occupants of the physically scarce airwaves is plainly inapplicable," Wright wrote. The First Amendment is not an absolute shield against regulation. He noted that " 'incidental' burdens of speech—those that evince a governmental interest unrelated to the suppression or protection of a particular set of ideas"—are permissible, if it can be found to advance a substantial governmental interest and the alleged First Amendment restriction "is no greater than is essential" to advance that interest. The commission's must-carry rules, the panel said, fail badly.

Indeed, the panel leaned toward a conclu-

is to protect local broadcasters from competitive injury, they "protect each and every broadcaster, from the struggling UHF educational station to the most profitable VHF network affiliate—no matter how profitable, no matter how invulnerable to significant cable-induced revenue losses."

Wright, who was joined in the opinion by Judges Ruth Ginsburg and Robert H. Bork, said the panel was not passing on whether any version of the rules would violate the First Amendment. "We hold only that in their current form they can no longer stand," he wrote, adding: "Should the commission wish to recraft the rules in a manner more sensitive to the First Amendment concerns we outline today, it is, of course, free to do so."

Like the commission lawyers, representatives of the broadcasting industry in Washington were attempting to focus on how to deal with the opinion—but there were signs it could start a new battle over cable copyright. National Association of Broadcasters President Eddie Fritts said, "The court's decision, if it stands, will have a major impact on the free over the air system of broadcasting in this country." But he also said the decision "changes the entire nature of cable which, with no real obligation to the public, still enjoys preferential copyright status . . . the right to rebroadcast programs for a fraction of their marketplace price without having to bargain with the individual copyright owner." And that preference, he added, "merits a serious look by Congress." And

Preston Padden, president of the Association of Independent Television Stations, echoed that view. He said the decision reaffirms INTV's view that "the compulsory license that cable systems presently enjoy should be repealed."

But there was only joy in the cable television community. Jim Mooney, president of the National Cable Television Association, expressed delight at what he called a "grand slam ruling." He said the decision forges "a vital link in the growing chain of decisions establishing cable's status as a First Amendment speaker and electronic publisher."

On one point, all sides could agree: *Quincy* has entered the legal literature as a new landmark. □

CBS and TBS go one-on-one in the Senate

Wyman and Turner state their respective cases for and against Pressler's antitakeover bill

The Senate Commerce Committee last week provided a forum for the opposing generals in the fight for control of CBS Inc.—Thomas H. Wyman, chairman of CBS, and Ted Turner, chairman of the board and president of the Atlanta-based Turner Broadcasting System Inc., a matching of Madison Avenue and good ol' boy. At issue was the Network Acquisition Control Act, a so-called antitakeover bill (S. 1312) that would require the FCC to hold an evidentiary hearing in every case of an attempted hostile takeover of a television network. But most of the discussion centered on the unfolding drama of Turner's effort to acquire what has long been regarded by many as the premier network—with a sidebar issue CBS's complaint that the FCC is showing a pro-Turner bias.

The bill itself, though it has 11 co-sponsors, was given little support other than that of its principal sponsor, Senator Larry Pressler (R-S.D.), and Wyman. They said it was necessary because the commission was departing from what they said was the practice it had followed in the past of holding hearings in such cases. But Wyman, in the course of his testimony, was obliged to acknowledge that CBS's position represents the only time it has endorsed the acceptance of FCC regulation of the networks. Turner, for his part, saw no need to spare the feelings of Pressler, a member of the committee: "This bill [means] nothing more than further delay and [is] special interest for CBS—this is a pro-CBS, anti-Turner piece of legislation."

FCC Chairman Mark Fowler was almost as blunt. "I believe it [the bill] is unnecessary and would, if adopted, automatically work to place the government's thumb on the scale in favor of existing management and would shield management from the usual discipline of the free market." Neither of two witnesses chosen for what were thought would be conflicting views on the issue supported the bill. Former FCC Commissioner Glen O. Robinson, who now teaches law at the University of Virginia, said the measure "represents a misguided concern for an



Hollings, Danforth and Pressler



Turner and Wyman

imaginary public concern" and "has no credible justification." Henry Geller, a former FCC general counsel who is now director of the Washington Center for Public Policy Research, said the bill "does both too much and too little." But he directed much of his fire at the commission, which he said is "subverting" the Communications Act in dealing with efforts at hostile takeovers.

There was even criticism of the hearing itself. Senator Ernest F. Hollings (D-S.C.), speaking from the bench, expressed annoyance at having been lobbied by both sides and said he had not wanted the hearing. "Congress should not be used to pre-empt the administrative agency," he said. It should act only if it finds "a gross violation" by the commission. "But to have people running up here for hearings . . . How can we sit up here and be used as part of the administrative process? Use amounts to abuse."

But the hearing allowed Wyman not only to fire away at Turner's takeover effort but to give a further airing to CBS's charge of FCC bias. He pictured the commission as smoothing the way for companies engaged in hostile takeovers, and not only because of what he said was the commission's failure to follow precedent and order an evidentiary hearing in Turner's takeover bid. (The commission held 93 days of hearings in the ABC/Paramount merger case in 1953 and two weeks of hearings in 1967 in the ABC/ITT case, but only after substantial pressure from the Justice Department. A year later, it ordered a hearing in connection with the late Howard Hughes's effort to acquire ABC, but Hughes dropped the matter at that point. The commission will hold two days of en banc hearings on Turner-CBS, on Aug. 1 and 2, before making a decision as to whether substantial issues of fact remain to be resolved in a full-dress evidentiary proceeding.)

Wyman said that even before Turner's offer for two-thirds of CBS stock was made—an offer estimated by some at more than \$5 billion—"there was an atmosphere attributed to FCC personnel—fairly or unfairly—of facilitating" the takeover process. CBS Vice President and General Counsel George Vradenburg III wrote to Fowler last week to complain about several reports in the general and trade press, most of them attributed to anonymous sources at the commission, that appeared to provide encouragement to what Wyman called "potential corporate raiders"

Round two in Atlanta

Having already squared off last week in congressional testimony, CBS Chairman Thomas H. Wyman and Turner Broadcasting Chairman Ted Turner may find themselves in the same room less than a week later. On Wednesday, July 24, in U.S. District Court in Atlanta, a two-day hearing is scheduled to consider Turner's request that the CBS billion-dollar stock repurchase (BROADCASTING, July 8) be delayed. Both sides are expected to present witnesses, and Wyman is currently on the list, as are certain other CBS directors. No matter how U.S. District Judge Robert L. Vining rules on the request for a preliminary injunction, there is likely to be an appeal.

Turner has acknowledged that certain covenants, or rules, tied to the notes and preferred stock CBS will issue in buying back 6.4 million shares of its stock could seriously damage his takeover bid. One person familiar with the Turner strategy suggested that while attention has until now been focused on the provisions that limit future debt CBS can take on, the real target of Turner's legal attack is elsewhere: "There are ways to meet the tests of the fixed charge ratio and debt capitalization ratios," said this source. "But what stops the [Turner] offer is that CBS is saying that you simply can't enter into certain types of agreements. It prohibits certain asset sales as well as the transfer of money from CBS, which would be a subsidiary of Turner Broadcasting, to the parent company."

Securities issued by other corporations have such provisions, he said, but they provide for "injunctive relief" for the immediate redemption or prepayment of those securities in case the provisions are violated. But with the CBS offer, he said, "You can't give them their money back."

The weight of legal attention is currently focused on Wednesday's hearing in Atlanta. There are also complaints pending in U.S. District Court in New York, but discovery cut-off dates have not been reached, and at least one lawyer said that no decision is expected before September.

Also on a slow-burning fuse is Governor Mario Cuomo's decision on recently passed legislation in New York that would hinder noncash takeover bids for corporations chartered in New York and having certain qualifications, for which CBS meets the test (BROADCASTING, July 1). A spokesman in the state capital, Albany, said that the legislature still has not formally been given to the governor for signing or veto. He added that it would probably be mid-August before the governor acted. His staff, meanwhile, is reviewing the numerous legal briefs commenting on the legislation.

Turner himself several weeks ago called Cuomo, who has also had direct conversations with CBS officials, the spokesman said. The spokesman added Cuomo could veto the legislation in the expectation that a revised version, more to his liking, would be adopted by the legislature in the fall: "Those kind of things happen all the time," said the spokesman. "There have been bills that he has vetoed because there are technical deficiencies that he feels won't stand a court challenge, or because the bill needs to be more workable or fairer."

One report last week gave details of what it said was an offer being made by Turner to prospective investors in his bid. In return for injections of cash, *The Washington Post* said, Turner was offering investors notes bearing 15% warrants to purchase up to 40% of CBS stock, if the company is acquired, and a first option to buy any CBS assets that would be put up for sale. Speculation of one informed source is that Turner would be willing to reduce his ownership in a merged TBS/CBS in exchange for cash that would allow him to go ahead with his offer even if the CBS share repurchase is completed.

(see page 40). "Unfortunately, some FCC officials have not been entirely successful in maintaining a kind of neutrality that really is important—the appearance of objectivity and impartiality in the consideration of public interest arguments that are presented to the agency," Wyman said in his prepared testimony.

Fowler denied the charge when questioned about it by Senator Daniel K. Inouye (D-Hawaii), one of the Pressler bill's co-sponsors. "It is important that FCC procedures be as scrupulous as possible," he said. "The FCC has been impartial." And he said he would not "hesitate to investigate any allegation of impropriety." As for the Vradenburg letter, Fowler said the examples cited were either inaccurate as presented or dealt with inaccurate reports.

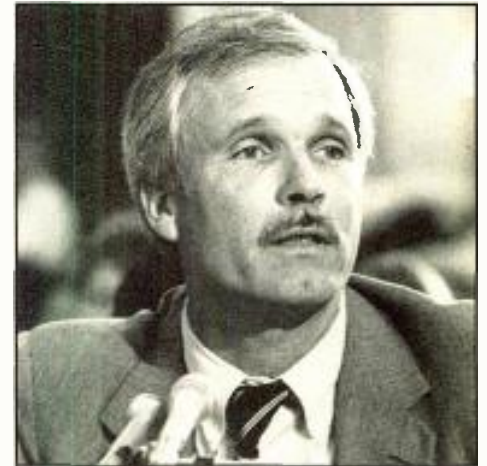
In the case of a *Washington Post* article, he said the letter referred to "FCC sources" when the story said only "sources." Actually, the story used both terms.

In a rebuttal letter sent to Danforth on Friday, CBS presented its case again and included copies of the articles upon which it was based.

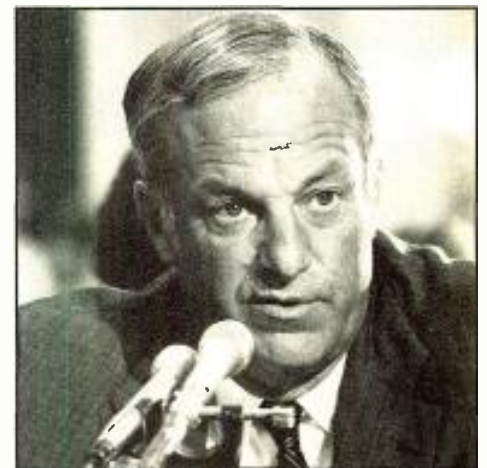
Wyman's attack on the Turner bid centered largely on the charge that the takeover, if successful, would so burden the company with debt and exhaust it financially as to leave it without the resources needed to continue its news and entertainment services. In colloquies both with Committee Chairman John Danforth (R-Mo.) and Senator John D. Rockefeller IV (D-W.Va.), Wyman said he was not referring to quality or taste of the programs. He was speaking, he said at one

point to Danforth, about "whether resources are there to provide full news service and a full entertainment schedule. If a sufficiency of resources does not exist, the network can't exist."

Wyman's concession that CBS was breaking with its history in seeking government regulation came in response to questions from Hollings. The senator, who had cited that history, said, "You can't see any reason other than this [Turner's proposed takeover] for the networks to be under the Communications Act?" "You're right," Wyman replied. "Any other networks support you on bringing the networks under the Act?" Hollings asked. "No," Wyman answered. The CBS executive also said CBS had not solicited such aid. "We're in a competitive world,"



Turner



Wyman



Fowler

he said. Hollings could not resist a final jab, as Wyman prepared to leave the witness table with his attorney, former FCC Chairman Richard E. Wiley. Noting that CBS now feels that "under certain circumstances, networks should be brought under the Communications Act," Hollings said, "Chairman Wiley, you have made history."

Turner (who left his attorney, Wiley's successor as FCC chairman, Charles D. Ferris, sitting in a front row seat in the audience), used his turn at the witness table to wage a counterattack. He accused CBS of waging "a disinformation and intimidation campaign" against his proposal, and added, "Now they're accusing the FCC of improper treatment." He sprinkled his testimony with his familiar charge that the networks generally present "sleaze" and "violence"—a type of programming he said would not be seen on CBS if he gains control. Like Fowler, he said existing FCC procedures are sufficient to protect the public interest—and that the Pressler bill works to the advantage of present management. "They don't want elections to be held—like a South American country"—on the viability of his offer, which has been criticized by some for its lack of a cash component and its reliance on junk bonds. But Turner repeatedly cited what he said was "Wall Street's" endorsement of his proposal. And he said he was not concerned about an FCC exploration of the question of whether he would have the necessary "resources" to program the network. "Wall Street and our analysts say the resources are there."

At one point, he invoked his own history to back up the assurance he offered. "There is no guarantee," he acknowledged. "There could be a depression. But I've been running my company for 22 years, since I was 24. We built it up from nothing, through four or five recessions. I know how to scramble when I have to." And he indicated he has a possible backup plan for meeting costs, after he takes it over, if financial problems become serious. He said he had written "no draconian cost-cutting" plans into his proposal. "There is a lot of fat that could be squeezed. They throw more money away than defense contractors."

Probably the strongest argument against the Pressler bill was made by former Commissioner Robinson. "If a transfer of control raises issues of public interest that demand an evidentiary hearing"—and he said it does not in every case—"how does one justify distinguishing between friendly and hostile takeovers?" he asked. And as for the financial argument being made against the takeover, he does not regard that as a matter of public interest. He said there is "no credible basis" for the supposition that CBS's operations would be adversely affected by takeover which leaves the corporation financially weak. Even "a worst-case scenario" which sees CBS spinning off its stations to obtain the funds needed to pay off debt does not disturb him. His reaction: "So what?" He said CBS is not the only licensee that can operate the stations "in the interest of profit or in the interest of the public."

Neither did Geller offer much support for those supporting the Pressler bill, though he

made it clear he feels some legislation is needed to force the FCC back to the line from which he believes it has strayed. Like Robinson and other critics, he said the bill "does too much" in requiring an evidentiary hearing even when there is no substantial issue of fact. He said it would be better only to require "a 'hard look' with a report to Congress on all changes of control of a major television network, hostile or friendly." But he also said the bill "does too little" in failing to deal with "recent FCC actions that subvert the congressional intent" in connection with hostile takeovers. He said Congress, in a 1960 amendment to the Communications Act, intended to afford the public an opportunity to comment on a proposed transfer of control before commission action. Only transfers of a minor nature were excepted.

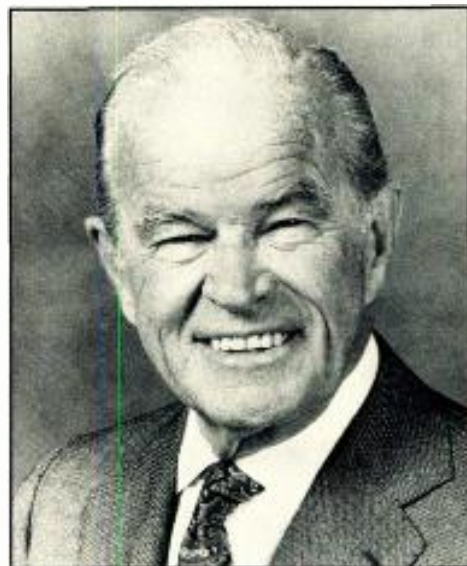
But, Geller said, the commission is using that exception "and, apparently, a new one, a temporary grant to a trustee" under another section of the act—to get around the clear congressional purpose." The commission used the first exception to approve efforts to take over Storer Communications Inc., an action the U.S. Court of Appeals approved, over the objections filed by Geller in behalf of a public interest group. And it used the second in authorizing Jack Kent Cooke to proceed with his effort to acquire Multimedia Inc. Thus, Geller said, the commission could hold the evidentiary hearing required by the Pressler bill but at the same time give temporary authority to a trustee to proceed with the stock acquisition. And in that situation, he said, "there is great pressure on the commission to go along with the practicalities of the situation—to let the new group take over and get on with the business of the corporation." The entire matter, he said, is prejudged. He said Congress should amend the Communications Act to insure that effective public participation in such matters is not precluded. □

Cooke out of the race for Multimedia at \$25 million profit

He agrees to sell his holdings in Greenville, S.C., company back to firm at \$70 per share

Jack Kent Cooke is not necessarily happier; he's just richer. This week he is at least \$25 million richer after agreeing last Friday (July 19) to sell his holdings in Multimedia and to give up his quest to buy the Greenville, S.C.-based publisher, group owner, MSO and production company.

In what has by now become a familiar corporate scenario, Cooke agreed not to pursue the \$70.01 per share tender offer he proposed on Monday (July 15) and also agreed not to buy shares in Multimedia for at least five years. Multimedia agreed to buy his 1.6 million shares back for \$70 each (for a total



Cooke

of \$113.9 million) and cover certain expenses, which are reliably estimated to be over \$1 million. On a per-share basis, Cooke's profit comes to roughly \$15.

The agreement also will end litigation between Cooke and Multimedia and improves the prospects of the company's recapitalization plan.

In a statement Friday Cooke said: "I am disappointed that I was unable to persuade Multimedia's management and family founders to sell to me; but I have concluded that the wise course of action is to respect their decision for them to retain control of the company. I had earlier been led to believe that some part of the family founders would be willing to sell their stock to me. Obviously this was not the case." The family founders and management controlled over 40% of the stock and their cohesiveness prevented an outsider from obtaining the two-thirds vote necessary to merge the company.

Cooke's strategy had been to get the courts to dissolve agreements between the family members and certain investors, which prevented him from obtaining the necessary two-thirds, or even a majority, of the company's shares. Last Friday he said that the "prospect of protracted litigation," discouraged him from continuing the bid.

Multimedia Chairman Wilson Wearn issued a statement last Friday saying that "resolution of this matter with Mr. Cooke was in the best interests of Multimedia's shareholders."

Until last Friday's announcement, Multimedia shareholders clearly benefitted from the tug-of-war for the company. In early April, bids by Wesray Corp. and Lorimar forced the company to abandon its \$49 leveraged buyout (BROADCASTING, Feb. 11) and substitute a recapitalization, which both gave the shareholders a higher value for their stock (currently estimated at roughly \$57) and allowed them to keep partial ownership in the company. Trading in Multimedia was stopped last Friday morning pending the announcement. It reopened early that afternoon at 57¼, down six, but up since March by nearly the same amount by which Cooke has profited. □

Comcast makes its move for Storer

Offer, \$2.3 billion, is proposed to Storer board; could change face of LBO proposed by KKR

A \$2.3-billion bid for Storer Communications was made last week by a company a fifth Storer's size. Comcast Corp. is proposing that Storer become a subsidiary and is suggesting a mixed equity and \$82 cash offer for each of the 21.2 million shares of Storer. The Comcast bid is so far being made as a proposal to Storer's board of directors, not a tender offer.

As a result of last week's announcement, the three-month-old leveraged buyout (LBO) proposed by Kohlberg Kravis Roberts & Co. and Storer's management could be in trouble, or at least have to be sweetened. This would be especially true if both offers are weighed by a committee of "disinterested" directors. A majority of such a committee could well be dissidents elected at the last Storer shareholder meeting, who had previously characterized the LBO as inadequate.

According to Comcast's 150-page document sent to the Storer directors last Tuesday (July 16), Storer's seven television stations would be sold, but the cable operations would become a Comcast subsidiary three times larger than its parent company. Comcast chairman, Ralph J. Roberts, would still retain voting control of the Bala Cynwyd, Pa.-based MSO, which would move from number 16 to number four in the ranks of cable operators.

The Comcast proposal offers \$7 more in cash than the \$75 cash in the LBO plan. Storer would keep its name and each Storer shareholder would receive 1.2 shares of preferred stock in the Comcast subsidiary. The preferred would have no vote or guaranteed rate of return but would have a preference (in the event of the subsidiary's liquidation) of \$25 per share. Storer shareholders would also receive warrants to buy 1.2 shares of the subsidiary's common (voting) stock which, if fully exercised, would give them 12% of the total vote, the rest being held by the parent company. By comparison, the LBO offers one share of \$25 liquidation preference stock (paying 13% dividends after the sixth year).

Comcast valued its securities package 20% higher than the LBO preference stock. Using Comcast's own valuation, that would put the total value of its offer at \$96, compared to the \$87.50 given as a value for the LBO.

According to Bernard Gallagher, vice president and treasurer of Comcast, theirs is not a hostile offer: "We think that it is so clearly superior to the existing offer that the [Storer] board of directors will be compelled to review and accept it. . . I think the preferred shareholders in our offer are in a better position because there is less leverage. We bring more to the party as a recognized great cable operator than most other people bring to it. The warrants are also enhanced by that fact."



Roberts

Five of the nine directors on Storer's board previously approved the LBO in which chairman Peter Storer would have a reportedly sizeable equity stake. But the other four recently elected board members are nominees of Coniston Partners, who barely failed in an attempt to overturn the LBO proposal or accept it only in the absence of a higher bid. If a committee of "disinterested" directors were formed, the Coniston Partners' directors would have a majority, since both Peter Storer and chief operating officer, Terry Lee, are participants in the LBO. This might force the original LBO offer to be sweetened, and, in fact, the original offer made by KKR to Peter Storer had a current value roughly \$2 greater than the final version now under consideration.

With two offers on the table, Storer's board now must evaluate a number of questions. Would both deals be roughly completed in the same timetable? (Neither has obtained regulatory approval—the LBO proposal was submitted to the Securities and Exchange Commission the week before last and to the FCC last Monday.) How important is it that the company maintain its dual broadcasting and cable structure? (Storer's agreement with KKR provides that no major divestiture of the company occur, in contrast to Comcast's proposed sale of the TV stations.) How does current management fare under the two proposals? (Compared to the LBO's equity provisions, the Comcast proposal suggests that Storer management can stay with the merged company and that "incentive compensation" will be worked out.) How secure is the Comcast proposal's financing? How important is it for Storer shareholders to have equity in the surviving company? (The LBO proposed that 10% of any future offering be made available to current shareholders. The Comcast proposal gives shareholders the preferred stock and warrants for common described above.)

As of last Wednesday (July 17), Storer spokesman John Bonner said the Comcast offer would be "diligently studied" and added that no date had been set for a meeting of the company's board. Even if the proposed LBO is rejected in favor of the Comcast of-

fer, the New York-based KKR, an investment firm, would come out ahead. Its original agreement with Storer provides that if the company accepts a higher offer, KKR will get \$1 per share (\$21.2 million) plus expenses.

Before making its offer last week, Comcast apparently tried to talk its way into getting some of Storer's cable properties. A spokesman for KKR said, "What happened was that Merrill Lynch, on behalf of Comcast, had two meetings last week with KKR and one this week. They made an initial proposal that would have let the offer of KKR stand but . . . basically proposed dividing up assets of Storer afterwards with KKR taking the broadcasting properties and Comcast taking cable. That was rejected and they then came back with a second proposal in which they would again piggyback on the KKR deal but this time Comcast would do a joint venture on the cable side with KKR, who would also retain the broadcasting. That, too, was rejected."

Comcast said that to pay shareholders the \$1.7 billion cash, to refinance Storer's debt and to provide funds for continued operations would require \$2.3 billion. Of that amount, \$200 million would be contributed by Comcast and \$900 million would come from banks. Merrill Lynch & Co. would commit for the remaining \$1.2 billion, which it would fund by selling off Storer's seven television stations (Merrill Lynch has committed to get a minimum \$800 million) and raise the difference with subordinated debentures.

Storer shares closed at \$87 1/8 on the New York Stock Exchange Wednesday (July 17) afternoon, nearly \$6 above the previous week's close. The price, just 40 cents below Storer's own estimate of the value of an LBO at least several months away, suggests that the investment community is betting on the LBO terms getting better or being bettered by Comcast. □

Broadcasters, BMI reach TV agreement

Deal sets new rate structure and provides for future disagreements to be settled by independent rate court

The All-Industry Television Station Music License Committee and Broadcast Music Inc. "reached an understanding in principle" last week over the rate structure to be used to determine payments by broadcasters to BMI for music licenses through 1987. And BMI will seek to change its consent decree with the Department of Justice to have future rate disagreements settled by a rate court similar to that used in negotiations with the American Society of Composers, Authors and Publishers.

The new BMI fees are stated as percentages of the fees broadcasters pay to ASCAP. The specifics of the ASCAP fee structure are

currently up in the air, pending a decision by Federal Magistrate Michael Dollinger. Until that decision, BMI rates are being based on the 1980 ASCAP rate. According to Jack Zwaska, administrative director of the broadcasters' committee, Dollinger's decision is expected "some time in August or September."

In the new BMI agreement, interim (effective until a final determination of the ASCAP rate) and final rates are established. In the interim, for every dollar paid to ASCAP, broadcasters will owe BMI 58 cents for the 23 months between February 1983 and December 1984, 61½ cents in 1985, 65 cents in 1986 and 68 cents in 1987.

After the new ASCAP rates are fixed, the

final BMI rates will be 58 cents for the 1983-1984 period, 65 cents for 1985, 68 cents for 1986 and 70 cents for 1987.

BMI also agreed to match the terms of per-program license arrangements now being negotiated by the committee and ASCAP.

There was praise for the compromise from both sides. BMI President Edward M. Cramer said: "The settlement was not a victory for either side. Both sides gave up something for something in return." Said committee chairman Leslie G. Arries, president and general manager of WIVB-TV Buffalo, N.Y.: "BMI is to be complimented," and he added that he was especially pleased with the rate court called for by the agreement.

The agreement does not affect two items scheduled for a vote at the BMI shareholders meeting this Thursday (July 25). The committee is seeking to reduce the BMI board membership from 16 to 12 and to change the BMI by-laws to prevent its board from offering stock without the approval of shareholders.

The meeting follows a denial by U.S. District Court Judge Edward Weinfeld of BMI's request for an injunction that would have prevented the shareholder meeting that the committee requested and a counterclaim by the committee and five dissident shareholders to prevent BMI from negotiating directly with individual stations, instead of the committee (BROADCASTING, July 1). □

Calls for a code on terrorist coverage

Attorney General Meese, Britain's Prime Minister Thatcher and head of American Bar Association all favor voluntary pact among media to guide handling of future events; journalists appear prepared to listen but resist 'summit' idea

Concern over the way the U.S. television networks covered the hijacking of TWA Flight 847 and the taking of American hostages in Beirut traveled the Atlantic with the American Bar Association last week and was given voice by none other than U.S. Attorney General Edwin Meese III. He said the government is considering initiating talks with the media that could lead to the adoption by them of a voluntary code of restraint that would apply in future terrorist incidents. He talked of agreements by the media to delay the release of information and even to withhold broadcast of some interviews—an evident reflection of concern over the many interviews, both with hostages and those holding them, with which the networks filled much of their coverage during the 17 days the story ran.

Meese was not the only person of prominence at the ABA who discussed the matter of media coverage of terrorist incidents. England's Prime Minister Margaret Thatcher, in the remarks with which she opened the convention, called on the media to adopt "a voluntary code of conduct" to thwart terrorists and hijackers by starving them "of the oxygen of publicity on which they depend."

The stew was given still another stir by the president-elect of the ABA, William W. Falsgraf, who was quoted by UPI as saying "recent events suggest a voluntary accord could work if the standards are reasonable and if the media is [sic] convinced it's in the interests of all free nations to abide by it."

The events in London thus gave new life to one side of the discussion of the networks' intense coverage of the story for its 17-day life. There has been little on the other side—the gratitude expressed by hostages and their families for coverage they think saved lives. A *Washington Post* reporter, Christopher Dickey, in a remarkable excursion into first-person journalism in the final paragraphs of

a story, written from Beirut, on the network coverage had this to say: "I think that on balance the role of the media—television particularly, and ABC specifically—was a central element in keeping the hostage crisis from escalating into a hostage disaster."

Meese, evidently, is not persuaded. In the discussions with the media he is considering, he said, he would be interested in examining the question of whether the coverage was "helpful or hurtful" in terms of resolving the Beirut hostage crisis satisfactorily. Network news executives, not surprisingly, say their organizations behaved responsibly and effectively, and are skeptical of the value

that there is "mutual good will on the part of the press and law enforcement authorities" that might be exploited. "We're going to be looking at a lot of things," he said, "and certainly cooperation with the media is one of them." He said that "there are areas where the press itself is not only willing but anxious to cooperate." Meese talked of government-media conferences that could lead to agreements by the media "to delay the release of information which would be inimicable to the peaceful or rapid solution of a particular operation, or . . . even withhold some interviews that might be dangerous or endanger captives if they're hostages or endanger the successful conclusion of the operation." Was he thinking of an agreement that would be reduced to writing? That, he said, "might be helpful."

Meese was not the only Reagan administration official to vent concern over the coverage of the latest hostage story. The State Department's legal adviser, Abraham D. Sofaer, at an ABA panel discussion on terrorism, was expressly critical: "The hijackers sought publicity, and they got it. The world was treated to a media extravaganza that gave irresponsibility and tastelessness a new meaning."

And the ABA president-elect himself, in endorsing the Thatcher initiative, said the heavy media coverage given the Shiite Moslem militiamen "played right into their hands." Referring to ABC's broadcast of an interview with the American pilot while a terrorist held a gun to his head, Falsgraf said: "It's that sort of thing we would hope to minimize."

Similar sentiments have been heard on Capitol Hill—although all were careful to avoid suggesting government regulation. Instead, the call was for self-restraint, introspection and the adoption of guidelines for governing coverage of future terrorist activities.

And views of media critics were seized on as legitimizing the complaints. Senator Robert Byrd (D-W.Va.), the minority leader, for instance, supported a call by Ron Powers, media critic on CBS's *Sunday Morning*, for "a summit meeting" of network and broadcast industry executives to develop "some



Meese



Thatcher

of some of the proposals being offered for modifying coverage of such events in the future.

But they also say they are open to suggestions. Indeed, NBC News has been reviewing and modifying its practices and guidelines against the background of the Beirut hostage story and, NBC News President Larry Grossman said last week, he is prepared "to listen to any suggestions" from outside the organization. ABC will offer a forum for critics and supporters of the coverage in a *Viewpoint* program to be broadcast on July 30.

Meese became involved in the coverage issue during a news conference, when he was asked to comment on Thatcher's remarks. He endorsed them. And, while saying he was "hesitant" regarding the use of any "legal remedy" to restrict the media—he said that "the ability of the press to speak freely is an important tenet of our constitutional guarantees"—he expressed the view

reasonable self-control over the extremes of broadcast options during a terrorist episode."

Representative James T. Broyhill (R-N.C.), ranking minority member on the House Energy and Commerce Committee, said the networks had been manipulated by the terrorists they were covering. And in a passage of a statement indicating he shares a ghost writer with Representative Tom Luken (D-Ohio) (an identical passage appears in a statement issued by Luken) Broyhill said: "When network news people become central actors, diplomats and negotiators and provide a forum for hijackers, the lives of hostages and U.S. foreign policy become dependent on the commercial decisions of network personnel competing with each other."

Luken, a member of the House Telecommunications Subcommittee whose statement was signed by a dozen members of the parent Energy and Commerce Committee, also called on broadcasting industry representatives to "develop precise policies to govern future coverage of hostage situations." And he asked the industry representatives "to consult with the subcommittee members on ways to avoid a repetition" of the events that, he said, "led commentators and television executives to question their role as potential newsmakers, rather than reporters."

Luken also made his suggestions directly to the networks in the form of a letter he sent last Wednesday to the chairmen of ABC, CBS, CNN and NBC with similar language calling for an industry "summit." And he emphasized that while he was not suggesting that any government representatives be present at such a meeting, "we might be helpful in serving as a catalyst for bringing the parties together."

None of the critics, however, appeared as exercised as Thatcher. In the unlikely event a hijacking occurred within the jurisdiction of the United Kingdom, she said a plane that landed would not be allowed to take off and "statements in support of the terrorists' cause will not be made." She acknowledged that a free society is limited in the controls that can be placed on the media, but she called for an agreement among the print press and broadcasters "under which they would not say or show anything which could assist the terrorists' morale or their cause."

NBC's Grossman said he is concerned about the Justice Department "playing a role" in discussions about media coverage of an event. And he did not support the notion of a meeting with representatives of the other networks to draft rules governing coverage of future terrorist incidents. Such rules "might not apply the next time," he said. Instead, he assigned three of his top aides—Tim Russert, his deputy and a vice president of NBC News; Gordon Manning, another NBC News vice president, and Paul Greenberg, the senior executive vice president of NBC News—the task of reviewing the network's "guidelines and practices in light of the experience of the Beirut story and to come up with recommendations." Grossman said he was proud of NBC's coverage. But he also said that, in view of the concerns expressed, "the responsible thing is to take a

look."

What's more, Grossman will open the process of taking "a look" to any interested party. He said he would make public the report being prepared by the aides—a draft was due late last week—and would consider the suggestions for change anyone wants to offer.

Grossman last week could also cite a letter from the Navy to support his claim that NBC News respects the government's concerns about "personal security and safety" in its coverage. The letter, from the Navy's Office of Information, expressed the department's "sincere appreciation for the sensitivity and restraint" NBC exercised in withholding information it had gained early in the incident that Navy men were among the hostages. "NBC's willingness to withhold comment and speculation on these matters," the letter added, "may well have contributed to the safe return of this group of hostages."

David Burke, vice president and assistant to the president of ABC News, cited the ABC decision to do a *Viewpoint* program on the coverage issue as an indication of the network's readiness to air conflicting views. But as for network news executives "getting together at a summit," he had his doubts.

Fin-syn phoenix rises from the ashes

News that CBS and Hollywood representatives have been meeting in anticipation of moratorium's running out takes officials in Washington by surprise

The financial interest and syndication rules, dormant since the FCC's attempt at repeal was stopped in its tracks by Congress and the President some 15 months ago, have again come to the surface with CBS trying to take the lead and negotiate directly with major Hollywood studios for the rules' modification. CBS Chairman Thomas H. Wyman and CBS/Broadcast Group President Gene F. Jankowski are understood to be dealing with senior executives at MCA Inc., 20th Century Fox Film Corp., Columbia Pictures, Warner Bros. and Lorimar in hope of an agreement enabling the network to produce and distribute up to three-and-a-half hours of prime time programing weekly.

"We're still working this out. Nothing has been decided yet," said a CBS official. However, the official said that over the past 18 months, Wyman and Jankowski have quietly been talking with the studios about what to do when the unofficial moratorium is lifted next spring. The official said he wouldn't "confirm or deny" the three-and-a-half-hours figure but—in response to reports that the CBS proposal did not square with either ABC or NBC—said "our answer to that is we don't have a business yet. We can't distribute any programing. And three-and-a-half hours is better than zero."

One of the points understood to be under consideration is reducing the number of years a network can pick up an option on a series renewal. As it stands now, when a

"There is nothing wrong in discussing in the coolness of the day the coverage of [the Beirut hostage story]. But that doesn't mean you're going to come out with an agreement on self-censorship." He did not think such an agreement would be "feasible," and added that "this is a very competitive industry."

And Ed Turner, executive vice president of Cable News Network, was similarly unimpressed by suggestions for a meeting of network executives. "How networks behaved [in Beirut] was reality," he said. "You have independent news organizations reporting the news as they see fit. You might find, through excessive zeal, error. But the danger on the other side is greater—establishment of artificial guidelines that don't work." Besides, he said, "what was shown [during the hostage story] that was harmful to the national interest? . . . I don't agree that television was a tool of terrorism."

Turner said he would "be glad to listen to proposals," but he expressed a view, one that may be shared by other veteran journalists, that the answer to responsible journalism is self-evident. Although he did not want to "sound smug," he said, "my understanding is that the basic rules of fairness, balance and common sense are all that are necessary." □

network picks up a series from a producer the option is for the following four seasons. In the case of a hit, that gives the network the security that it will still have the series and not immediately lose it to a competing network. But under terms of the CBS proposal, that option period would be reduced to two years, leaving the producer free to take his series to another network willing to pay the premium.

"This is the main point" of the two-year option proposal, said one veteran television producer, who added it meant a big loss for the networks since it would essentially put every hit series up for grabs after two years.

Executives at the major studios either declined or were unavailable for comment, but a CBS official said the discussions were going on at the highest level among the senior executives. NBC President Grant Tinker was on vacation and could not be reached, but an NBC spokesman in New York said: "We really haven't formulated anything yet because top management is away. It's a dicey situation."

In Washington, meanwhile, news of the negotiations came as a surprise. "Everybody was surprised. Nobody seems to know what is going on," said one lobbyist active in the initial congressional battle over the network financial interest and syndication rules during 1983 and 1984. "I think everyone left the issue feeling it was dead," said one Hill source.

Indeed, some of the most vigorous past players were in the dark. "I don't know anything about it. We intend to contact the parties and make it clear that we believe independent television played a significant role before and we hope to be included again,"

said Preston Padden, president of the Association of Independent Television Stations in Washington. In a letter to Jack Valenti, president of the Motion Picture Association of America. Padden said he was "deeply concerned that the reported agreement in principle, if correct, would have a profound and injurious impact on the availability to independent stations of off-network syndicated programs."

"As far as I know, MPA is not a player," said Fritz Attaway, vice president and coun-

sel of administrative affairs for the major studios organization. He stressed, however, that he could not speak for the association's president, Jack Valenti, who was in Sicily. Attaway said they have not talked about the subject.

According to one Hill source, the talks between CBS and Hollywood have been "on and off" since early 1984. At that time, the networks and producers were under a congressional mandate to try and settle their differences over the rules after FCC Chairman

Mark Fowler agreed to hold off any action by the agency, and Congress, in turn, forbore asserting its own jurisdiction.

On Capitol Hill, however, there was a different view. "Regardless of what happens, any action would get substantial congressional review," said Thomas Rogers, senior counsel for the House Telecommunications Subcommittee. It's a matter Congress, he predicted, "will follow with interest." Still, one lobbyist felt that "if Hollywood likes it, Congress won't bat an eye." □

Pool coverage complaints aired

C-SPAN, INN and other smaller broadcasters take case for greater input in TV pool arrangements before Senate committee

Representatives of some of the smaller and newer television news operations asked Congress last week to oversee network television news pool coverage of major events at the Capitol. The request came as the parties expressed dissatisfaction with the way the network pool was handled during the latest presidential inauguration. ABC, CBS, NBC and CNN, which constituted the pool, were criticized by representatives of C-SPAN, Independent Network News and others for allocating pool costs unfairly and for excluding others from pool planning.

The complaints, aired before the Senate Rules Committee, chaired by Charles McC. Mathias (R-Md.), got a cool reception. Senators urged the broadcasters to settle the matter among themselves.

"We support the concept of a free market," said Mathias. "You may have to deal with the limitations of the real world."

Senator Wendell Ford (D-Ky.) added that Congress should "not get involved in your business" and should keep "at arms length." "When there's a problem, everyone comes up here asking us to fix it and we attempt to correct it and only make it worse."

"I am not sure how much more Congress can do," said Mark Hatfield (R-Ore.). "We provide the media with staff to run the press galleries, computer terminals, phones, a studio, library facilities and newspaper and magazine subscriptions," he said. "It's not a question of whether Congress should do something for you; maybe another option would be for Congress to charge a fee for access rather than have the taxpayer pay. I don't like to see regulation and I wish the industry would resolve this." Hatfield said.

Ted Stevens (R-Alaska) broached a related subject. He thinks there's too much news equipment in committee hearing rooms. "Maybe we ought to think about limiting the number of cameras in each hearing."

C-SPAN's complaints about coverage of the inauguration were presented by its executive vice president, Mike Michaelson: "Two hours before the ceremony, the pool insisted that C-SPAN pay" \$33,000 to participate, said Michaelson (who managed the radio-TV gallery in the Capitol before joining C-SPAN). "Take it or leave it," we were told. We left it, I am sorry to say."

INN reported spending \$22,000 to join

the pool. C-SPAN and the others also expressed dissatisfaction with the pool arrangements at the political conventions and the presidential debates.

INN's John Corporon argued that INN should not be required to join a pool. "We have no quarrel with how the big three decide to present the news, whether live or in summary fashion. But we do object to being forced to join pools which are set up to suit the needs of only the big three," Corporon said. "We object to paying costs for a product we neither need nor want. If the networks desire caviar and champagne coverage, that's their business. But INN wants meat and potatoes coverage," he said.

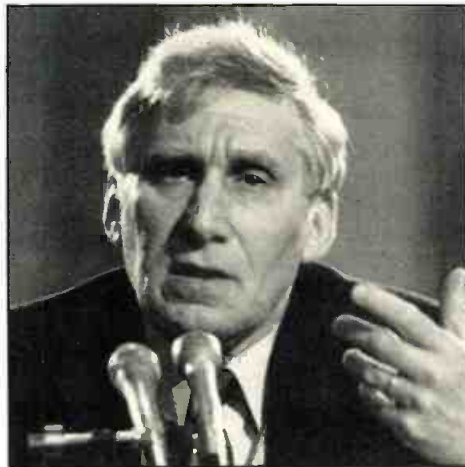
The major networks defended their actions and stated a desire to settle disputes among themselves instead of involving the government. "It is our view," said Robert McFarland, NBC News vice president and Washington bureau chief, "that any disagreements regarding pool operations—and the compromise they require—can and will be settled by the participant newsgathering

organizations themselves."

NBC had responsibility for the inaugural pool, and McFarland disputed Michaelson's version of the C-SPAN experience. He said C-SPAN was offered an option of using a head-on camera shot for \$4,000.

ABC News's George Watson, vice president and Washington bureau chief, cited several examples of special pooling arrangements devised for INN and others. CBS News's Jack Smith, vice president and Washington bureau chief, said it was not "for any broadcaster or cablecaster to expect a free ride where major coverage costs are incurred by those providing the coverage."

CNN, as the new kid on the block, was somewhat more sympathetic to C-SPAN's complaints than the broadcast networks were. CNN in the past, said William Headline, CNN Washington bureau chief, has also had difficulty obtaining access to pools. He said it was not unreasonable to re-evaluate the conventional rules of pooling. "We would urge that this be done by discussion and negotiation among the parties." □



Michaelson



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TBS and CBS: The long and short of it at the FCC

Turner withdraws short-form transfer application for control of CBS; network sends commission letter complaining of leaks and calling some at FCC 'cheerleaders' for Turner takeover

What's Ted Turner up to this week?

Good question.

Now that the FCC, in stepping out of the way of Jack Kent Cooke's attempt to take over Multimedia Inc., has given its blessing to the use of special temporary authorizations (STA's) to launch tender offers (BROADCASTING, July 15), Turner has withdrawn from the commission his short-form transfer application to take over CBS. The FCC's decision to grant Cooke an STA contained restrictions that Turner's lawyers said he was unwilling to assume in his battle with CBS.

At about the same time that Turner was pulling back his short-form application, CBS was accusing the FCC of prejudging the Turner-CBS case in Turner's favor. In a letter to the FCC commissioners last week, CBS, agitated by press reports indicating that the FCC intended to grant TBS the same sort of interim approval it granted Cooke, alleged that "some individuals within the agency's decision-making process have decided to act as public 'cheerleaders' for the TBS proposal."

In the letter—signed by George Vradenburg III, CBS vice president and general counsel—the network also alleged that there had been "calculated and irresponsible leaks" to the press by FCC officials, conveying "the effect of these communications has been to convey the impression that the agency has no real interest in the arguments presented in formal pleadings and is determined to authorize TBS to proceed without any real consideration of the substantial issues in this case," CBS said.

CBS demanded a "full investigation" of the circumstances surrounding the reported premature determination that TBS will be permitted to use a voting trust and the communication of that to the press. "Only when all persons who participated in this improper conduct have been identified and isolated from the decision-making process will it be possible for the matter to proceed in a fair and impartial manner," CBS said.

The network also charged that a grant of an interim authorization to Turner would "prejudge" the outcome of the proceeding on the long-form application. "If thousands of investors end up holding TBS junk bonds that are secured by CBS's regulated assets, there would be enormous pressure on the agency to give TBS access to those assets and to do so very quickly," CBS said. "In addition, the primary issues in the case effectively would be decided and, consequently, the scheduled *en banc* proceedings [into Turner's bid, which have been scheduled for Aug. 1 and 2] would be a sham. Under the circumstances, CBS would seriously question the appropriateness of its participation in the hearings."

Commission sources said no such investigation was being contemplated.

Last week, TBS removed its short form as an issue. But speculation that Turner's move signaled a retreat was denied by former FCC Chairman Charles Ferris, who is representing Turner. Ferris said that Turner had decided, for the time being, anyway, to focus on a grant of his long-form transfer applications for CBS. Those haven't been withdrawn, and FCC Chairman Mark Fowler, before the House Telecommunications Subcommittee, indicated the long-form applications might be up for action in September (BROADCASTING, July 15). (Ferris said the short forms always could be "reactivated if needed.")

But, according to Ferris, it hasn't escaped Turner's notice that the FCC, in authorizing Cooke to launch his tender offer for Multimedia through a trustee, placed a variety of conditions on the STA aimed at insulating Cooke from Multimedia and the trustee pending the ultimate resolution of Cooke's attempted takeover. With the expectation that it might take only a few more weeks for the FCC to act on TBS's long-form applications, Turner, according to Ferris, decided to opt for flexibility. By avoiding a trust arrangement, Turner will better be able to react to any subsequent maneuvers by CBS. If Turner had been granted an STA, "we'd be frozen, and they [CBS] would have mobility," Ferris said. "So if they [CBS] changed something, Turner couldn't respond."

In a letter to the commission, TBS suggested its decision to withdraw its short form was encouraged by the FCC's decision to hold the *en banc* hearings Aug. 1 and 2. (By scheduling the hearings before the FCC's August recess, it's said to be more likely that the commission will be able to act on TBS's long-form application in September.) The letter also cited Fowler's statements before the House Telecommunications Subcommittee suggesting the possibility of action in September. Fowler's indications, according to the letter, "substantially" reduced the benefits of short-form approval for TBS. "Compared to the substantial risk that CBS would seek to exploit the situation occasioned by the requirement to hold the stock in a voting trust during the period between short-form and long-form approvals, the benefit of the few weeks TBS would gain by employing a short-form-approval procedure no longer justifies this action," TBS said.

TBS also noted that its lawsuit (which is scheduled for hearing in an Atlanta federal court July 24) seeking to enjoin CBS's proposed buyback of shares is currently being litigated. "TBS fully expects to prevail in this litigation and obtain preliminary injunctive relief," TBS said. "Even if CBS's offer is permitted to go forward by the courts, TBS intends to continue to seek to acquire control of CBS. Under the circumstances, TBS believes that the most efficient and expeditious course of action would be for the commission to grant TBS's pending long-form transfer-of-control application as soon as possible so that TBS may present its proposal to the CBS shareholders," it said.

On another tack, CBS has taken issue with Turner's request that the network's pro-

posal to buy back some of its outstanding shares and create a new class of preferred stock be considered a transfer of control requiring prior FCC approval.

In a petition for declaratory ruling at the FCC, TBS argued that the notes for CBS's recapitalization plan—which offers to exchange \$40 cash and \$110 in notes per share for 21% of CBS's outstanding shares—are conditioned to insulate the current CBS board against competing offers like Turner's. For starters, TBS said the notes include a condition prohibiting CBS and certain of its subsidiaries from incurring any new indebtedness that is secured by certain CBS assets unless the notes are also secured by such assets. On another, certain types of sale and leaseback transactions—like those contemplated in TBS's offer—are prohibited. CBS is also prohibited from incurring any kind of additional indebtedness that would result in its consolidated total debt exceeding 70% of its total capitalization, and TBS's offer would exceed such a ratio in certain years, TBS said. The notes also, according to TBS, prohibit any subsequent owner from selling CBS radio stations or WCAU-TV Philadelphia, unless the new owner has sought a waiver of the FCC's one-to-a-market rules and appealed a waiver rejection before acquiring control of CBS. "An essential element of shareholders control in a large publicly held corporation is the ability to consider merger proposals that have not been initiated by management," TBS said. "The intended effect of CBS management's offer and preference stock placement is to deprive the CBS shareholder of this essential element of control. Control that has resided in CBS shareholders... will be transferred to the CBS management and the preference stockholders. Such transfer of control cannot be effectuated without prior FCC consent."

In its reply at the FCC, however, CBS characterized Turner's contention that the CBS buyback would result in a transfer of control as "preposterous." CBS said that, after the recapitalization, the voting power of the existing shareholders would remain "virtually" unchanged and the company will be managed by the same officers and elected directors. "TBS grossly mischaracterizes the terms of the CBS offer: preference shareholders will *not* have a veto over substantial asset sales and all merger proposals, and the preference stock securities only restrict the company's flexibility with respect to a single type of transaction—those that have the effect of raising the company's debt to imprudent levels. This modest covenant is reasonably designed to protect the corporation's shareholders and its lenders against over-leverage and will not preclude responsible takeover offers. TBS's petition also ignores a long line of FCC cases recognizing that covenants much more restrictive than those involved here do not constitute transfers of control. Indeed, Turner Broadcasting itself has covenants in its debt instruments that are far more restrictive than those in CBS's securities—but for which TBS never sought prior FCC approval." □

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An annual checkup of the radio industry shows that while the patient exhibits some sluggishness—in national spot business, specifically—and is being taxed by at least one major controversy—parents concerned about the lyrics of popular songs—its overall health is good, with strong vital signs in local sales, specialized long-form programming and the network radio marketplace, all of which are attracting strong advertising support.

The consolidation among national radio representation firms, which appeared rampant over the past two years, has leveled off. And nonwired networking (spot selling that allows advertisers and agencies to purchase a group of stations as a single buy) remains at about 8% to 10% of the annual national spot pie. But the selling emphasis for many group operators and local station managers continues to be on local advertising dollars which, they say, gives them more of a “controllable” base from which to build. “July has been the best month for local sales in the history of our station,” said KIIS(FM) Los Angeles vice president and general manager Wally Clark.

The horizon is not without its cloud. The music industry has come under attack by some, including the newly formed Parents Music Resource Center, for what are described as “pornographic lyrics” in some contemporary songs. National Association of Broadcasters President Eddie Fritts alerted radio and television group operators to the issue and requested record companies to supply copies of song lyrics with


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✓ CHET TART TO ORGANIZE IDEAS EXCHANGE FOR AM MUSIC STATIONS.	WGNT, WAMX, HUNTINGTON, W.VA.
✓ EXPAND RAR'S NY OFFICE SALES CAPACITY. ADD: STEVE APPEL	✓ ANNOUNCE BOB LION AS VP, GENERAL MANAGER, BLAIR RADIO NETWORKS, BLAIR'S RECOMMITMENT TO UNWIRED NETWORK REPRESENTATION.
CARYN JACOBY	✓ RECRUIT MARISA KESHIN AS AE, NY NETWORK SALES.
✓ BRING TOM TURNER BACK TO RAR BY END OF MONTH.	
MAY	JUNE
✓ TRANSFER SCOTT LAZARE AS VP, GENERAL MANAGER, TO STRENGTHEN BLAIR RADIO'S NEW YORK OFFICE.	✓ MAKE OFFICIAL BLAIR RADIO REPRESENTATION DIVISION AND CBS NEW UNWIRED RADIO NETWORK DEAL.
✓ ADD KAREN WALD AS WEST COAST DIVISION/VENDOR SALES MANAGER.	✓ BLAIR/RAR ADDS: KQKT (FM) SEATTLE
✓ LAUNCH SPORTS & SPECIALS SALES DEPT. WITH FRANK KELLY AS HEAD.	✓ GROUP W STATIONS SIGNED UP FOR VENDOR SALES PROGRAM.
✓ BLAIR RADIO SIGNS UP WABY, WWOM, ALBANY.	
✓ ADD NEW AE'S TO BLAIR RADIO, NY SALES STAFF. ROSEMARY ZIMMERMAN &	

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1985 STRATEGIC PLANNER

NOTES

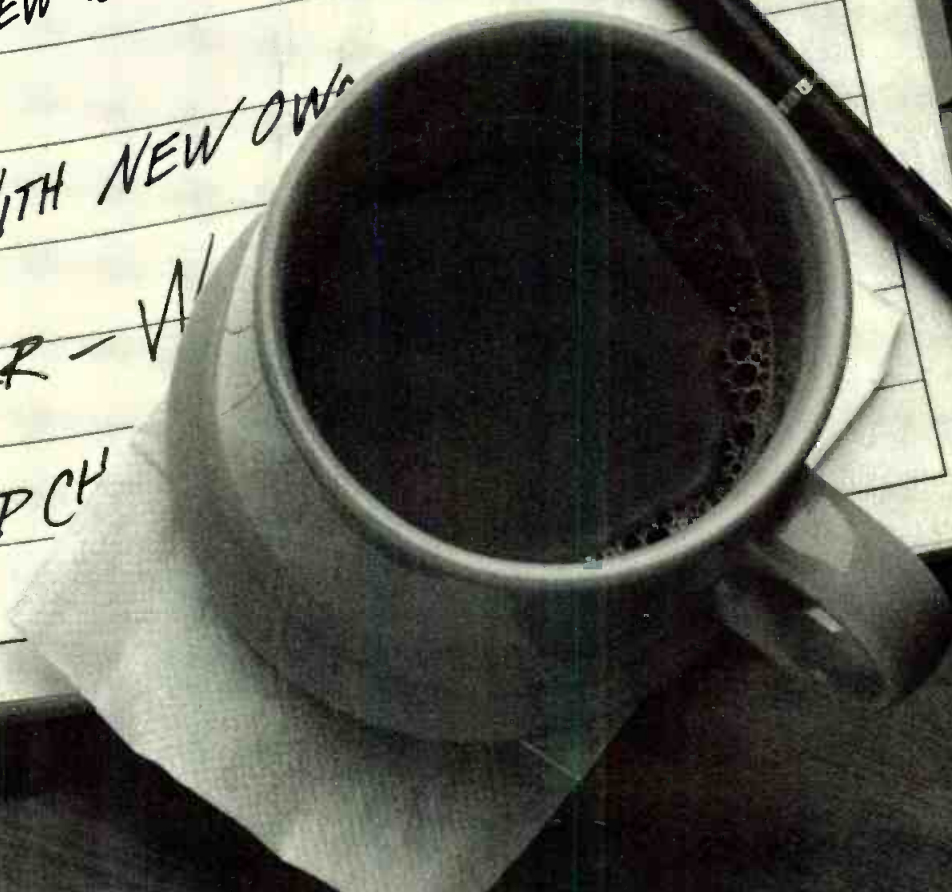
7/29 1/2 YEAR CORPORATE REVIEW

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recordings sent to broadcasters. However, record company executives have said that the issuance of lyrics is up to the music publishers who, for the most part, own the copyrights to the songs.

On the technology front, Motorola and Kahn Communications are still slugging it out for marketplace acceptance of their rival AM stereo systems, although Motorola seems to be ahead. The year also saw Mutual Broadcasting enter the FM subcarrier data distribution field and ABC announce plans to get into that business.

As for programming, contemporary hit radio stations WHTZ(FM) in New York and KIIS(FM) in Los Angeles dominate the airwaves among persons 12 years of age and older in the nation's two largest markets, while talk remains a strong format for AM stations.

KIIS(FM), according to Clark, is not only the top station in Los Angeles, but also the "top billing radio station in the country," receiving as much as \$2,100 for a 60-second spot. He attributes KIIS's success to a perceptiveness on the part of station personnel to be "in tune" not only with what's current in musical tastes, but with other aspects of the community. "We strongly believe in promotion, but it's only icing on the cake. If you don't have a good product, promotion won't help," said Clark.

What allows KIIS(FM)'s cross-town rival, Talkradio to KABC(AM), to draw healthy Arbitron 12-plus shares is its programming "consistency," according to the station's vice president and general manager, George Green. He said KABC's daytime (5 a.m. to 4 p.m.) lineup of talk show hosts has been in place for over 10 years.

With the new RADAR 31 report (Vol. 1) showing that for the average quarter hour, AM Radio reaches only 29.4% of the total [12-plus] radio audience, other AM stations are trying to find a programming niche in their respective markets. The answer for some is block programming.

RKO's contemporary hit KFRC(AM) San Francisco has adopted a game show format in which the station airs games and contests from 9 a.m. to 3 p.m. each weekday. According to KFRC program director, Mike Phillips, station management "felt it necessary to set aside traditional thinking about radio programming and concentrate more on audience entertainment as a whole."

Adult contemporary WNBC(AM) New York has shored up its entire programming schedule with top name personalities, building upon popular morning and afternoon drive-time hosts Don Imus and Howard Stern, respectively. The station hired comedian Soupy Sales, who is now wedged between Imus and Stern, and popular New York radio personality Jack Spector to do a nighttime variety sports program which will include music. The station also airs a customized version of the syndicated *Wolfman Jack Show* in the overnight slot.

"We are becoming the most personality-oriented station in the country," said WNBC(AM) vice president and general manager, John P. Hayes Jr., who describes the station as a "classic old-line radio outlet [block programming] with a 1980's flare."

Group W Broadcasting reached a milestone this year. In April, company-owned WINS(AM) New York celebrated its 20th anniversary on the air with an all-news format, which, in 1965, was considered to be a bold format move.

Doubleday Broadcasting President Gary Stevens sees a trend for "long-time, established" stations, which, he says, are getting stronger because of the volatile nature of the radio business today with more managers apt to change formats faster. "Format changes alter the dynamics of the marketplace. . . . Listeners are gravitating back to established stations because they feel more comfortable with them."

Here is the state of the radio art, 1985.

Optimism on the radio network front

1985 is off to a good start with many predicting double-digit rise over '84

By most accounts, the radio network business is expected to have double-digit growth in 1985—maybe not the kind of growth that has businessmen and entrepreneurs scrambling all over each other to break into the marketplace, but still enough to quell fears that the industry is moribund. Executives are estimating that 1985 gross billings for the major radio networks will be up between 10% and 15%, significantly better than the lackluster 5.5% increase the industry experienced in 1984.

Reasons for the rebound vary among network radio executives, but all attest to a greater willingness among advertisers to steer their budgets toward radio, and many point to Procter & Gamble's return to the medium after a multi-year absence as significant. In addition, 1985 might be called the year advertisers discovered that Yuppies listen to radio—executives report that business among young adult-oriented networks and formats is especially brisk.

A picture of how 1985 might turn out for network radio is already taking shape in figures published by the Radio Network Association, which are based on data collected confidentially by the accounting firm of Ernst & Whinney from 10 major radio networks. For the first five months of 1985, reported RNA, gross billings were up 12.8% to \$121,489,687 over the same period a year ago, while billings in May posted an increase of 7.4% over May 1984 for a total of \$31,554,580. Unlike last year at this time,

however, the figures include the revenues generated by four other networks not previously reported: Transtar Radio Networks, Satellite Music Network, Westwood One Radio Networks and United Stations Programming Network. (Those four networks brought in \$20 million in 1984.) The other six major radio networks included in the tally are ABC, CBS, Mutual, NBC, RKO and Sheridan.

■ Edward McLaughlin, president of ABC Radio Networks, said that ABC's seven radio networks are running about 12% ahead in billings this year when the Olympics, which posted extraordinary gains for ABC last year, are excluded. In addition, he said the second quarter was up 8% for ABC, a new second-quarter record. But rather than benefitting from a flood of new advertisers, McLaughlin explained, he sees "more products from the same advertisers" being included in their radio mix. In addition to P&G's adding radio, he mentioned Warner-Lambert, too. "The brand managers talk to

each other," said McLaughlin.

Another new way advertisers—principally retailers—are employing network radio, he said, is through two-to-three-day flights to promote coupons or newspaper promotions or "advertising advertising," as McLaughlin labeled it. Although he admitted that this new revenue stream does not represent "big bucks," McLaughlin said advertisers are able to directly measure the impact of the medium through consumer response to the promotional campaigns.

■ Dick Brescia, senior vice president, CBS Radio Networks and chairman of the Radio Network Association, is one of the more bullish in projecting that industry-wide growth for network radio will be up 15% in 1985 to reach a total of more than \$300 million. A 15% growth rate, Brescia pointed out, "when compared to other businesses is pretty damn good." He warned that projecting industry-wide growth this year, however, is hampered by the addition of four networks for which no previous growth record is publicly available.

So where is this fabulous growth coming from? "I think that advertisers who are primarily concerned with the young adults—we have more of them in the marketplace today—and the networks geared to attracting the younger demos are doing quite well," said Brescia.

Another reason for network radio's current health, said Brescia, lies in the fact that some of radio's competitors are pricing themselves out of reach. "Over the past several years the cost factors of other media have been helpful to network radio because



ABC's McLaughlin



CBS's Brescia

Entertainment Coast to Coast

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ENTERTAINMENT
MAGAZINE
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As an example, Brescia pointed to CBS's youth-oriented RadioRadio network, which now has a lineup of 149 affiliates, including stations in 24 of the top-25 markets. "The adult-oriented networks, which are primarily AM station based, have suffered the same fate that AM stations around the country have: erosion of their share of the audience." To emphasize he wasn't poo-pooing adult-oriented networks (CBS operates the adult-oriented CBS Radio Network), Brescia said adult-oriented networks "have to do more than sell numbers; they must sell the environment." Brescia explained that as far as seeking sponsors for adult-oriented radio networks is concerned, "it's important for us to point to Charlie Osgood and Dan Rather. ABC will do the same with Paul Harvey. Those kinds of shows can still sell because they're environment shows."

■ But one executive who probably would take exception to parts of Brescia's remarks about adult-oriented networks is Jack Clements, president of the Mutual Broadcasting System. The Mutual Radio Networks, which serve about 850 affiliates, have been up in both the RADAR 29 and 30 reports "and I expect to be up in 31." Although traditionally an adult-oriented network, Clements says that Mutual in the past year has made important inroads into younger audiences—or at least audiences that are on the younger side of older. "A year ago, a quarter of our affiliates were FM's; now more than a third are FM's. That doesn't mean we're giving up on AM's, but it does mean we're broadening our base," Clements said.

"We are still a 25-54 demo network," Clements said, "and plan to stay that way. But we are affiliating with FM's in order to bring aboard more 18-34-year-old bodies so we can strengthen the younger end of the 25-54 demo." Most adult-oriented networks, said Clements, "have a tendency to be heavy up on the high side [the 34-54 part of the 24-54 demo], and I don't want that." Programs such as the *National Lampoon Show*, Clements pointed out, are some of the things Mutual is doing to attract youth-oriented stations, "and we may bring on more of those as time goes on." But with programs like last week's introduction of a political face-off show between New York Governor Mario Cuomo and former U.S. Senator Howard Baker—not the kind of programming likely to attract the MTV generation—Clements made it clear that Mutual is not backing away from its adult-oriented format. With sales at Mutual running 15%-20% ahead of last year (above the industry average), an enthusiastic news operation under Ron Nessen and a reorganized sales staff in New York and Detroit, the recently appointed president is sure the once-beleaguered network is back on its feet. And for that he credits Mutual's owner, the Amway Corp., which "pumped

in millions of additional dollars to invest in people and product to do the obvious."

But Mutual is not the only radio network to have undergone more-than-routine changes in the past year. The RKO Radio Networks One and Two were acquired by the United Stations last spring. They are now called United Stations Networks One and Two and are separate from the United Stations Programming Network, the long-form program service that made up the United Stations before the RKO acquisition.

■ Nick Verbitsky, president of the United Stations, said the acquisition has "brought more of an entrepreneurial spirit" to the old RKO networks. To some that may mean staff cutbacks, as have been reported, but to Verbitsky it means a situation where "department heads function as department heads

part of this year. We as a network haven't planned for it."

And the "youth business," Bongarten said, "has been stronger than the business as a whole," although Bongarten noted that when it comes to the youth business, "we're dealing in small numbers relative to the total size of the market." According to Bongarten, "There are more viable youth networks today than in the past." For example, he noted that in addition to NBC's youth-oriented The Source network, there are also such syndicated youth networks as Westwood One "that are doing a good job." But doesn't the proliferation of youth-oriented services tend to split the market? "Sure there's fragmentation," Bongarten acknowledged, "but there's also incrementation. Each individual entity might be getting a smaller piece, but the pie as a whole is getting larger."

■ Among the 24-hour satellite format networks, the Dallas-based Satellite Music Network has 488 affiliates on-line and another 57 under contract. According to SMN President John Tyler, the affiliate base is 57% AM stations and 43% FM's for SMN's four formats—nostalgia, country, adult contemporary and rock. The most popular format is country with 185 affiliates, followed by adult contemporary with 168, nostalgia/MOR with 96 and rock with 37.

There are also economic incentives to affiliate with SMN, claimed Tyler. "Generally speaking, we can reduce station operating cost by 25%-30%," because it requires a smaller staff to run the station. Another advantage Tyler cited is that a "very high percentage of our stations have had increased sales because of improved on-air product and re-direction of managers' time, away from personnel time so that they can spend more time with advertisers."

Publicly owned SMN turned a modest profit for the first time during the first quarter of 1985. On revenue of \$2,880,000, reported Tyler, SMN earned \$5,791. In the previous year, SMN lost money on \$1,039,000 in revenue. And for the first six months of this year, Tyler said, revenue was \$6,305,000 compared to \$2,492,000 for the first six months of 1984. Six-month profits have not been determined yet, he said.

■ Terry Robinson, president of Transtar Radio Networks, a subsidiary of Colorado Springs-based radio group owner, Sunbelt Communications, said the kind of stations signing up for his 24-hour music services are "usually looking for a programming alternative and feel we can provide that." Transtar offers three 24-hour formats: country, adult contemporary and "Format 41," a light contemporary format targeted toward an audience with a median age of 41. They have a combined total of 279 affiliates. But Robinson denied his service can, in itself, be the magic that turns around a faltering station and makes it profitable. "Most of the people who utilize our service successfully are already very good managers."

Robinson reports fast growth for his "Format 41" service, which is a joint venture with Viacom and is based on the light-contemporary format developed at Viacom-owned WLTW-FM New York. In the past year,

Network tote board

Network	Affiliates
ABC Radio Network and Talkradio	1,800
Associated Press Network	1,005
CBS Radio Network	394
RadioRadio	141
CNN Radio Network	177
Mutual Broadcasting	850
National Public Radio	310
NBC Radio Network	366
The Source	123
Talknet	230
Satellite Music Network	486
Sheridan Broadcasting	110
Transtar	260
United Radio Networks (I and II)	650
UPI Radio Network	1,000
Wall Street Journal Report	80

and everybody is accountable. Decisions can be made quickly rather than having to run things through a board of directors or a committee."

One of the changes United brought to the old RKO networks was the elimination of the feature programs—which, Verbitsky said, were "a major part of the [staff] reduction." Verbitsky said dropping the features does not reflect on the desirability of radio feature programming per se, but was due to those particular shows not being cleared and advertisers not participating.

■ A strong first half does not a bang-up year in network radio make, reminded Randy Bongarten, president of NBC Radio. "The marketplace has been very strong over the first five months," Bongarten agreed, "but there are question marks because of the lateness of the upfront television season. We're still waiting to see how the second half of the year will develop." (Network radio, like certain dayparts in television, also has an upfront season, but it usually follows the television marketplace by a few weeks.)

Bongarten is in agreement with his competitors when he estimates "the marketplace will finish somewhere in the area of \$300 million in 1985." But because everybody will be competing against a strong fourth quarter in 1984 "it's going to be a lot more challenging to reach 15% growth the latter

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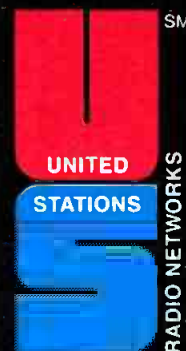
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temporary format developed at Viacom-owned WLTW-FM New York. In the past year, 42 "Format 41" stations have gone on the air, and contracts are in place for 19 additional affiliates. "Format 41" 's affiliates are "increasingly" coming from the ranks of major market stations, Robinson said, because "it filled a niche that was available." That niche, he goes on to say, is the segment of 41-year-olds who probably grew up listening to the AM band but long ago switched to FM (80% of "Format 41" affiliates are FM stations). A median age of 41 "is where the population is headed," says Robinson.

■ CNN Radio, Atlanta, has undergone major changes over the past year. It weened itself off the audio portion of CNN Headline News and, in turn, expanded its top-of-the-hour and bottom-of-the-hour newscasts and introduced several news feature feeds. According to Bob Pates, vice president for radio, Turner Program Services, CNN has invested \$1.1 million over the past two months expanding CNN Radio's operations.

Pates also revealed that CNN Radio is developing a "high energy" news format for contemporary hit radio-formatted FM stations. The newscast will be designed to last no more than a minute and "provide as complete a package [of the news] in the shortest period of time as possible." The kind of station that will be interested in CNN's youth-oriented newscast, Pates explained, is the urban CHR station that "doesn't want to take a five-minute break for news." He hopes the new format will be launched by Aug. 1.

Additionally, Pates said that CNN is also developing its first music format, which he declined to detail other than to describe as a "high-powered format."

■ The Associated Press Radio Network, which currently serves about 1,500 affiliates, has added several features recently to its steady flow of news programming. Among the latest additions are *Newsweek on Air*, a joint venture between AP and *Newsweek* magazine. It's a weekly 54-minute program featuring interviews with major newsmakers conducted by both AP and *Newsweek* correspondents. Other introductions include a 60-second daily feature on the home video market, *Home Video Update*. AP also has started a 60-second feature called *Eye on TV*, which offers interviews with television personalities, industry news and reviews of programs. In addition, AP recently started a daily 90-second feature on home and personal computers called *Tip Talk* and a new 90-second feature on nutrition, *Eater's Digest*.

"We put out about 10 features daily and expand and contract according to what our members want," explained Pat Hazen, director of station services for AP. Among the features AP member stations apparently didn't want this past year were *Looking Good*, a personal health program, and *One on One*, an interview show—both of which AP dropped.

Last March, AP also increased the frequency of its feeds for the *AP Business Barometer*, a daily, 60-second business report originally fed 12 times a day and now sent 16 times daily, to cover both East and West Coast drive times. And AP has also moved



Mutual's Clements



United's Verbitsky



NBC's Bongarten



Transtar's Robinson

to beef up its regional coverage, said Hazen, by hiring staff "to do nothing but work on specialized regional" news.

In addition, AP, in conjunction with WSM Inc., Nashville, airs the Music Country Network (MCN), an eight-hour overnight music/talk programming service transmitted nightly via satellite beginning at 10 p.m. NYT. According to Hazen, MCN now airs two 60-second series: *Music Country Minute* and *Artist Profiles*. Hazen said ad revenues for MCN, which clears about 100 stations nationwide, are pacing about 27% ahead of the comparable period in 1984.

■ In the face of financial woes, the United Press International Radio Network appears to be holding its own. The network continues to offer its 1,000 affiliated stations five-minute, top-of-the-hour newscasts, 24 hours a day, and two-minute, half-hourly newscasts from 5:30 a.m. to 9:30 p.m., Monday through Friday.

■ At Pittsburgh-based Sheridan Broadcasting Network, satellite operations have been moved from Cocoa, Fla., to Pittsburgh, where the company's corporate offices have always been. Explained Jerry Lopes, news director for SBN: "It's obviously always healthier to consolidate whenever possible, and the arrangement we were able to strike was for substantially less dollars" than at the Florida uplink facility. SBN also switched satellites, from Satcom IV to Westar V.

"We're concentrating on our bread and butter," said Lopes, of programing developments at SBN. He said that SBN is increasing the amount of sports programing it's providing to its 110 affiliates, including adding

morning and afternoon drive time sports feeds, raising its sports feed to eight per day. But, Lopes acknowledged, "in terms of feature programing, we had to take a good, hard look," noting that SBN had to abandon both short- and long-form programing in favor of a "music/entertainment posture." Although Lopes said there are "plans on the table" to start up such a service again, including public affairs and information programing, they are "on hold."

■ *The Wall Street Journal Report*, a news service of Dow Jones & Co. (publisher of *The Wall Street Journal* and *Barron's*) that delivers two-minute, hourly business/economic reports to about 80 stations, "is exploring the possibility" of designing a financial network of shorter reports for FM beautiful music and classical stations, according to Bob Rush, director of broadcast services for Dow Jones.

Currently, the nearly five-year-old *Wall Street Journal Report* feeds 19 reports daily from 5:20 a.m. to 9:50 p.m. NYT, including a 4:20 p.m. stock market final report each weekday. Rush reports that sales revenues for the first half of 1985 were up between 20% and 25% over the same period a year ago. Among the list of regular advertisers on the network are: American Express, E.F. Hutton, AT&T, Dean Witter Reynolds and Pitney-Bowes. Rush said open rates for 60-second spots for 12 weeks or less usually begin at \$3,900.

The company also offers *Barron's On Investment*, a scripted news service taken from the advance copy of that week's *Barron's*. To date, 48 stations use the service. □

Reps express "cautious optimism"

Renewed push by airlines, computer industry may help radio industry's national spot advertising dollars; increase may hit low double digits

According to most radio representative executives, national spot radio advertising should pick up as the third quarter proceeds, and most of them are optimistic about the fourth quarter. That could put the overall yearly percentage increase in national radio spot dollars in the high single digits or low double digits. The root of that optimism is the belief that complications which have reduced expenditures among some key radio advertisers, including airlines and computers, will be resolved. There is also the hope that increased competition in the automotive

industry will cause an influx of additional dollars into radio.

Ralph Guild, president of Interep, the holding company for McGavren Guild Radio; Hillier, Newmark, Wechsler & Howard; Weiss & Powell, and Major Market Radio, said July has been "very soft," but August should be on target and September and the fourth quarter stronger. But for the year, he projects a sales increase on the conservative side, projecting gains of about 6% over 1984.

Jerry Kelly, president of Republic Radio, which, along with Christal Radio and Katz Radio, make up the Katz Radio Group, was expressing "cautious optimism" about the remainder of the year. "Talking just about stations that we have been repping all along,

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Hillier's Newmark

it is difficult to get good months back to back. Overall, we are looking at 7% to 10%. But at this time last year, I felt the same way and we had a terrific second half come out of the blue. I hope the same thing happens again." The Republic Radio president said one good sign for business was that "everybody seems to be holding rates pretty well and seems to be approaching it in a businesslike manner."

Jerry Schubert, president of Eastman Radio, agreed: "If we get a good flurry of activity in September to wind up the third quarter, we could be seeing 8%, 9% or 10%." That number would not make Schubert, and some other reps, extremely happy because, as he noted, it would just cover economic growth plus inflation.

Schubert and Kelly said the pattern of the first two quarters, with a weak first month followed by a medium second month and then a strong finish, appears to be happening in the third quarter. "This is a roller coaster year, not unlike 1983," said Schubert. He said one factor contributing to this situation may be the delay in orders being placed for television: "They are scraping for the dollars too, and radio unfortunately follows television."

Expressing hopeful optimism for the fourth quarter was Vince Gardenia, president of Selcom Radio. "At Selcom about 30% of our billing is in beer and wine, which traditionally does well in the second half of the year." Still Gardenia admitted to a little disappointment at how things have worked out: "We did a study that showed the year after the presidential election year would be good. We projected 10% to 15%, but it hasn't worked out that way."

Also noting that the year may be below expectations was Tony Fasolino, executive vice president of Torbet Radio. (Both Torbet and Selcom are owned by Selkirk Communications Ltd.). For the second half of the year, he said, Torbet was predicting between 9% and 9.5%: "Instead, I think we will see about a 6% to 7% increase. The fourth quarter probably will have to be in the 7% to 8% area in order to make that number."

Phil Newmark, president of Hillier, Newmark, Wechsler & Howard, said the second half of the year may turn out to be a six-month ascendancy: "I think things will start out slowly and build with successive marks. July was off from last year, August is about even. September should show a 10% increase and the fourth quarter a 12% to 15% increase. Overall, I think the year will finish about 8% to 10%."

Blair Radio President Charlie Colombo

agreed that July has not been a very good month, but he said August and September are "pacing ahead" of last year and he projects the year to finish ahead by 9% to 10%. Looking at trends, Colombo notes that both the computer and beer businesses this year have, thus far, been "questionable."

Colombo noted that Blair Radio is active in nonwired network sales and recently signed a joint nonwired agreement with CBS Radio Representatives. He said the company is also setting up some new creative approaches to nonwired selling by tying it together with some of the parent company's (John Blair & Co.) direct marketing capabilities.

Bill Fortenbaugh, president of Christal Radio, said he thought the industry would experience a percentage increase in the low teens in the third and fourth quarter.

Meanwhile, Katz Radio Group President Ken Swetz said that for the group, on a comparable station basis, 1985 should be 12% ahead of last year.

The third quarter appears to be "reasonably strong," according to Peter Cleary, president of Concert Music Broadcast Sales (CMBS), which represents most of the commercial classical music stations in the country. "Confusion" in the computer business was one of the factors affecting recent adver-



Colombo



Fortenbaugh

tising, and putting the second quarter only "marginally ahead" of last year, he said. Cleary noted that it was difficult to project for the year, but said the industry should be up 10% to 15%.

Marv Roslin, president of Roslin Radio Sales, said the industry for 1985 should post a 15% increase, excluding political dollars.

At least two reps expressed the view that what was good for the economy wasn't necessarily good for radio. Jack Masla, president of Masla Radio, said, "Last year the third quarter showed a 13.1% increase. This year it could turn into a good quarter, especially if the economy is slowing down to push it. If the economy remains sluggish, then I think fourth-quarter radio activity will be strong also." Masla said the reason radio does well when advertiser sales are weak is that they use radio to "plug" the problem.

In agreement with Masla was Ed Kiernan, president of CBS Radio Representatives: "I think the uncertainty of the economy will help radio rather than hurt us. The best of times for radio previously was when inflation was rampant and people were struggling."

Kiernan said that, so far, the third quarter has been "a little soft," but that from September on it should be "pretty good." The

latter assessment, he said, was not based on any "scientific facts," but rather that there were certain advertisers which had not been as active but showed promise for returning before the end of the year.

One such category is the oil companies, which he said were reassessing their marketing strategies following the wave of mergers in that industry. Another recently reduced category, Kiernan noted, was the airline industry: "The airline business coming off the United strike hurt us considerably, in two different ways. First, because they are a big account for us and they cut back considerably. And their competitors, such as American, cancelled their schedules because they were overbooked." Another category the CBS Radio Representatives president said should be reappearing in strength was the high-tech area: "The computer business is the future, there is no doubt about it."

Newmark also thought "business type" advertising should be picking up in the fourth quarter. He pointed to personal computers, cellular phones and the airlines.

Masla sees some advertisers providing a boost. "Just in the last couple of days, Pride airlines, made up of ex-Continental personnel, has been checking rates through Needham Harper, Los Angeles. They intend to duplicate the routes operated by Continental." And Church's Fried Chicken was opening up in a number of new markets, Masla said.

He also saw the automobile industry turning to radio if their sales remain "sluggish." "We foresee interest rates and rebates remaining part of their campaign. Already, the Ford Dealers Association in New York came in with a campaign." He also said Volvo, BMW and Mercedes are "imminently beginning" campaigns. The Japanese, Masla said, would be starting up new campaigns to introduce cars not sold before in this country, now that the automobile import restrictions have been relaxed.

Republic's Kelly noted that it could be a mistake to focus on just the positive news among major advertisers: "United is coming back but TWA and Pan Am are predicting strikes. We are having difficulty getting a consistent effort by advertisers." Another uncertain category, he said, is beer and wine. While he said organizations such as MADD (Mothers Against Drunk Driving) were for the overall good, he thought broadcasters were being unfairly discriminated against.

The number-one advertising category for the Spanish-formatted stations represented by Eduardo Cabellero, president of Cabellero Spanish Media, is beer, but he's not too



Concert's Cleary



Cabellero's Cabellero



May 20, 1985

Mr. Don Crisp
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Expenses are also way down. Payroll is only 40% of what it was at this same time last year, and we've lowered our break-even point by about \$9,000 a month. We never would have been able to accomplish any of this if we hadn't joined SMN.

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worried about pressure from some quarters of the public on beer manufacturers to reduce advertising: "Although beer advertisers have done a lot they have always measured what they have done, in the sense of not running spots early in the morning. They also do a lot of community service and community promotions. Anheuser-Busch and Miller have been very conscious."

Also stating a concern about beer advertising was Bob Weiss, president of Weiss & Powell. "The one area where I have been hurt to some degree has been the beer business. . . It has affected national sales and will probably have an effect in the third quarter as well."

Torbet's Fasolino said the situation was even more serious: "Beer advertisers are practically nonexistent and I think the beer industry is probably laying low. . . And when they ask for demos now, they are asking for 25-34. But I don't think their primary targets have changed."

Concerning airline advertising, Fasolino said the strength of the dollar has encouraged traveling but, at the same time, reduced international carriers' need to advertise. Domestically, he said, fare wars and mergers have forced carriers to reduce their costs and

re-evaluate their marketing.

A resurgence in airline advertising would be good news to Concert Music's Cleary. Carriers are among the chief advertisers trying to reach the classical music listeners of the stations the company represents. The imported automobiles and financial services who also advertise on those stations are less seasonal in nature in their budgets.

As for youth-oriented advertisers, Newmark noted a slowing down of activity for such products as soft drinks, beer, shampoos and candy. Newmark said that one particular concern for station reps must be to find new industries that are interested in reaching young adults.

Among the regional offices placing orders, New York, Los Angeles and Dallas were among those which showed continued strength, said Newmark. Minneapolis, however, was showing some weakness. That office used to book orders from K-Tel International, he said, but that the record company is now "out of business." Business from Philadelphia offices was off a little, he said, because the Atlantic City, N.J., casinos were now being placed out of New York, and some orders from Boston had also gone to New York.

As to what markets those dollars are being distributed to, Republic's Kelly said there is no particular pattern. Likewise, Eastman's Schubert said that markets that were off, including Phoenix; San Diego; Portland, Ore.; Columbus, Ohio, and Buffalo, N.Y., revealed an "indiscriminate" pattern.

Caballero added that business for Hispanic stations is doing well in many markets, especially in Los Angeles; Albuquerque, N.M., and San Antonio, Tex. This is because, he said, there has been a shift by advertisers to put more money in Mexican-American markets whereas before there had been a focus on the Cuban and Puerto Rican markets of Miami and New York.

The national spot radio business from January to May, according to Larchmont, N.Y.-based Radio Expenditure Reports, reached \$324,808,800. That's an increase of 10.3% over the comparable period of a year ago when RER adjusts figure to compensate for variance in standard billing weeks and 5.3% unadjusted.

How will the radio industry perform overall in 1985? Radio Advertising Bureau President Bill Stakelin has projected that business (local, regional, national and network) will reach \$6.5 billion by year's end. □

Shakeout after the CHR goldrush

Some major markets are witnessing a shakeout in contemporary hit radio and stations still airing the format further redefine their audience; AOR, country also undergoing fine-tuning

Last year contemporary hit radio was the hottest program format trend to hit the radio airwaves since the "urban cowboy" country radio phenomenon some six years ago. Like most trends in the radio business, however, those that jump on the bandwagon of a format that has become popular with listeners and thus in demand by advertisers, find there isn't enough room for everybody. That is the lesson that some of the late-comers to the CHR format are now learning, as evidenced recently by two stations in the New York market that switched out of the format—WAPP-FM and WKTU(FM)—leaving two CHR stations in the market to battle it out head-to-head—WHTZ(FM) and WPLJ(FM).

Radio executives and program analysts insist the CHR format is as strong as ever in appeal, but that it simply can't sustain all the stations trying to make a living off it. At last count, according to data compiled by the Radio Information Group, New York, almost 900 stations claimed a CHR format, about 10% of all commercial radio stations currently on the air. That represents a more than 7% increase in the number of stations programmed for CHR compared to a year ago when there were close to 800 CHR stations on the air.

"CHR is very strong," said Chet Tart, manager of program research and marketing, Blair Radio. "The problem is that there [are] too many CHR stations in the market-

place. Boston has four, New York had four. Some markets have five. Every time you punch the dial it's Madonna, Madonna, Madonna, over and over again," he said, so that listeners may be getting "fried on the songs themselves." He said the solution, in part, lies in what he sees as the inevitable shakeout in the number of stations carrying the format. "It's just a matter of time. WAPP got out of the format in New York. It will happen in Boston too [and other markets]. It hasn't matured to the point where people are getting out of it in droves yet because they are still making money. But I think it's definitely at the peak of it's popularity," in terms of the number of stations embracing the format. He added, however, that the format may command a large enough following to keep a lot of stations thriving. "We are living in a contemporary world right now, so I don't see the contemporariness falling off. I just see some stations getting out of the format and switching to something else. The music and the product are strong and good and I think it will be around."

Gary Stevens, president of Doubleday



Blair's Tart



Pollack

Broadcasting, agreed that the number of stations programming a pure CHR format will "diminish." He had first-hand experience with Doubleday's WAPP-FM, which switched from a pure CHR format to hybrid top-40/album-oriented-rock format in May. "If you can't make a buck, you go," he said. "It's hard to support more than two of any format in market."

Radio program consultant Jeff Pollack concurred. "The format is terrific," he submitted, "but there isn't room for five people." He also believes that the CHR shakeout experienced in New York will spread to other markets as well.

Top-40 consultant Mike Joseph said that while "some of the weaker [CHR] stations may fall off," the format will thrive, "in one configuration or another, because it is popular music." CHR, he said, "flows with the audience. You're going to play the hits regardless. The greatest advantage that a mass appeal format has is the fact that it encompasses everybody, every demographic, every race and every nationality."

Format segmentation is a trend that continues as stations try to broaden their core audience targets and counterprogram against similar formats in their market. Most recently, CHR has split into two directions, according to Pollack. The basic CHR format is a mass-appeal, 12-plus format. Pollack describes a newly emerging variation on that theme as "adult CHR," which attempts to be "more relatable" to the 25-to-34 age group with "less of the shouting kind of announcer," and with a dose of oldies songs added to the musical mix, rather than all current hit music. Adult CHR, said Pollack, "is de-

Radio: In Praise of

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WBBQ	Augusta, GA	Eastman
WGN	Chicago, IL	Christal
WMMS	Cleveland, OH	Katz
KOSI	Denver, CO	Blair
KIIS	Los Angeles, CA	McGavren Guild
WVOR	Rochester, NY	McGavren Guild
KGO	San Francisco, CA	Blair
WRSC	State College, PA	McGavren Guild
WKYS	Washington, DC	Eastman
KEYN	Wichita, KS	McGavren Guild

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signed to take audience away from adult contemporary stations.”

Album-oriented-rock radio stations gained substantially in the winter 1985 Arbitron measurement period (BROADCASTING, May 6) and many in the industry attribute the success to many AOR stations' shift from teen-agers to a core audience skewing 25-34, which Lee Abrams, partner in the Atlanta-based radio consulting firm, Burkhart/Abrams/Michaels & Douglas, describes as AOR's "natural audience." That is the demographic that was in its teens and listening to AOR when the latter broke on the scene 15 years ago, said Abrams. By eliminating most of the heavy metal material, he said, and adding a few oldies and jazz pieces to a mix of old and new AOR cuts, the format, in effect, has "matured" as its audience has grown older.

According to Tart of Blair Radio, AOR stations are doing more to serve the older audience than simply realigning their music rotations. The stations are providing "full service" to listeners and not just wall to wall music. "AOR has become an adult radio station," he said. "The successful AOR's are providing things that the average 25- to 34-year-old person needs, which include news and information, traffic reports, conversation, and even comedy in the morning. Also, musically it's an alternative because a lot of the AOR's have changed formats leaving one to a market. [The Radio Information Center calculates that there are about 237 AOR stations on the air now, down from 272 a year ago]. They are now by themselves and they offer a unique blend of music, they play currents and they play oldies, and are providing full service on the FM band with AOR music. That's a very unique blend."

"The format has matured a lot to the lifestyle of the people listening to it," continued Tart. "It's growing along with its original demographic. The music is not as raucous as it used to sound. It is more of a mainstream adult station. It's now a 19-plus kind of format that goes up to 35." As for the longevity of AOR, Tart offers that the audience is "growing along with them... It might be a Music of Your Life format shortly."

Pollack suggests that the drive by AOR stations for the older audience may be due in no small part to the fact that advertisers want the older skew. "A lot of stations have been doing that very quietly for the last several years," he said. "I think we are seeing a lot of emphasis from the sales departments in terms of getting stations to skew older, with many just totally abandoning teens to CHR."

John Sebastian, the Scottsdale, Ariz.-based radio consultant, takes some of the credit for the shift of AOR stations toward an older audience. He is the creator of the EOR format, or "eclectic-oriented rock," which he has now placed in five markets (Seattle, Anchorage; Fort Pierce, Fla.; Baltimore, and Casper, Wyo.), up from two markets a year ago. EOR, says Sebastian, which is programed at a core audience of 25-40, got AOR programmers to thinking about an older skew.

A year ago, he said, the AOR playlist focused primarily on the 15- to 24-year-old

segment, with groups such as Motley Crew and Iron Maiden. "Now the list is very soft in comparison," he contends, offering as evidence the fact that a recent *Billboard* AOR playlist showed the top 14 songs were also charted on the CHR list. Embracing CHR material, suggests Sebastian, is a "mistake." Album-oriented listeners prefer, he contends, a mix of the "great product" by rock artists both current and past, which is what EOR offers, with a dash of progressive jazz for diversity.

Format segmentation continues to influence other program genres as well, such as adult contemporary and easy listening. The AC camp is divided among those that stress more contemporary, but softer rock, and those that focus on oldies. The evidence that

he says falls right in between the median-age AC listener (31) and the comparable easy listening listener (52). "It's a very easy going form of AC," said Moyes, "with very little current music and almost all memories and fairly relaxing." The format also features all original vocals material and none of the instrumental renditions that Moyes says the 40ish crowd is not quite ready for.

Meanwhile, the easy listening programmers are struggling to make their product more appealing to younger audiences, with the addition of more up-tempo material and some vocals, while at the same time not alienating their traditional audience (35-plus). "The trend for easy listening," said Dave Verdery, vice president, programing of Bonneville Broadcast Consultants, the largest syndicator of easy listening music, "is the knowledge and the acceptance that today's easy listener is different from yesterday's easy listener and that today's listener grew up with rock-oriented roots. In order to capture new listeners for this format we must be able to play artists that they can relate to and those artists are going to come from adult contemporary and country formats that have crossed over into our sound."

But Verdery stressed that while easy listening has taken on a contemporary flavor in some variations of the format, it will always be based on the instrumental sound. "The ultimate goal is to provide a relaxing but refreshing instrumentally-based format with vocals that people of all ages can relate to," he said. "We will make sure not to offend our core audience. In the restaurant business if you have a good business you don't want to change your menu. But you can add some new recipes."

The way Bonneville sees it, the easy listening format is giving adult contemporary stations a run for the 25-54 demographic advertising dollars. Verdery said that 82% of his company's client stations (over 100 in rated markets) are ranked third or better among adults 35-54. "What we are trying to say is given that the 25-54 demo is the most coveted by advertisers, if you take away the front third of that demo, we are so strong that we will really fulfill two thirds of that demographic." With challenges from CHR for its younger listeners and an assault by easy listening for its older listeners, it's no wonder that AC programmers are divided as to which way they should skew. It's also not surprising that 50 AC stations dropped the format in the past year. The Radio Information Center counts 1,874 AC stations in the market now compared to 1,924 a year ago.

The situation is also a little dicey for country radio stations. Despite the fact that shares and advertising sales are down for country music stations, about 50 more country stations are in the market this year than were last year. The current total is almost 2,350 stations. "The big problem for country," said Pollack, "is there is so little crossover material; except for the megastars, there's very little country that is crossing over to the other formats, such as AC and CHR." He adds, however, that "things should level out. Country had to have a shaking out period after everybody jumped on the bandwagon"

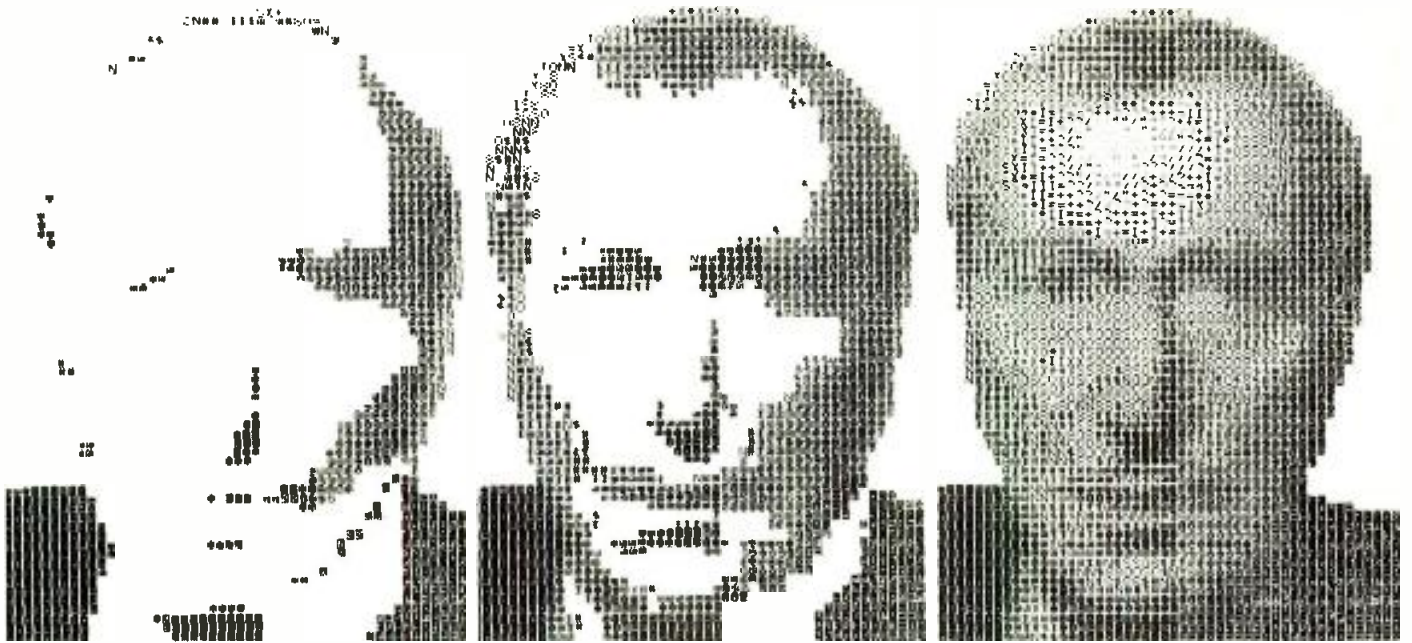
Number one. Country music is the most widely programed format on commercial radio stations followed by adult contemporary. That's according to the New York-based Radio Information Center (RIC), which tracks format additions and changes on a regular basis from over 8,000 stations in its files. Highlighted below are the top radio formats as of July. (The list includes 140 stations in the U.S. Virgin Islands, Puerto Rico and Guam.)

<i>Format</i>	<i>Number of stations</i>
Country	2,346
Adult Contemporary/Soft	1,940
MOR/Nostalgia	964
Rock/CHR	855
Religious	499
Easy Listening	437
Variety	252
AOR	237
Black	174
Oldies	168
Spanish	154
News/Talk	148
Urban Contemporary	91
All News	47
Classical	46
Ethnic	30
Jazz	15
Total	8,403

Tart has seen this year indicates however, a shift toward the contemporary sound, as listeners "get tired of hearing 'The Long and Winding Road' and 'Yesterday' by the Beatles." And, according to his reports, "the more contemporary music stations are doing better than the ones playing all over."

According to Pollack, AC stations are "losing a lot of audience to CHR stations." He said the AC stations are countering with a number of contemporary approaches, including a hybrid AC/CHR approach he describes as "AC music and a CHR sensibility."

A third AC approach having some success in the market is Transtar's Format 41 which, in effect, is a bridge between AC and easy listening. The 41 in the title, says William Moyes, a partner in Sunbelt Communications, which operates Transtar, stands for the median age of the target of the format, which



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several years ago.

Dan Halyburton, general manager of country stations KLAJ(AM) Dallas-KLPX(FM) Fort Worth, described the current period for country as one of "moderate growth that will separate the men from the boys." Halyburton suggested that the more traditional stations are perhaps a bit worse off because many of the recording artists "who brought [country] through the 1960's and 70's are not recording as much," such as Mel Tillis and Charley Pride. And the country recording industry, he said, may be having bigger troubles than the stations. "They are kind of sitting at the switch deciding which way to go," he said, i.e., more modern, skewing almost AC, or more traditional.

Gregg Lindahl, program director and manager of operations at WSM(AM) Nashville, said there was some "concern" about the product from the record companies. While the primary record buyer is in the 18-24 demographic, he said, the core country audience is 35-49. While it's one thing for the record companies to try to bring country music to the younger record buying core, "it's a concern" if they do it by ignoring the musical tastes of the primary country audience. Country radio wants a "fair balance," he said.

Joe Gallante, president, RCA Records, Nashville, said the goal of country record producers is to develop product that will appeal to a core country audience of 25-49. By expanding that core audience 10 years on the front end, he said, record sales (which for country have been flat lately) would improve

significantly. "The tendency among persons 45-plus to buy albums diminishes 70%," compared to younger age groups. "We can't survive that," he said. Gallante said he didn't "know any record company in town" that was targeting younger age groups to sell country music to at the expense of the core listening audience.

As to radio news, research done by the Mutual Radio Network, indicates that listeners want to be kept more up to date with brief headline summaries, said Ron Nessen, Mutual's vice president, news and special programming. He said the network "is committed" to adding a one-minute hourly (perhaps twice hourly) news headline summary into the network's news mix. The plans will be spelled out further at the upcoming Radio-Television News Directors Association convention.

On the local level, said Lou Adler, vice president and news director WOR(AM) New York, "the general trend is toward doing news, beyond the top three or four major stories, that is shaped for the target audience." The types of stories and amount of air time allocated to news, he said, is determined by the demographic.

Talk radio, according to Diane Sutter, general manager of WTKN(AM) Pittsburgh, is one format that doesn't necessarily have to be local to succeed. In fact, given the costs of producing talk programming, she said, it is more efficient for a network to provide talk programs. WTKN is both a both an ABC Talkradio affiliate and an NBC Talknet affiliate.

"We do a great deal of local input," she said, such as news, sports, weather and traffic. "But the issues listeners are concerned about and want discussed are universal," such as financial and health issues. She said research her station had done concluded that, "if [the talk programming] is interesting and meaningful, it doesn't matter where it originates from."

On the nostalgia-format front, reports Jim Lowe, program director, WNEW(AM) New York, Linda Ronstadt, with her recordings with the Nelson Riddle Orchestra, has helped "considerably" in getting a new and younger audience to sample nostalgia formats. Other contemporary artists are cutting albums featuring more traditional music, as well, Lowe said. Toni Tenille, he reports, has also recently produced an album featuring songs by Cole Porter and George Gershwin.

On the classical music front, the launch a few months back of the Concert Music Satellite Service, said Robert Conrad, vice president and general manager, WCLV(FM) Cleveland, should help to generate more classical syndicated material, as well as more live programming. "The cost factors of distribution by satellite are so much less," he said. The question is, he added, "how much syndicated product can you program without losing your local identity?"

Conrad said that early Renaissance classical music was making a comeback and that classical stations were programming less vocal music, in an effort to attract younger demographics to the format. □

The burgeoning business of program supplying

More and more stations are looking to producers and syndicators for something special to give them an edge over the competition

An increasing number of stations are turning to radio program suppliers/syndicators for specialized programming which, the following pages illustrate, is not in short supply. And according to many of the executives surveyed, advertising support for most of the long-form programs is very strong.

The capsule summaries that follow also show the preferred method of sales to stations remains barter rather than cash and that the full service syndicated music format companies still prefer tape delivery of their products over satellite.

ABC/Watermark, the wholly-owned unit of ABC Radio Networks, is focusing a good deal of its attention on the international syndication marketplace. Although the company continues to produce *American Top 40*, which just celebrated its 15th year on the air with Casey Kasem at the helm, and *American Country Countdown* for the ABC Radio Networks, it is now representing those two shows along with several others internationally. They include: DIR Broadcasting's *King Biscuit Flower Hour*, *Silver Eagle Cross Country Radio Show* and *Supergroups*, all of which DIR produces for ABC; TM Commu-

nications' "Goldpics" music library, and Ron Cutler Productions' *Musical* program.

ABC/Watermark President Tom Rounds said that the Pacific area, including Japan, has been the best market for these programs followed by Western Europe. He said *American Top 40* is very popular in France, especially with the advent of new commercial FM stations in that country. Rounds added that a German translation of *Top 40* is slated to go on the air in Cologne, West Germany, later this month.

□

The American Comedy Network offers seven short comedy features (30-90 seconds) that are heard in 86 markets, including the top 10, on a cash basis. The all-original material, often relating to current events, consists of fake commercials, parodies of popular songs and impersonations, according to Andy Goodman, president. Now in its second year, the network last year provided, free of charge, *Not the American Top 40*, as an introduction to stations. The show was a parody of ABC/Watermark's *American Top 40* countdown show. "We'll probably do another music/comedy special in the near future," said Goodman.

Presently, work is being done on a detective series styled after Firesign Theater's Nick Danger, titled *Crash Barlowe, Private Guy*. Goodman said that the series is being given a trial run in test markets and would be available for 1986.

It is hoped that the a 90-second sponsorable strip will result.

Goodman also mentioned that the American Comedy Network was responsible for the book, "The Method to the Madness," a manual for radio morning shows, featuring actual interviews with 70 morning personalities (such as the "Greaseman" of WWDC-FM Washington) about what it takes to do a morning show. Goodman added that his troupe was planning another publication for an upcoming convention that will be less serious and factual.

□

Five formats and two production libraries are distributed by Dallas-based **Toby Arnold & Associates**, which plans to release a sixth format at next April's National Association of Broadcasters convention. The addition, still untitled, will be an "adult contemporary oldie" format. One of its selling points: "Our library goes 3,000 deep so you're never without fresh material," said the company's president, Toby Arnold. Arnold's five current formats—"Unforgettable" (nostalgia), "Unforgettable II" (foreground MOR), "Your Favorites" (adult contemporary), "Music Radio" (contemporary hit radio) and "Country Magic" (adult contemporary country)—are distributed to 93 stations on a cash basis. Its production libraries—Production Master and Production Bank—serve 500 stations, both by barter and by cash. Toby Arnold & Associates does not use

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satellite. "Like all the other tape syndicators, we are in strong competition with satellite right now," said Arnold. But, because satellite transmission prohibits localization and personalization, Arnold said, "I feel that there is room for both of us out there."

Toby Arnold is also "still very, very active" in retail sales promotion and direct mail. The company produces a 12-minute VHS cassette, "Target Market Selling System," designed to help stations overcome advertisers' negative perceptions of their audience. The system, customized for a specific market on a monthly basis, sells for between \$200 per month in a small market to \$500 per month in a large market. Arnold also markets Sales Mail, a campaign "utilizing direct mail to support your spring or fall Arbitron with a sweepstakes." Sales Mail has been extremely profitable for WZZO(FM) Bethlehem, Pa., said Arnold. The station distributed a 165,000-piece mailer at a cost of \$90,000 (for art, printing, postage, mailing list, labor and other expenses), and grossed \$138,000 by selling 26 participating sponsors. "Direct mail seems to be the buzz word right at the moment," Arnold said.

Barnett-Robbins Enterprises, Encino, Calif., offers stations several long-form, weekly shows. In its fold are: *Superstars of Rock*, a one-hour music profile program (on about 135 stations); *Superstar Portrait*, a 60-minute music profile of adult contemporary artists (140 stations); *Street Beat*, a one-hour music and artist interview show geared for black and urban contemporary formatted outlets (92 stations), and *National Lampoon's True Facts*, a two-minute comedy feature the company produces for the Mutual Radio Network.

According to Lance Robbins, executive vice president of Barnett-Robbins, the company has two other programs set for an October launch: *Memory Makers*, a three-hour-weekly, satellite-delivered show for adult contemporary stations with music, artists, trivia segments and listener participation, and *American Country Portraits*, a one-hour-weekly music profile program. Barnett-Robbins earlier this year introduced holiday specials under the umbrella name of the Big Event Radio Network.

Robbins said the company's business "tripled" over the past year. There are some 50 major companies that advertise "periodically." Among the advertisers are: Lee Jeans, U.S. Army, Blue Nun wine and Anheuser-Busch. Robbins said that Barnett-Robbins hopes to move more toward satellite-delivered programming in the next year. All of the company's programming is offered on a barter basis.

Jazz Beat From Berklee, the jazz music series offered by the **Berklee College of Music** in Boston, begins its fourth year next fall. The 30-minute show is distributed free on disk to more than 1,000 stations worldwide with about 600 in the U.S. That is an increase from last year's total of 400 stations worldwide. However, according to Berklee College's director of development, Bruce MacDonald, the 90-to-110-minute concert version of the show which had been distributed to National Public Radio stations over the NPR satellite was discontinued because the ex-

pense was too great.

Also in the fall Berklee will release *High Felicity*, a special program presenting rock and other contemporary styles of music, with many original works by Berklee students and faculty members. *High Felicity* will also be available free of charge on disk.

Bonneville Broadcasting System, Northbrook, Ill., offers stations three easy-listening taped formats available in match-flow or random-select or under the umbrella title of the "Ultra" sound, which combines both match-flow and random-select elements. Within the Ultra format are three classifications: contemporary, mainstream and traditional.

According to James Opsitnik, Bonneville Broadcasting System president and chief executive officer, the easy-listening format of Schulke Radio Productions (a company purchased by Bonneville last summer) melded into the match-flow offering. Bonneville's easy-listening formats air on about 200 stations including 73 of the top 100 markets. Opsitnik said single station rates range from \$900 to \$13,000 depending on market size.

Bonneville also distributes two formats developed by Darrel Peters, a consultant to the company: big band/nostalgia and soft contemporary "love sounds."

Now in its second year, **The Broadcast Group**, Washington, continues to provide political programming. "We seem to have found a niche for ourselves," said President Pegge Goertzen. *Face Off*, a weekday two-minute mini-debate between Senators Edward Kennedy (D-Mass.) and Robert Dole (R-Kan.), is "doing very well" in its second year, according to Goertzen. The show, which is distributed by the Mutual Radio Network, is in 195 markets. Goertzen said that the debate between the two has been "heated" throughout the budget battle this year.

Goertzen reported that *American Voices*, a twice daily, 90-second commentary series that was airing on 100 stations, was to be canceled, as was *In Depth Magazine*. But added to The Broadcast Group's offerings is *Assignment Small Business*, a daily, 90-second feature that focuses on entrepreneurial success stories and

"small business views." The show is sponsored by the National Federation of Independent Businesses, and is cleared on 245 stations.

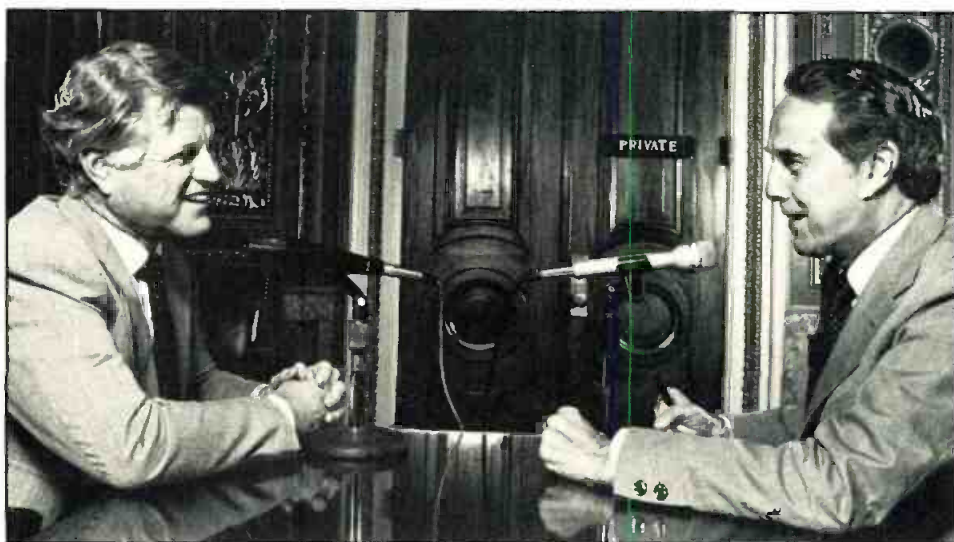
Broadcast Programing Inc. (formerly Broadcast Programing International), Seattle, offers several tape-distributed formats including adult contemporary, modern country, easy listening, traditional MOR classical and "Hitrock," which is a hybrid of contemporary hit radio and album-oriented rock formats. Company President Bob English said BPI next month will add an oldies format composed of rock music mainly from the 1960's and 70's.

All formats are available in both personality and unannounced versions, with rates ranging from \$600 to \$2,200 per month depending on service and market size. The company also has a consulting service that includes its CompuList computerized playlists that are updated weekly for the adult contemporary, country and rock formats.

English also reported that John Sherman, director of contemporary programming for the company, has recently been named vice president of BPI. He will continue his duties as director of contemporary programming, English said.

Gert Bunchez & Associates of St. Louis distributes seven programs to more than 200 stations on a cash and barter basis. The five-minute *Breakfast Serials*, a collection of "telescoped down" successful comedies and radio dramas, was originally syndicated five years ago. *The American Way* features one-and-a-half-minute profiles of successful Americans. And *Dr. Paul Donohue* answers letters with medical questions in a minute-and-a-half format. Rates for the programs are adjusted according to market size.

Cavox Stereo Productions, the 17-year-old division of Tape-Athon Corp. in Inglewood, Calif., offers nine formats designed for live, automated and semi-automated stations in small to medium-sized markets. They include contemporary hit, MOR, easy listening, beautiful music, country and adult contemporary. Cavox formats are distributed to 200 stations at a price range of



Senators Kennedy and Dole on *Face Off*

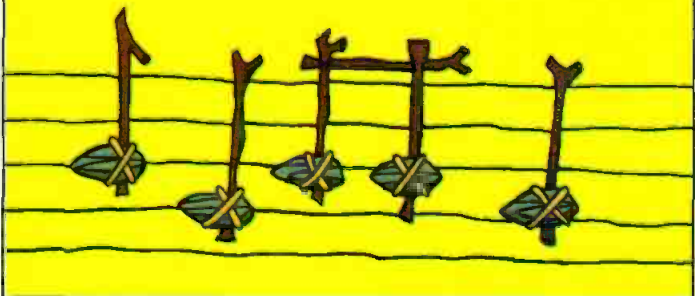
**SCOOBY
DOESN'T
OUT-"DOO"
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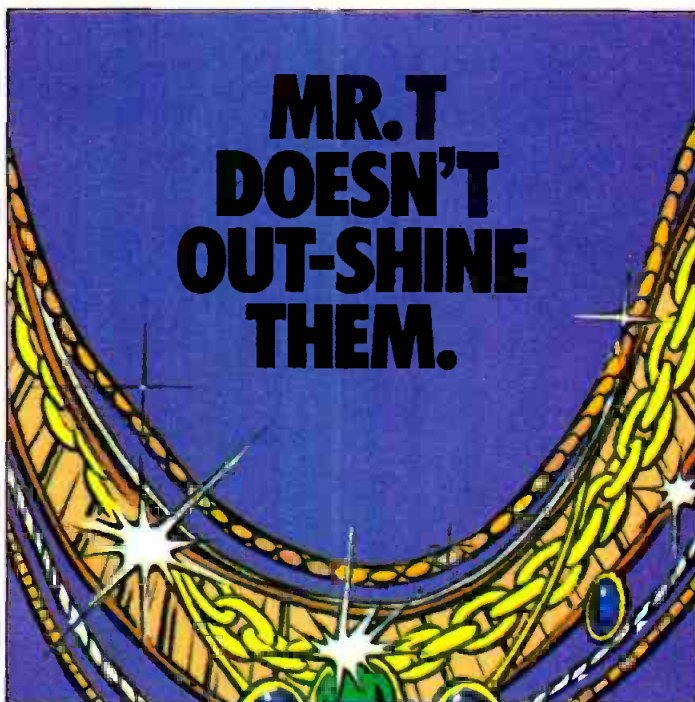
**POPEYE
DOESN'T
OUT-MUSCLE
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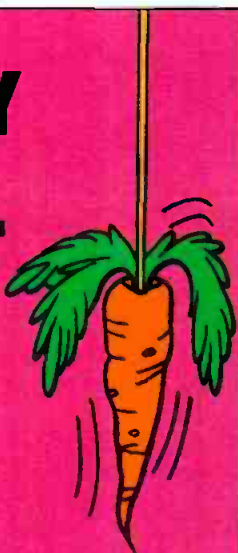
**THE FLINTSTONES
DOESN'T
OUT-ROCK
THEM.**



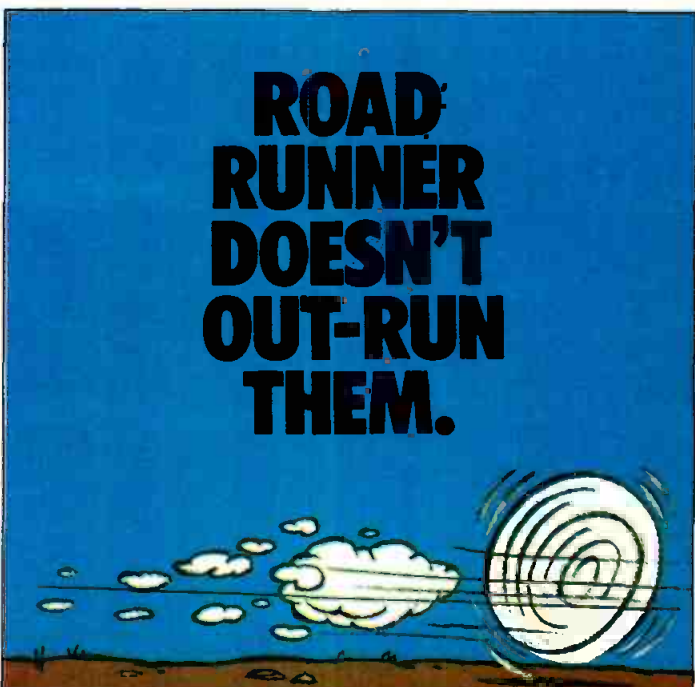
**MR. T
DOESN'T
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THEM.**



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\$200 to \$400 a month. According to Robert Mayfield, director of sales, the Cavox system gives station managers flexibility in programming their stations. The formats are distributed on tape in blocks that can be assembled in any order. Cavox also offers advice on how to use its products. Said Mayfield, "We do not tell stations how to program, but we do give suggestions."

□

Century 21 Programing President Dave Scott says his Dallas-based company currently supplies 19 formats on both carts and tapes to more than 400 stations. Scott said the best sellers are adult contemporary (108 stations), rock (97) and country (53). The company also distributes AOR and sacred music formats. Prices range from \$700 to about \$2,000 per month, depending on the market.

Scott also noted that the past year has been the best in the company's history, with sales up about 20% over last year.

□

Churchill Productions, Phoenix, distributes three programing services to about 50 clients (up from 40 last year), according to Tom Moran, Churchill's vice president. The company distributes *RadioOne*, adult contemporary music, and *Churchill Easy Listening Format*, both 24-hour-a-day, seven-days-a-week programs, as well as a religious-oriented program called *Hymns of Praise*, played once a week and updated quarterly by Churchill. The programs are leased, with fees ranging from \$950 to \$6,000 per month, depending on market size, and are tape-distributed. Churchill "is considering," Moran said, syndicating a new program which he described as being "possibly between easy listening and adult contemporary."

□

Joan Franklin, president of **Cinema Sound Limited**, says that her company continues to distribute *Info Radio* to 375 stations. The daily, 90-second show, from Warner Publisher Services, consists of information-related features culled from articles from such magazines as *Playboy*, *Psychology Today* and *American Health*. Also offered is the *American Museum of Natural History 1985 Radio Series*, three-minute conversations with Dr. Thomas Nettleton, director of the museum, talking to some of its specialists. Thirteen episodes of the series, underwritten by the museum, have been produced and will be provided to 575 stations free in 1986.

Also planned by Cinema Sound, on behalf of the Carnegie Corp., are 13 half-hours available in 1986 titled the *Aging Society Project Radio Series*. The series explores the impact of an aging society on social institutions. Among the guests are Dr. Benjamin Spock, Gloria Steinem and Daniel Yankelovich. Alan Pifer, director of the project, is the host.

Other series provided for free are: *Between the Lines*, a monthly half-hour book and author interview program, and weekly inspirational messages from Dr. Norman Vincent Peale. The messages are carried on 100 stations and are funded by Peale's Foundation for Christian Living.

□

St. Louis-based **Clayton-Webster**, now in its eighth year of business, distributes five pro-

grams to about 1,300 stations, its president, Steve Bunyard, said. In addition to *The Comedy Show with Dick Cavett*, a two-hour weekly program, the syndicator offers four two-minute daily shows: *The Comedy Spot with Dick Cavett*; *The Sporting News Report with Bob Costas*; *Country Calendar*, and *Sports Flashback*. The last, which began in April, features vintage news broadcasts of "great moments in sports," Bunyard said.

Clayton-Webster's programs are sold on a barter basis and distributed on disks, with at least one program in every measurable market nationwide, according to Bunyard. In addition to syndicating programing, the company also develops sales promotions for individual stations.

□

Concept Productions, Roseville, Calif., offers five music formats to 103 stations: "Concept 1" (adult contemporary), "Concept 2" (contemporary hit), "Concept 3" (AOR), "Concept 4" (country) and "Concept 5" (contemporary MOR). Stations have the option of using music programed by Concept announced by the station's own announcers or using Concept announcers on voice tracks computer synchronized with the music. Concept's director of marketing, Renee Montero, described the company's service to stations as personalized. For each 24 hours of music programing Concept employs five announcers for each format. Each announcer records 50 minutes of material relevant to individual stations every day. "We strive to make our announcers as involved in the communities as possible," Montero. Cash rates begin at \$450 a month and vary according to size of market and whether voice synchronization is used.

□

Since its introduction last year, *Gary Owens Supertracks* has been a success for **Creative Radio Networks**, according to President Darwin Lamm. The show is similar to the *Soundtrack of the 60's* program Owens did for ABC Watermark. Sold for cash, the three-hour weekly program is heard on 282 stations domestically and 42 internationally. Lamm also said that a one-hour version for striping has "worked out well because it's timeless," but he added "we haven't really pushed it." The one-hour version is heard on approximately 33 stations.

Lamm said that all of Creative's sales were on a cash basis. He said that small-market prices for a two-hour special are \$75, while larger market command \$2,000.

Creative Networks also sell *Country Profiles*, a two-minute daily feature hosted by Harry Newman. The show is in its second year and is in 160 markets. CN also sells *Musicline*, a one-hour daily adult contemporary/oldies show, and the *Country Special of the Month*, one-hour profiles of country's greatest artists, which is now in its third year.

Among the special programs offered by the company is a two-hour *Lionel Richie Radio Special* available for Labor Day and beyond; *The Spirit of American Rock*, three hours also available for Labor Day; *A California Saga*, a two-hour Beach Boys special; *Marty Robbins Remembers*, two hours; *Country Music's Year in Review*, three hours hosted by Harry Newman, and *The Elvis 50th Anniversary Special*, six



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hours originally cleared on 376 stations last Jan. 12 but continuing on sale.

Washington-based **DC Audio**, offers *The Daily Feed*, a 90-second political and satirical examination of national and international news, to about 100 stations, according to John Dryden, president. The feature, which Dryden said has "sort of an underground appeal," is tape-distributed to stations each weekday on a barter basis and via the Associated Press Radio Network and National Public Radio satellite systems. As for the future, DC Audio may develop a "comedy soap opera," he said, geared "more to the kids"—the 12-plus age group—on contemporary hit radio stations.

DIR Broadcasting, New York, last week was scheduled to launch a new, 90-minute, live variety program hosted by comedian David Brenner. The show, according to a DIR spokeswoman, will contain a weekly top 10 music countdown, listener call-in segments, interviews with contemporary music stars and other celebrities and occasional performances by some "unusual acts." Titled *David Brenner Live*, the program originates from the RCA studios in New York with a studio audience of about 100 and is fed to stations every Wednesday night via satellite.

Additionally, the company is gearing up for the launch of *Pioneers in Music*, a weekly, 60-minute program featuring "classic rock concerts," brief artist interviews and trivia question



Rod Stewart (*) during a DIR broadcast

segments. The show, hosted by WNEW-FM New York personality Dave Herman, is also slated to debut this week. And planned for October is a weekly, one-hour, talk program called *Success in America* to be hosted by author George Plimpton.

DIR also produces and distributes Scott Muni's *Ticket to Ride*, a weekly, one-hour Beatles program hosted by WNEW-FM's Herman; *Mu-*

sic of the 80's, a one-hour contemporary music series, and *The Annual Rock Radio Awards* show. On "hiatus" is *Inside Track*, a monthly, 90-minute program hosted by rock journalist Lisa Robinson featuring music and artist interviews.

In other programming areas, DIR has a long-term agreement with ABC Radio to produce *The King Biscuit Flower Hour*, *The Silver Eagle Cross Country Radio Show* and *Supergroups*, along with some specials. The shows are cleared and sold by ABC Radio Networks.

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Denny Adkins, president of the Canoga Park, Calif.-based **Drake-Chenault Enterprises**, said that the company will launch a new format targeted to 35-44-year-old women in September. The format package will include a complete marketing campaign, including television commercials.

Drake-Chenault continues to offer eight formats that are heard on 280 stations. The formats are: "Lite Country," contemporary country for 25-44-year-olds, now in its second year; "Contempo 300," adult contemporary for 18-to-44-year-olds; "Supersoul," urban contemporary aimed at the 12-49 demographic; "XT-40," contemporary hit format for the 12-34 age group; "Hit Parade," MOR/nostalgia for those 45 and older; "Lite Hits," soft contemporary for the 25-49 demographic; "Great Gold," oldies for the 25-49 age bracket, and "Great American Country," modern country aimed at 25-54-year-olds.

Compared to last year, when it was "on hiatus," the company's features division is "actively back into features" with offerings including the *Number One Radio Show*, which includes every number-one song from 1964 to 1985. The show is in pre-production and will be available next fall. In another development, Randal-English Radio Enterprises, Newmarket, Ont., has been named exclusive sales representative for Drake-Chenault in Canada.

San Diego, Calif.-based **Fairwest** produces "The Class Format" (an adult contemporary format patterned after KVIQ[FM] Dallas), which is currently airing on about 40 stations in the U.S. and

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Canada. The company, according to Reg Johns, vice president for programming, is composed of three other firms: The Johns Co., a program consultancy firm; Johns & Johns International, a sales and marketing representative for formats and individual consultants, and Heritage Broadcasting, a group operator of radio stations. Fairwest licenses Jim West, former partner in Fairwest and president of the Jim West Co., Dallas, to sell "The Class Format."

□

Hollywood-based **Far West Communications** has continued to keep a third untitled format, country, on the back burner and instead is concentrating on expansion of its "Master Service." "Sound quality is what we're here for," said Ray Oresco, program director. Stations may lease the service, which provides 1,800 selections in dbx-encoded cuts on Ampex 406 two-track reels at seven-and-a-half inches per second.

Far West still offers two formats to 32 clients representing 118 stations. "Gold Plus" is adult contemporary for the 25-54 age group. Oresco said that there are 80 reels of the hits from 1955 on in the Far West library. "Progressive Adult Contemporary" has been retitled "A/CHR," and is described as progressive adult contemporary for the 18-34 demographic.

□

Formerly Primetime Radio, **Gannett Radio Productions** offers formats heard on 24 stations, according to manager Jim Nettleton. "Prime-time" is MOR/nostalgia for the 45-54 age bracket;

"AC1" is current hits and "The Greatest Memories" (adult contemporary) for 35-to-64-year-olds; "AC2" is a "cozy" or softer version of adult contemporary for the 25-plus group, and "Klassic Kountry," is for 18-to-54-year-olds. Formats begin at \$750 per month, and include a custom jingle and full-scale consulting.

In the specials area are four nostalgia programs: *Sentimental Journey*, six hours for strip or block programming; *Glenn Miller Time*, one hour weekly; *Moments to Remember*, a daily, 60-second show of musical glimpses of the past, and *Big Band Dance Party*, a three-hour, weekly show. Gannett also offers *For Your Consideration*, a 60-second daily topical news feature hosted by Dave Steele, and two "tales of the strange" programs hosted by Nettleton—*The Unexplained* and *Where Are They Now*, both two-minute strips.

□

Gladney Communications Ltd., New York, produces *Mutual of Omaha's The Best Years*, a daily, two-minute public affairs commentary that covers a variety of topics aimed at listeners 40 and older. The program, which is hosted by 85-year-old actress Helen Hayes, is heard on nearly 200 stations. According to company vice president, Betine Bauer, Hayes's 1,000th broadcast of *The Best Years* will air on Aug. 9. The show is syndicated by Independent Radio Network Inc., Greenwich, Conn.

A book based on the series has been written by Hayes and Marion Gladney, wife of company

President Norman Gladney, and has been published by Doubleday.

□

Al Ham Productions, Huntington, Conn., creator of the "Music of Your Life" format (big band and MOR music airing on more than 150 stations nationwide), has added several major-market stations to its fold during the past year. Among the additions are: KMPC(AM) Los Angeles, WPEN(AM) Philadelphia and CKLW(AM) Windsor, Ont. (Detroit). In the planning stages is a syndicated *Music of Your Life* television series, co-produced with Bob Banner Associates, Los Angeles, which is now being targeted for a midseason debut.

Additionally, Al Ham Productions, through an agreement with Columbia Records special projects division, has an MOYL label featuring popular artists of the last 50 years. The albums are distributed to MOYL-formatted stations, which use them in conjunction with special promotions. "And Columbia is investigating new ways of marketing this product to consumers," said President Al Ham.

The "Music of Your Life" radio format is represented by Weiss & Powell, which created the MOYL "family of stations" rep sales network. The format is distributed by the Jim West Co., Dallas.

□

House of Music, Irvine, Calif., distributes three formats: easy listening, which is subdivided into traditional and contemporary; adult contemporary, and oldies to about 30 stations. According to company President Doug Peck, House of Music also plans to launch a country format by year's end. "There is a good healthy climate out there for business," said Peck. The company was established in 1981.

□

Six programs—three of them in Spanish—are distributed by Columbus, Ohio-based **Jameson Broadcast Inc.** "We saw that no one else was doing" Spanish programming, said President Jamie G. Jameson. The company, which had been distributing a program in English based on *Family Circle* magazine, tested a Spanish version, *Circulo Familia*, when it learned that *Family Circle* wanted to reach the Hispanic market. Jameson has since moved into syndicating *Boletin de Salud y Bellaza*, a two-minute health and beauty bulletin, and *Capsula Deportiva*, a two-minute sports report, in addition to *Circulo Familia*, and has plans for a Hispanic entertainment show. The Spanish programs are cleared in the top 40 Spanish ADI's, Jameson said.

Other programs distributed by Jameson are the three-minute *Mother Earth News*, based on the magazine of the same name (500-plus commercial stations, 200-plus noncommercial); two-minute *Prevention Health Report* (340 markets), and five-minute *On-Line Computer Connection*, which is being cleared only in top 100 markets and has entered 33 since May. Most of the programs are bartered, Jameson said. The company is exploring satellite delivery.

□

During the past year, the Kalamazoo, Mich.-based **KalaMusic** added a big band to the

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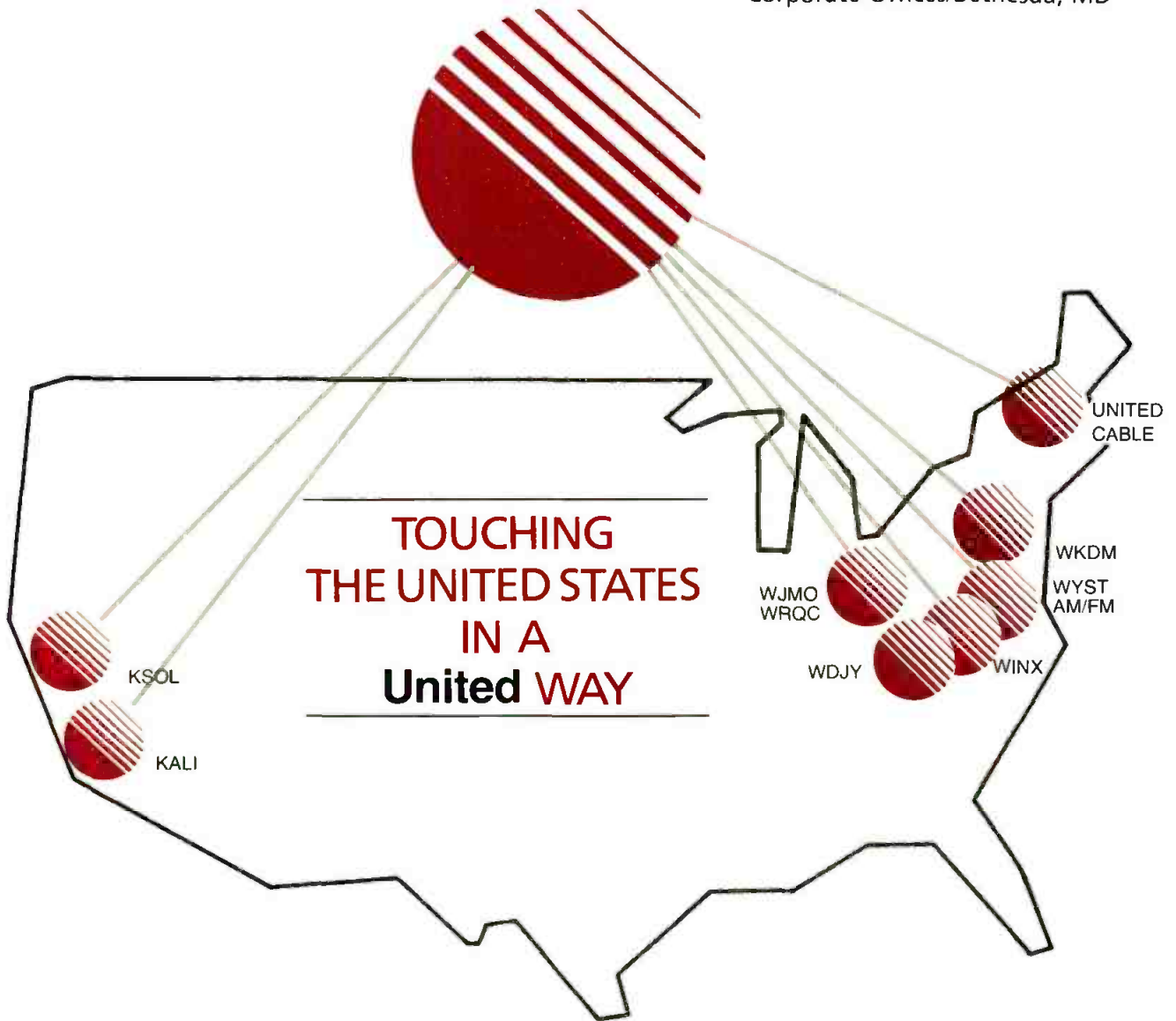
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WJMO	Cleveland	Urban Contemporary
WRQC-FM	Cleveland	CHR
WKDM	New York	Contemporary Spanish
WINX	Rockville, MD	Adult Contemporary
WDJY-FM	Washington, DC	Urban Contemporary
WYST	Baltimore	Oldies
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easy-listening and country formats that have been staples of its service, according to the company president, Stephen C. Trivers. He said that the easy-listening programming accounted for more than half of the firm's revenues. The 10-year-old company sells its tape-distributed programming on a cash basis with the cost ranging from \$600 to \$4,000 monthly, depending on the market.

Twenty classic radio mystery and drama series are distributed by Beverly Hills, Calif.-based **Charles Michelson Inc.** The most popular titles, according to company president, Charles Michelson, are *The Lone Ranger*, *Dragnet*, *Gangbusters*, *The Green Hornet*, *Sherlock Holmes*, and *Sergeant Preston of the Yukon*. A new release for the Christmas season will be *The Greatest Story Ever Told*. All shows are sent on quarter-inch tape at cash rates ranging from \$15 to \$100 per 30-minute show depending on market size. The series are aired on 45 stations, all in the top 25 markets, and on the Armed Forces Radio Network.

M.J.I. Broadcasting, New York, has launched two new weekly, one-hour programs in the past two months: *Country Today* and *Rock Today*. *Country Today* is a country music magazine program integrating music with news and lifestyle features. *Rock Today* is a satellite-delivered series featuring both music and news from "today's rock music scene." As an option, the company offers five, 60-second rock artist profiles each week, usable as a daily strip. And new this summer, as part of the *Rock Today* package, is a series of four *Live From London* one-hour, music/talk shows on the British music scene.

M.J.I. Broadcasting also produces and distributes five short-form, music trivia features: *Trivia Quiz*, *Star Quiz*, *Country Quiz*, *Rock Quiz* and *Rock Quiz Weekends*. Additionally, M.J.I. Broadcasting offers *Metalshop*, a one-hour weekly music/interview program billed as featuring the best of "heavy metal" rock music. The show airs on about 100 stations. All M.J.I. programming is available on a barter basis.

According to M.J.I. President Josh Feigenbaum, the six-year-old company has, in the past year, nearly doubled its full-time staff, which now numbers 25, and has also put the finishing touches on a second recording studio. "We

have become a major player in the barter programming field," he proclaimed.

Musicworks Inc., Nashville, produces and distributes four taped services: "Alive Country," "Casual Country" (easy-listening country), "Country 80" (an announced and unannounced music library), and "Factor 5," a new adult contemporary format targeted to 25-to-49-year-olds that is available in both announced and unannounced versions. Each service is distributed on a cash basis, with prices ranging from \$300 to \$1,200 per month, depending on format and market size.

Musicworks also offers *The Jim Reeves Radio Special*, a five-hour tribute to the late country artist hosted by singer Eddie Arnold and featuring more than 40 performers. Additionally, it markets a Christmas music service, according to Skeeter Dodd, sales manager for Musicworks.

The company has discontinued distribution of *The Ralph Emery Show*, a five-hour-weekly country music/interview broadcast.

Narwood Productions, New York, entering its 29th year in syndication, continues to offer two major products to stations. One is the weekly, one-hour *Music Makers* series, hosted by band leader Skitch Henderson and airing on about 150 stations. The other is *Country Closeup*, a weekly, one-hour music and interview show also carried on about 150 stations.

Ted LeVan, president, said Narwood also plans to offer about six, three-hour music specials over the next year. All programs are sold on a barter basis. Narwood distributes its shows on disk, but LeVan says he is exploring the possibility of shifting to satellite in 1986, noting that "the economics seem right."

Nightingale-Conant Corp., Chicago, has been producing and distributing the informational/inspirational programs of Earl Nightingale for 25 years and, according to Bryant W. Gillespie, vice president of broadcast, "business has been quite good this year." The company distributes two versions of the program—the five-minute *Our Changing World* and the one-minute *EN's 60 Seconds*. The features are carried on more than 800 stations around the world.

Gillespie said the programs' content covers

"a wide spectrum of subject matter on life, the world and people." The programs are sold for cash at prices ranging from \$16.50 to \$200 per week. He also noted that the shows have a record of longevity, having been broadcast on some stations for 15 years or more, often with the same sponsors.

O'Connor Creative Services Inc., based in Playa del Rey, Calif., has successfully shifted its emphasis from radio features to music and sound libraries, said the company's president, Harry O'Connor. Although it no longer distributes *Hollywood Production Library* or *Apple Production Library*, the company offers a 12-disk library of standard sound effects—autos, jet planes, dogs barking, people talking—acquired from TM Communications in 1983, that it has broken down so that stations can choose elements individually. Its *O'Connor Crazyies*, launched in May, is a package of four 12-inch disks of cartoon sound effects, music cues and character voice tracks that O'Connor calls "the only one of its kind." O'Connor also distributes a 150-disk producer sales and production library featuring vocal and instrumental material, sold through direct mail and trade ads. In addition, the company will develop a new adult contemporary/contemporary hit radio library, to be ready in October, that will be priced according to market size on a "usage and perpetuity" basis.

O'Connor still distributes four features: *Kids Say the Darndest Things*, a comedy show hosted by Art Linkletter, who talks with small children; *The Art of Positive Thinking*, an inspirational/motivational program also hosted by Linkletter; *You're the Judge*, an entertainment feature based on actual court cases, with narrative done by Ralph Story, and *The Best of Groucho*, featuring edited excerpts from the Groucho Marx comedy serial, *You Bet Your Life*. It also has a foreign marketing division, based in Sydney, Australia, that represents TM productions in all foreign markets other than Canada and Mexico, and distributes Dick Clark Productions' three-hour weekly countdown of top 40 hits, *National Music Survey*.

Orange Productions, Narbeth, Pa., syndicates the weekly, two-hour *The Sounds of Sinatra* program which is on in 60 markets, up considerably from a year ago, according to company president, Lita Cohen. The series is produced by Sid Mark, vice president and executive producer for Orange, who also serves as the program's host.

"The big news for us in 1985 is that we've made our first international sale on *The Sounds of Sinatra* in Switzerland," Cohen said. "We're hoping to gain acceptance in other international markets," she added.

Another Orange show in distribution is *The Music Machine*, a weekly, one-hour offering featuring big band and pop adult artists. Mark also produces that show and serves as its host. It is being carried in about a dozen markets.

Other shows in preparation are: *The Auto Show*, a 90-second, weekday feature, and *Blacks in America*, a 90-second feature with Mark Hyman as host. Cohen said sales are on a



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cash basis, and the Sinatra program ranges from \$125 weekly to \$350.

□

A year after building a \$2-million production facility in north Dallas, **Otis Connor Productions** President Otis Connor says that his company is among the largest producers/sellers of production libraries in the country. In addition, the company continues to sell *Celebration of America*, a 24-hour special featuring patriotic and contemporary music.

Otis Connor Productions has also cleared *An All American Christmas* in 250 markets on a barter basis. Also offered is *Wheels*, 12 hours for strip or block programming that feature songs about automobiles. Connor said that the company is preparing to begin syndicating a three-hour, weekly country show in three to four months. No longer being sold is *The Hot 30*, three hours hosted by Bobby Rich.

□

Bethesda, Md.-based **Parkway Communications** distributes 70 hours of programming to about 300 stations per week, according to Andy Bitsko, station relations. The company concentrates on classical music programming, but plans to expand into easy listening and beautiful music crossover programming two months from now. Currently, it distributes *The Steinway Hour*, *Starlight Concert*, *Vocal Scene*, *First Hearing* and various BBC programs, and offers three services: The Library Service, The Daily Service

and The National Service. The Library Service features 120 hours of classical music for use as filler by stations during all-night or weekend shows, and was introduced in the fourth quarter of last year. The Daily Service is a 25-hour package of three classical music programs that sells for \$155 per week, while The National Service is a 70-hour package selling for \$425 per week. Parkway does not barter programming, and no longer distributes by satellite, although Bitsko said it is considering returning to satellite. Next fall, Parkway will introduce *Variable Feast*, a classical music "potpourri or a mixture of a lot of different titles," to be hosted by Paul Hume, an announcer formerly with classical WGMS-AM-FM Washington.

□

Peters Productions, San Diego, reports improvement in its sales picture during the past year with formats placed in more than 200 markets, as compared with fewer than 180 last year. The company syndicates eight formats including "Music Just for the Two of Us" (beautiful music), "Your Music" (traditional MOR), "For Today's People" (easy contemporary), "Great Ones" (adult contemporary), "Natural Sound" (adult contemporary/crossover country), "Country Lovin'" (modern country), "All-Star Country" (contemporary hit country), and "Super Hit" (contemporary hit music).

Rates vary from \$500 to \$2,000 per month, depending on the market, according to Debbie Welsh, music director of Peters. Programs are

distributed on tape.

□

The Bronx, N.Y.-based **Progressive Radio Network** has fared "reasonably well" during the past year, according to Jim Wynbrandt, executive editor of the 13-year-old production-distribution firm. The company specializes in informational-entertainment programming that includes: *The News Blimp*, a 90-second segment that combines news with contemporary music and airs on 170 stations; *The Laugh Machine*, eight, 60-second offerings per week that air on stations in 75 markets; *The Computer Programs*, a 60-second series that focuses on the microcomputer in both the home and office, now airing in 50 markets, and *Sound Advice*, 90-second informational segments on audio products and developments that airs in 35 markets. Programs are available on either a cash or barter basis.

□

Public Interest Affiliates, Chicago, continues to produce and distribute two, half-hour weekly programs that are titled by each station. One is a public affairs show based on the station's issues and problems list, and the other a health-care program. The company, however, dropped all its 60-second features including *MedScan* because, according to PIA President Brad Saul, the marketplace "was so overcrowded with these kinds of programs that even with good clearances, we couldn't get enough money for spots."

PIA also discontinued the *John Doremus Show*, a five-hour talk show targeted for adult contemporary stations, and *Rare & Scratch Rock 'n' Roll*, a weekly three-hour oldies show.

New for the company this year is a two-hour Pete Townsend special, featuring the former member of the British group, the Who. The show, which is PIA's first venture into the rock field, is slated for Oct. 20. PIA is also readying itself for the spring 1986 debut of a new, 30-minute, weekly series titled *Sports Explosion*. Saul describes the show as "counterprogramming to play-by-play sports" which will be designed for fans who "aren't necessarily sport fanatics." It will feature personality profiles along with topical events.

Saul added that in May, PIA picked up the rights to *The Northwestern Reviewing Stand*, a topical, 30-minute weekly news program covering three subjects per show. The program, which airs on about 30 stations, is targeted to 18-34-year-olds, said Saul. In January, PIA began distributing *Page One*, which is produced by the Simon Wiesenthal Center. Saul called the show a half-hour, weekly "cultural magazine."

The company also produces in-flight audio talk shows for the airlines and syndicates radio contests and promotions. Additionally, PIA distributes public service announcements for the Broadcasting Industry Council To Improve American Productivity and recently entered the rep business for other syndicated programming.

"During the last six months, we wrote more business than in all of 1984," said Saul, who added that the number of fulltime employes has climbed from 10 to 23.

□

Radio Arts will soon add "Pure Gold," a rock oldies format, to its fold, according to Larry Van-

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derveen, president. The format is currently in production. Radio Arts continues to provide six formats to 130 stations. The price for smaller markets now starts at \$500, and goes to \$6,000 for larger markets. The formats are "American Rock" (top 40), "The Country's Best" (modern country); "Encore" (nostalgia); "Sound X" (adult contemporary); "Soft Contemporary," and "The Entertainers" (from "Sinatra to Manilow").

In sales, Vanderveen said "we're developing national advertiser-supported networks in the top 125 markets." Sales will be for cash in smaller markets.

In development are *Milton Berle's Mad, Mad, Mad World of Comedy* a three-hour special, and the five-hour *A Country Gold Countdown*, featuring the top 10 songs from 1975 to 1985 hosted by country performer Hoyt Axton. The company also offers a *Tribute* series, consisting of six hour specials on Bing Crosby, Nat King Cole, Johnny Mercer and Perry Como and will soon add three more featuring Frank Sinatra, Johnny Mathis and the singing team of Steve Lawrence and Eydie Gorme.

□

Southfield, Mich.-based **Radio Programing Management** offers three tape-distributed formats: "Contemporary Easy Listening," "Top Hits A/C," which is a blend of adult contemporary and contemporary hit music, and "Classic A/C," a "light hits" sound. Additionally, a music production library is included as part of the format packages.

The company's leading format, according to RPM President Thomas Krikorian, is easy listening which, he said, accounts for about 65% of the company's revenues. Krikorian claims to be the second largest syndicator of easy-listening music, next to Bonneville, in terms of subscribers. He said 57 of the company's 85 client stations program easy listening. However, he noted that there was a "big push" for the marketing of the adult contemporary formats and that within a year, they should account for 50% of RPM's business. Rates for the services range from \$500 to \$5,000 per month, depending on market size. Krikorian said that company revenues, thus far, are up about 20% over a year ago.

Krikorian added that RPM is looking at the possibility of production on compact disks.

□

Radio Works, in Hollywood, is now distributing five daily programs by barter. Its *Forbes Magazine Report*, based on the business magazine, has been covering the nation's business for six years and is the longest running business program of its kind, according to Radio Works President Stacie Hunt. "We're famous for taking publications and extending them into electronic communications," she said. "We were the first company to do it successfully." Radio Works has also launched *California Business Magazine Report*, a 60-second program focusing on business in the West and airing on 65 stations in 11 Western states. Hunt hopes the program will appeal to businesspeople across the country because of California's importance in the national economy.

New this year are two programs designed for Spanish-speaking audiences. *Comentario Deportivo* is a 90-second, twice-daily sports commentary hosted by Fernando Escandon, the Clio Award-winning spokesman for Tostitos tortilla

chips. *Comentario Deportivo* airs in 40 markets and is sponsored exclusively by Coors beer. *Conozca A La Estrellas* (Meet the Stars) is a half-hour entertainment program airing once a week in 40 markets. Sponsored by K-Mart, it features an entertainment news report and two celebrity interviews with film, recording and stage stars of the Latin world.

Planned for launch in September is *The Best Sellers*, a series of one-minute pieces in which authors including former President Jimmy Carter and Tom Peters ("In Search of Excellence") talk about their best-selling books. "Nobody quite knows what to do with [programs about] books," said Hunt. "You've got to find 20 minutes of air time somewhere, and that usually

means 3 o'clock in the morning." She said stations will be able to use the pieces in news, as filler, or as a series.

□

The **Smithsonian Institution, Office of Telecommunications**, in Washington, syndicates two regular radio programs. *Radio Smithsonian* is a 30-minute show that announces and describes the many exhibits at the museums and scientific projects the Smithsonian conducts around the world. It is distributed to 85 stations at different cash rates depending on the size of the station and its market. *Smithsonian Galaxy* is a two-minute version of *Radio Smithsonian*, and is sent free to 220 stations. Both

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The nouveau networks: Rewriting the rules of the game

From the host of independent program suppliers comes a new breed of radio producers that distribute all of their programming—mostly long-form shows—both on disk and by satellite. Described by certain segments of the industry as "programming" networks, they are quickly becoming a major competitive force in the advertising community, especially for the youth-oriented buys. Among the leaders in this category are the Westwood One Radio Networks and the United Stations Programming Network, both of which are members of the Radio Network Association.

United Stations Programming Network launched two daily (Monday through Friday) one-hour shows over the past year: *Solid Gold Country*, which was formerly a three-hour, weekly program, and the *American Music Magazine Starring Rick Dees*, which made its debut on Feb. 25 and is hosted by the KIIS-AM-FM Los Angeles personality.

Other program offerings from the company are: *Rick Dees Weekly Top 40*, a four-hour countdown broadcast; *The Weekly Country Music Countdown*, a three-hour program hosted by Chris Charles; *Dick Clark's Rock, Roll & Remember*, a four-hour, weekly broadcast co-hosted by Clark and Mark Elliot, and *The Great Sounds*, a four-hour, weekly program hosted by Ray Otis.

The United Stations Programming Network also produces *Hot Rocks*, a summer series of 90-minute rock programs that airs from Memorial Day weekend through the Labor Day weekend, and the *Country Six Pack*, holiday country music specials. Programming is available to stations on both disks and via Satcom I-R. United Stations President Nick Verbitsky said that a new series would be launched next fall, but declined to offer specifics.

The company was formed nearly four years ago by three former Mutual executives: Verbitsky, Ed Salamon and Frank Murphy, along with entertainer Dick Clark. Earlier this year, United Stations purchased the RKO Radio Networks (One and Two) and set up a new company called United Stations Radio Networks One and Two Inc. (see network radio story, page 46). Former RKO Radio Networks President Bill Hogan has become executive vice president and general manager of the United Stations Radio Networks as well as the fifth partner in the United Stations company.

Westwood One Radio Networks, Culver City, Calif., last week acquired Boston-based Starfleet Communications from Sam Kopper, its president and founder. Starfleet specializes in live concert music broadcasts for radio stations. Kopper will join

Westwood One as director of special projects.

In recent months, the publicly held Westwood One joined forces with Coca-Cola USA to co-sponsor the current Foreigner tour and with Chewels Sugarless Gum to co-sponsor the Rick Springfield tour. And Westwood One, according to company President Norm Pattiz, has exclusive radio broadcast rights to about two dozen contemporary rock artists.

Among the new programs from Westwood One over the past year are: *Future Hits*, an hour-long, weekly look at the "hottest new records;" *Scott Shannon's Rockin' America Top 30 Countdown*, hosted by WHTZ(FM) New York's morning personality; *Encore*, a weekly, three-hour big band program hosted by WNEW(AM) New York personality William B. Williams; *That's Love*, a three-hour, weekly adult contemporary program featuring "love songs," and *Musical*, a three-hour, weekly broadcast featuring songs from "classic" Broadway and Hollywood musicals. The last two shows are produced for Westwood One by Ron Cutler Productions, Los Angeles.

Other programs on the Westwood roster include: *Rock Chronicles*, *Star Trak*, *Star Trak Profiles*, *Off The Record*, *Off The Record Specials*, *Rock Week*, *The Countdown*, *Shootin' the Breeze*, *Dr. Demento*, *Earth News* and *The Waldenbooks Review*.

There are also five continuing concert series: *Superstar Concerts*; two versions of the *In Concert* series, one for album rock stations and the other for adult contemporary outlets; *Live From Gilley's*, and the *Budweiser Concert Hour*. In addition, Westwood simulcasts several concert events with pay cable networks and has an exclusive simulcast agreement with Showtime. And last year, Westwood launched a Spanish-language programming division called Radio Espanol.

The company also feeds reports of major entertainment events such as the July 13 Live Aid concerts in Philadelphia and London, but offers no regular news service.

All programming is satellite-delivered to stations via RCA's Satcom I-R—the same bird that is used by ABC, CBS, NBC, United Stations Radio Networks One and Two and CNN Radio. Westwood owns its own uplink in Los Angeles, which is managed by IDB Communications. Stations can also receive Westwood programming on disk. Pattiz said that approximately 3,800 stations air one or more of Westwood's shows.

Pattiz said he expects to make another public offering of the company this week noting that the value of the company has "more than doubled" in the past year.

shows are sent out on the NPR satellite and by tape to stations with no satellite access. Two special radio series are now in the planning

stages. Jesse Boggs, producer of *Radio Smithsonian* and *Smithsonian Galaxy*, expects the first, a special on tropical rain forests and the

steps being taken to preserve them, to be released in December. The other will be a comprehensive history of American music. Neither series has been titled yet.

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A new company syndicating programs and promotions is **Starstream Communications Group** of Houston. Its first two programs will be available in September. *Today's Woman* will be an interview show with themes important to women, such as jobs, finances and self-help. *Power-on* will be a daily 90-second educational show on computers. Both shows will be bartered.

According to chief executive officer, Ken Kramer, two large radio promotions have already been produced by Starstream. Stroh's Superstar Talent Search was a nationwide contest to find new rock talent. More than \$100,000 worth of musical equipment was given away to winning bands. The winner of the final contest received a recording contract with MCA Re-

cords. The Budweiser Talent Search was produced with the same format to find new black talent. The national finals for that competition were held July 12 and hosted by Lou Rawls and Jayne Kennedy.

□

The Oakland, Calif.-based **The Syndicate** continues to offer *Byline*, a free, 90-second, daily political commentary, sponsored by Washington's Cato Institute. The show is distributed by Associated Press Radio Network and National Public Radio to approximately 80 markets and by tape to another 100. *Perspectives of the Economy*, sponsored by the Reason Foundation, publisher of *Reason* magazine, is offered free in return for a guaranteed regular time slot and is carried in 165 markets. Another continuing program is the *Sound Economist*, a three-minute program hosted by Dr. William Allen, UCLA professor and president of the Institute for Economic Research, which sponsors the free series. The show is heard in 50 markets. A Spanish-language version of *Perspectives*, planned for introduction late this year, will be funded by the Reason Foundation.

The Syndicate is also offering its "Album Country" format, designed for automated or live-assist and providing programming up to 24 hours a day, seven days a week.

It is no longer offering *Barnstormin'*, a six-hour weekly country music series.

□

"Our main emphasis has been and is on quality production," said Bob Dockery Jr., president of **Syndicate It**, based in Burbank, Calif. The company handles about 12 daily and weekly programs and specials on a barter basis, distributing them to between 75 and 150 stations. On July 1 it began syndicating *The Jesse Jackson Commentary*, a 90-second, weekday series, to 100 stations. The program features the Rev. Jesse Jackson's views on issues—such as apartheid, crime and hostage-taking—that affect Americans in general and black Americans in particular. *Music of the City* is a weekly, one-hour, black music program that concentrates on themes ranging from the Motown sound to the Apollo Theater. It features profiles and historical and current perspectives, and is hosted by J.J. Johnson and a celebrity guest host. *Gospel Live* is a one-hour inspirational music show, also thematic, hosted by the Rev. Billy Ingram. *Playback* is an oldies program that "gives a perspective to a period of time," said Dockery, by highlighting a year's fashions, food, movies and music.

King: A Musical Tribute is the company's "very successful" special remembering Martin Luther King. It has sold to 150 stations for the past four years, said Dockery, and beginning in 1986 will be aired on the second Monday in January, the national holiday commemorating King's birth. Also a popular special is *Story of a People*, which Dockery describes as "the history of black America with music." This year's *Story* has been increased to 24 hours, from 16 last year, and each hour is produced separately so that stations can choose how much of the special to air at one time.

In addition, Syndicate It distributes a two-hour artist profile program and a five-minute exercise program, and is planning another five-minute

exercise program to begin airing the first quarter of 1986. Its only product available for cash is a library, *Jazz Chronicles*. Syndicate It will be "branching out into the general market this year," Dockery said.

□

The Detroit-based **Those Guys in Detroit Inc.** has opened a new office in Fairfield, Iowa, to handle its radio syndication. The company is now distributing *The Sounds of Science*, a two-minute, daily feature airing on 50 stations in the top 100 commercial markets and on 40 noncommercial stations. The show began on May 6 and will complete a 26-week run. The sponsor for *Sounds* is duPont.

Two shows Those Guys had planned to pre-

miere last season are still in development: *Inside Pro Football* and *A Tale of Two Seasons*. *Inside Pro Football*, a weekly, 60-minute football magazine, is still in consideration but is not expected to premiere this season. Sponsors are now being sought for *A Tale of Two Seasons*, which the company hopes to premiere in 100 markets in the winter. It is to be a 90-second, daily show providing consumer advice involving the summer and winter seasons. According to the president of Those Guys in Detroit, Stuart J. Goldberg, three other new shows for this year are expected to be announced later.

The company deals in barter only and distributes all of its products by tape except for *The Sounds of Science*, which is received by non-

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TM Communications, Dallas, added a format called "Prime Demo," which is described as a "mature adult contemporary format" aimed at the 35-to-44-year-old audience. The format was introduced last April at the National Association of Broadcasters annual convention in Las Vegas.

The company also produces and distributes six other taped formats: beautiful music, country, "Stereo Rock" (top 40), "TM-O-R" (MOR), "TMAC" (adult contemporary) and "Urban One" (urban contemporary). The formats cover about 265 stations across the country. Additionally, TM has an extensive music library known as "Goldpics," which includes 1,000 top songs from 1954 through 1977. "We are getting more involved in program consulting as well," said TM senior vice president, Neil Sargent.

TM also offers stations extensive sales and production libraries including concept and image songs under the titles of "The Master Plan," "The TM System" and "The Production Source" as well as a sound effects library called "TMX-1." TM also produces customized syndicated television spots and campaigns for radio stations and, over the past year, has stepped up production of audio-visual/multimedia presentations.

□

WCRB Productions, Boston, produces and distributes concert music including that of the New York Philharmonic, the Boston Symphony, the

Boston Pops Orchestra and *AT&T Presents Carnegie Hall Tonight*. The *Carnegie Hall* series is one hour in length while the others run for two hours.

John Emery, vice president and general manager of WCRB Productions, a subsidiary of WCRB(FM) Waltham, Mass., noted that the abundance of classical music on radio forecloses the opportunities to expand.

For the Philharmonic program, 1985 marks its 10th anniversary on the air and, according to Emery, the sponsorship by Exxon is the longest continuous sponsorship of an orchestral radio program. The Philharmonic and *Carnegie Hall* productions are transmitted both by satellite and tape to 200 and 170 radio stations, respectively. The Boston Symphony and the Boston Pops are carried in 73 and 97 markets, respectively, and are distributed by tape. All programs are offered to stations on a cash basis.

□

Weedeck Inc. President Lloyd Heaney noted that the company received responses from 2,000 of its *Country Report* listeners to a request in May for a list of their all-time favorite country songs. The list has spawned *The Top All-Time Favorite Country Songs*, a six-hour special hosted by Ron Martin. Weedeck's other new program offering is *Celebration*, 62 three-minute vignettes (stations get one minute to sell), on the careers, lives, goals and music of country music stars. Both are offered on a cash basis.

Weedeck continues to offer *Country Report*, 10 three-and-a-half-minute updates consisting of country music news and interviews bartered each week on 180 stations, and *Country Report Countdown*, a four-hour weekly country top 40 cash/barter series now in 60 markets.

Canceled this year were the *Charley Tuna Show*, an adult contemporary series; the *Masterworks Hour*, a weekly classical music/interview program hosted by actor William Conrad, and *Financial News with Mike Piazza*, a weekday three-and-a-half-minute business news and interview series.

Available through Weedeck's representative in New York, Newman Communications, but not currently on the air, is the feature *Odyssey of the Black Olympian* and *Black Champions with Reggie Jackson*, a barter series consisting of six two and-a-half-minute features.

□

WQXR Syndication, New York, distributes seven radio programs, five of them based on the resources of the *New York Times*, owner of classical-formatted WQXR-AM-FM New York. According to Larry Krents, vice president, sales and syndication for WQXR, the two series not connected to the *Times* are the daily, five-minute *Health Line* series with Dr. Joe Novello, sponsored by Pfizer Pharmaceutical in six markets, and the monthly *Scientific American Chamber Festival*, a one-hour, studio broadcast on five stations which is sponsored by the monthly science magazine.

The other daily, five-minute programs derived from the *Times* are: *Front Pages of Tomorrow's New York Times*, sponsored by IBM in five markets; *The New York Times Washington Report*, with Hedrick Smith and John Finney, sponsored by *Scientific American* magazine in five markets; *Frank Rich on Theater*, sponsored by Prudential Bache Securities in five markets; *Personal Finance*, with Leonard Sloane, sponsored by Shearson/Lehman/American Express in 10 markets, and *The Topic is Wine*, with Frank Prial, sponsored by Heublein in five markets.

Radio technology coming of age

AM stereo use continues to make strides as Motorola and Kahn vie in the marketplace; subcarrier use finally getting off the ground; CD's becoming wave of the future

For the technology of radio broadcasting, 1985 appears to be a pivotal year. Technological developments that have shown the promise to change the business of radio, but have fallen short until now, may finally be ready to boost the medium's quality and money-making capacity.

Industry attention is mainly focused on the improvement of AM by stereo sound and other means, the use of FM subcarriers and the growing movement toward digital audio, in particular to compact audio disks. Status reports on each are presented here.

Upgrading AM

The effort of AM broadcasters to stand equal with their FM brethren has intensified in the past year.

Nearly 400 AM stations are equipped for stereo, and there are reportedly over 1.5 million AM stereo radios now on the market from two dozen different receiver manufacturers.

But the effort to implement the service still retains its dark side: the ongoing battle between the two remaining AM stereo broadcast system manufacturers to achieve for their technology the status of "marketplace standard."

Even with the original field of five competing systems narrowed in the past six months to two, Motorola and Kahn Communications (Belar, Continental and most recently Harris have been being licensed to make Motorola's C-Quam system), the battle shows little sign of an easy resolution.

By many accounts, the numbers appear to fall heavily in favor of the Motorola system. Some 225 stations in the U.S. broadcast with C-Quam (the majority Motorola products, with approximately 30 using Delta Electronics and Broadcast Electronics gear). Another 80 to 85 stations are believed to be on the air with the Harris stereo system, which uses a pilot tone enabling detection by C-Quam receivers. The stations are expected to be converted soon to full C-Quam systems.

Motorola also claims to have sold 3.2 million stereo integrated circuit decoders for use in C-Quam-only receivers, with 1.5 million already in radios. It says only 50,000 of the

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multisystem receivers made primarily by Sony and Sansui and used to receive the Kahn system have been sold.

But Leonard Kahn, president of Kahn Communications, says some numbers are on his side. His gear is in such major markets as New York, Los Angeles, Chicago, San Francisco and Washington.

Motorola claims that although Kahn station growth has remained flat over the past year, with several defections and new additions, Motorola's numbers have climbed from around 150 a year ago to nearly 300 worldwide, and the conversion of Harris system stations will bring its total to 400 by the end of 1985.

"We do give him credit for some markets where he is pretty strong," said Chris Payne, AM stereo broadcasting manager for Motorola, "but he has nothing, for instance, in Boston or Detroit, where we have stations, and on the whole we have more clear channel 1-A 50 kw stations than he does."

For Kahn, however, the battle of AM stereo is far from lost. His scenario has Kahn system presence in major markets creating consumer demand for multisystem receivers capable of decoding both systems, replacing single-system C-Quam receivers, and then, eventually, because of what he argues is the superior technical quality of his system, replacing multimode radios with single-system Kahn receivers.

Illustrating Kahn's tenacity in the struggle is a recent flap following a NAB radio board

meeting June 19 in which the status of AM stereo broadcasting was discussed.

In a July 9 letter to NAB board members, Kahn took the association to task for what termed a "false" and "grossly misleading statement" made by an unnamed NAB employee during the meeting.

Kahn characterized the statement as a declaration "that the AM stereo contest is over, that Motorola had won," and he added: "This NAB employe statement comes at possibly the worst time and may well severely damage my firm and indeed AM broadcasting."

"This recent unfortunate statement is only the latest step in a long-standing pattern, violating NAB's announced neutrality policy and supporting Motorola at the expense of AM broadcasters," Kahn also wrote.

According to Kahn: "This unauthorized activity goes back at least to the time when Mr. Chris Payne, then an NAB employe, made a public statement that he, 'by various devious means' would get the type of AM stereo system" NAB favored as an industry standard.

"Payne, now a full-time employe of Motorola, has apparently maintained a close relationship with NAB," he wrote.

Jeff Baumann, NAB senior vice president and general counsel, denied there had been discussion of endorsing any system, because of the "obvious" antitrust implications. The radio board's discussion was on AM stereo progress, he explained, and its final resolu-

tion was simply to encourage the industry to use AM stereo.

Eddie Fritts, NAB president, in a July 15 Mailgram to board members, wrote: "NAB has taken all steps possible to maintain this organization's neutrality with respect to the selection of a specific AM stereo system by the AM radio industry. I believe that an official NAB response to Mr. Kahn's letter is essential. Therefore, I will recommend that the executive committee draft a response to Mr. Kahn at its next meeting on July 31."

Payne refused to comment on Kahn's remarks about him. Payne was, however, reported by BROADCASTING seven years ago to have made a statement at the 1978 NAB annual convention (BROADCASTING, June 19, 1978) similar to that quoted by Kahn, and then-NAB president Vincent Wasilewski wrote Kahn shortly afterward, acknowledging the "slip of the tongue," and expressed his "regret" over the comment.

"There's so much water under the bridge it's not relevant any more," argued Payne. "It serves no interest to broadcasters to get into a who-said-what-when battle with Kahn's old garbage. It's nothing more than another annoyance. He's lost and this is a bunch of sour grapes."

"Trying to go after an NAB employe is very unfortunate and improper," he said. "NAB can't favor one system, but it can analyze and report facts. Any reasonable person would come to the conclusion that Motorola had won the marketplace battle."

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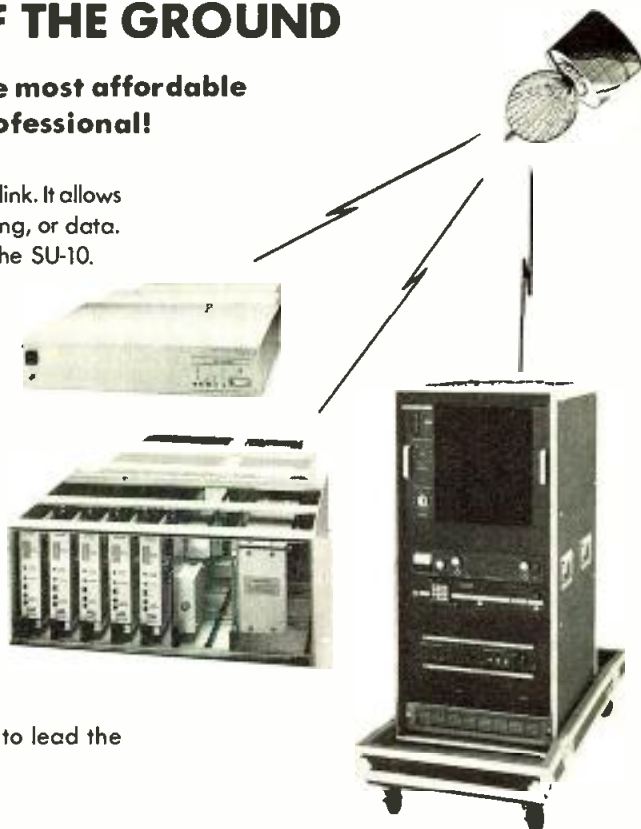
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Other AM Moves

AM stereo was intentionally left out as a topic when NAB formed a committee in November 1983 to examine the technology of AM broadcasting. But engineers working with the NAB group developed and have since begun striving for implementation of a long list of other methods with which their medium could reach the goal of technical parity with FM.

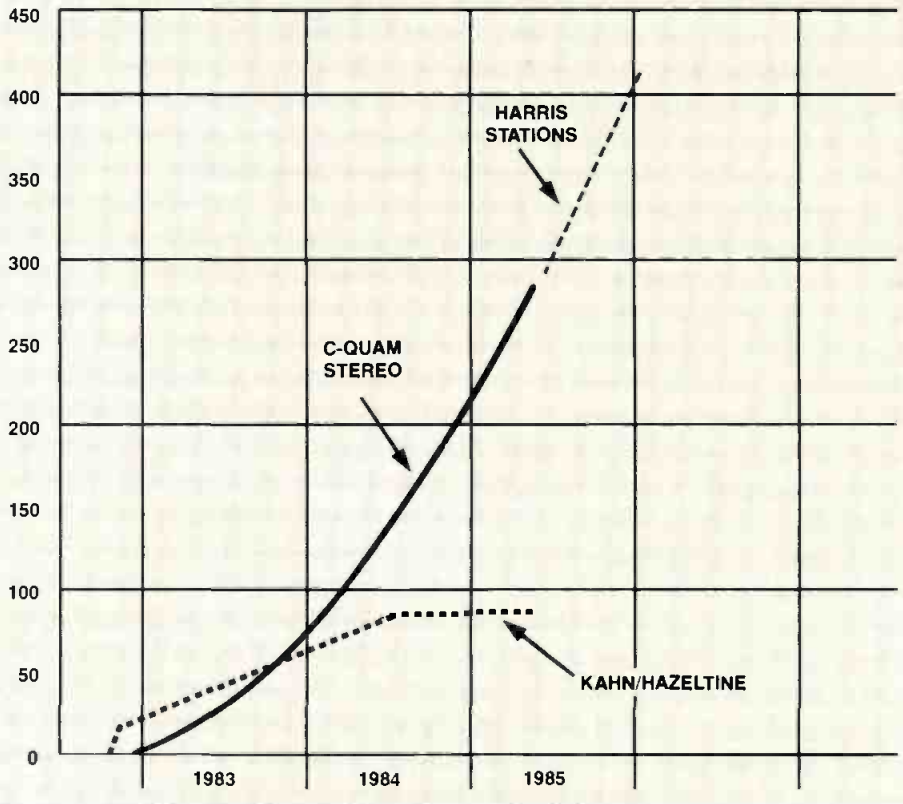
The result of months of work and meetings of that AM technical improvement committee was a 55-page report issued last fall, suggesting such advances as improvements in broadcast antenna design, limiting boost on high frequencies and working with manufacturers to better receiver quality. More than 1,200 copies have been distributed throughout the industry since the report was first made available.

One major push, in meetings of a joint NAB-Electronics Industries Association group chaired by Charles Morgan of Susquehanna Broadcasting and Bart Locanthi of Pioneer, has been to bring together receiver manufacturers and broadcasters on improved receiver design. The group first met at the June Consumer Electronics Show in Chicago.

The key issue for the joint group, explained Rau, is to develop voluntary standards for de-emphasis curves in radio receivers.

The upward curve of AM stereo

AM broadcasters airing stereo worldwide with C-Quam, Kahn-Hazeltine and Harris systems are shown in the chart below. Harris stations, receivable on C-Quam radios, are expected to convert to full C-Quam systems by the end of 1985. Chart was supplied by Motorola Inc.



Another effort, Rau noted, has been the development of a technical reference center for AM broadcasters, the first results of which will come in September in a bibliography of several hundred articles available from NAB and concerned largely with AM antenna and transmission issues.

NAB is also preparing to release results of a three-month, \$20,000 research project into the potential for interference to AM broadcast frequencies from new radio frequency lighting devices being considered for approval by the FCC.

The study was conducted by Bob Culver of Lohnes & Culver, consulting engineers in Washington, and according to Rau, when it is submitted to the FCC in August, NAB's science and technology office will seek NAB executive committee approval to petition the FCC to develop a rulemaking on the question.

Subcarrier Ups And Downs

Since the spring of 1983, when the FCC authorized FM station use of subcarrier channels for a variety of auxiliary services, broadcasters have ridden a rollercoaster of promises, disappointments and renewed expectation.

But with the introduction in the past six months of two new subcarrier commercial data services designed to compete with other overnight business delivery services and involving Mutual Broadcasting and ABC, rev-

enues from the potentially lucrative subchannels appear ready to be realized.

Mutual first focused the attention of its new \$10-million Satellite Services division on subcarriers in January, when it announced the impending launch of the Multicom satellite-to-subcarrier data delivery service (BROADCASTING, Jan. 28).

Now, six months later, the outfitting of participating stations with satellite receive terminals and subcarrier generators has begun, and service in most of the top 50 markets should be ready for kickoff in September. Two customers have so far opted for the service, a joint sports news subscription service of United Press International and American Sports Advisers and, on a trial basis, the Dow Jones News Service (BROADCASTING, May 27).

Subcarrier coverage will extend over 60% of the country, according to Gene Swanzy, Mutual senior vice president and manager of the satellite division. Eventually Mutual hopes the service will reach 85% to 95% of the U.S. business population, with subcarrier stations in 110 to 115 markets.

"How to get subcarrier coverage nationwide—that's the hard part," Swanzy told BROADCASTING last week. "We know how to network, so we got the very best available stations. But it was longer and harder than we thought."

Disagreeing with Swanzy on the difficulty of networking, however, is Phil Giordano,

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vice president for finance and administration, ABC Radio, who was one of the principals in the newest subcarrier entry, Indesys, a joint venture between ABC Video Enterprises, microcomputer-terminal-maker Epson America and others (BROADCASTING, July 15).

"Establishing the network is not the problem," Giordano commented. "There are some 4,000 FM radio stations to avail yourself of. The problem is having a customer base so you can present the revenue possibilities to the station's business manager in the form of a real business opportunity."

Giordano maintains that although the Indesys service will begin operation in October of this year in only five cities (with four ABC owned-and-operated stations in New York, Chicago, Los Angeles and Dallas, plus an ABC affiliate in the San Francisco market), the business can become national if there is a national marketplace. "This is designed as a marketplace-responsive system. The technology is there, we are trying to adapt it to the marketplace," he explained.

"What we do have is a client base," he added, including Avon, Peat Marwick Mitchell & Co., Businessland and Telerate Corp.

Mutual and ABC are not the only broadcasters involved in subcarrier services. Bonneville International Corp. in Salt Lake City, for instance, is involved in electronic mail delivery, and Snider Communications in Little Rock, Ark., has paging and weather wire service in that state. CBS Radio also agreed earlier this year to work with Costa Mesa, Calif.-based American Diversified Corp. in its effort to develop a nationwide paging service.

Paging via radio subcarriers, expected to be a new source of income to broadcasters when subchannel use was first authorized, turned out to be a bitter disappointment to many, explained Alan Reiter, editor and publisher of the Washington newsletter, *Subcarrier Communications*.

"The promise of subcarrier paging hasn't been fulfilled," he said, "in large part because manufacturers broke their promise for reliable pagers. The first generation was so unreliable the failure rate for units was estimated at 40% out of the box. That put a bad taste in the mouth of broadcasters."

But that sentiment may be changing, Reiter added, with pager manufacturers now marketing a new generation of products, the effort to develop a nationwide service by American Diversified, and other successful experiences with paging.

Compact Disks Cometh

Inside the FM station itself, one of the fastest growing phenomena is experimentation with compact digital audio disk players, with as many as 500 broadcasters using CD's on the air, according to some estimates.

"Most stations use them on a partial basis, although a few are full-time CD," commented Marc Finer of Sony's consumer audio division. "And although a quantity of dedicated professional players are sold, the majority in use are adapted from consumer

units, mainly because they are the most accessible."

Perhaps the most common users of the technology so far are classical music stations around the country.

The reason for this may be, according to Craig Simon, director of operations and engineering for NBC Radio, that classical stations are taking promotional advantage of the relatively large classical CD inventories at record companies, as well as CD's appeal to the upscale, "classical" audience in many cases already familiar with the technology.

WQXR-FM in New York is one example of a broadcaster using the CD technology to its promotional advantage. The station put its first CD player, a Sony unit, on the air in March 1983 and has since used models from a half-dozen manufacturers. According to Zaven (Doc) Masoomian, chief engineer, there are now two Studer players and a Technics in the main control room and nine others spread around the station's listening and control rooms.

Currently, 40% of the station's programming is from compact disk played directly on the air, and that percentage is increasing rapidly.

"Fidelity and reliability are of utmost importance to us," he commented, "and for that the CD is best. It does a superb job."

Although recent comparisons with analog master disks demonstrate for Masoomian that with analog, "the quality can be there, wear on LP's creates hiss, pops and repeats,

while for CD's there is little or no wear." Among the other advantages Masoomian notes for the CD players are the capability for fast accurate cueing, as well as reverse cueing.

Some of the differences created by CD use, in particular the expanded dynamic range, may or may not be improvements over analog disks. Masoomian admits that with analog disks, louder segments can be seen coming by an operator and levels "judiciously brought down," while with CD this is impossible.

The cost of the players, ranging from \$1,000 to \$4,000, is comparable to turntables, Masoomian explained, especially when considering the high cost of arms and stylus replacements. The cost of the compact disks themselves, however, is still high, although he believes the price will continue to come down.

Simon noted that CD's won't match LP's in cost terms until the stations are "serviced" with free or bartered disks in the same way they are with LP's.

Added Sony's Finer: "The record companies insist on having uniform and consistent procedures for providing CD's at a nominal fee. The record labels want to support the station use of CD's, but there are still a limited number of disks out there and the consumer suppliers are pushing for them. Once demand stabilizes in the next year or two, record companies may reconsider that policy." □

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Live Aid concert turns world into global village

Some 2 billion around world see 17-hour concert from two continents; broadcast goes off with nary a hitch

It was a marriage of altruism and technology. Heralded in the media as a historical musical event, a 17-hour "global jukebox" to raise money (and consciousness) for famine-stricken Africa, the Live Aid concert on July 13 was also a technological wonder. Satellite feeds and production provided the means by which the program reached an estimated 2 billion people around the world. Adding to the accomplishment, according to its producers, was that it went off almost without a glitch.

The concert, which featured about 60 acts, was split between John F. Kennedy Stadium in Philadelphia and Wembley Stadium in London, with incoming feeds from, among other places, Australia, Japan, the Netherlands, Norway and the Soviet Union. It was produced by Worldwide Sports & Entertainment and was carried in whole or in part by, among others, ABC Television, ABC Radio, MTV, the BBC and more than 100 independent stations.

Bob Geldof, an Irishman with the British band, the Boomtown Rats (there have been calls for his nomination for a Nobel Peace Prize since the concert), organized the event. Geldof also founded Band Aid, the organization of European artists who began the musical artists' support for Africa when they recorded the song, "Do They Know It's Christmas?" American musicians then followed suit and formed USA for Africa and recorded their own song, "We Are the World."

According to Howard Zuckerman, an independent program packager who was executive in charge of the production, the entire program was put together in only 10 weeks. It was beamed live via 13 satellites to more than 110 countries, and on a tape-delayed basis to about 40 other countries, including China and the Soviet Union. Twenty cameras were used in the U.S. (including Skycam and ones in the Goodyear blimp); 19 videotape machines, and about 400 production and engineering people. Three Diamondvision screens gave more detailed views of the JFK performers, as well as pictures from London and around the world. The total cost of the entire production was about \$4 million, Zuckerman said, adding that "it could have easily have been a \$20-million production."

Eleven channels on five Intelsat satellites, were among the six satellites used for the international transmission of the event, which was fed to nine locations—including the U.S., England, Japan, Australia, Korea, New Zealand, Hong Kong, Taiwan and Ghana.

The BBC, Voice of America and ABC



A paint box panoply of Live Aid stars

Radio were among those carrying the radio feed. The last had the exclusive U.S. radio rights, carrying the event live on 180 radio stations, and using tapes when acts were playing in both stadiums simultaneously. "By and large" the radio production went well, said Bob Benson, vice president and senior executive for ABC Radio. A crew of more than 100 was used to broadcast from 6 a.m. Saturday to 12:15 a.m. Sunday morning (18¼ hours), beginning with the Live Aid concert feed from Australia.

Benson said the network had guaranteed Worldwide that \$500,000 would be raised through stations in rights fees and from listener donations. Station feedback indicated the program was a success, he said. "From everything," he said, "we think it will be the most-listened-to program of all time," based on call-ins, donations and informal surveys by some station managers of what people seemed to be listening to in their cars, on the street and in shopping malls, he said. To the radio industry, Benson said, "it was probably the most important event they could have been involved in—in terms of number of listeners and in terms of the charity involved."

For the magnitude of the event—with its remotes, two-way feeds, the amount of time being on the air, the "tremendous amount of people on top of us," Zuckerman said, it "went off so smoothly." There were only a couple of noticeable technical problems. At one point, for example, Zuckerman said, the

Federal Aviation Administration had to be summoned to clear the sky above JFK stadium of as many as 21 helicopters, which were interfering with the satellite reception. Also, just prior to the British finale at Wembley, Paul McCartney's voice mike didn't work for part of "Let It Be."

Things may have been rougher for concertgoers. About 100,000 paid \$35 to \$50 each to attend the event in Philadelphia, spending the day in sweltering heat, with three-hour waits for restrooms and long lines for food. About 72,000 were at Wembley and 12,000 at the concert in Sydney, Australia.

But those who were there saw some of the biggest names in popular music perform, including rock luminaries Mick Jagger, Tina Turner, Paul McCartney, the Who and Bob Dylan, as well as new stars Madonna, Duran Duran and Phil Collins. (The last performed at Wembley Stadium in the morning and flew via the Concorde to perform at JFK Stadium the same day.) At the end of the Philadelphia concert, singer Lionel Richie announced that \$40 million in pledges had been made.

(By last week's end, press reports put that figure as high as \$70 million, although the program's producers estimated it to be between \$50 million and \$60 million. Toll-free pledge phone numbers were closed after the concert, but a mailing address [Live Aid, P.O. Box 7800, San Francisco, 94120] was still accepting contributions.)

The artists kept to the tight program



A partial view of the broadcast compound



On stage in Philadelphia

schedule and limited their performances to under 20 minutes. With the use of four stages (to set up one act while another was performing), the entire Live Aid event ran only 10 minutes over schedule. Said Zuckerman: The stars "all left their egos at the door."

ABC-TV, which donated crew and equipment for the Philadelphia concert, held the exclusive network prime time television rights. It broadcast a three-hour live program, hosted by Dick Clark, *Live Aid—An All-Star Concert for Africa* (Saturday, 8-11 p.m., NYT), with some taped segments of groups that had performed earlier in the day. According to ratings for the program last week, it received an 11.6/21 rating, ranking

31st on the week's schedule of 64 programs (see story, below).

The musical marathon was also broadcast on MTV, which had the exclusive cable rights. According to MTV press relations director, Barry Kluger, it carried 21 hours, including a four-hour program from 3 a.m. to 7 a.m. (NYT) from Australia, which included performances by Men at Work, Mental as Anything and the Australian Crawl.

Using 12 satellites for a worldwide broadcast "I don't think has been done before on this scale," Zuckerman said. From 9 a.m. to 12 p.m. (NYT), both the London and Philadelphia stadiums were going at once. "It was then a matter of who wanted what, whether

the world feed took an act from London or vice versa. Everyone could have a completely different show."

Hal Uplinger, executive producer of the Live Aid broadcast said that technologically, the event entered "unchartered waters... What we did was take the technology that is there and utilize it for the first time at the highest level we know. The broadcasting media brought humanity together for one common cause. We're finally using the media to their fullest extent." Not only that, he said, "we touched the human spirit" in the process, as talent and money were donated from around the world to help feed the hungry. □

NBC sails to another summer ratings win

NBC continued its winning ways in prime time ratings for the week ending June 14, as it scored a 13.4 average rating and a 25 share, based on Nielsen's National Television Index (NTI). CBS and ABC had an 11.5/21 and a 9.5/18, respectively.

The ABC broadcast of *Live Aid—An All-Star Concert for Africa* (Saturday, 8-11 p.m. NYT) came in with an 11.6/21, giving ABC the night. But the concert broadcast ranked only 31st for the week.

The NBC schedule on Saturday was only slightly behind the broadcast of the concert with an 11.5/22, but ABC spokesman Jeff Tolvin said that the concert's rating was not disappointing, especially "given the fact that it was on in some form all day" on stations through its syndicated broadcast. ABC said 40 million people watched its broadcast.

Other programming highlights for the week included the *NBC Sunday Night Movie* (19.3/34), "Stingray," a pilot for a series the network will not have on its fall schedule. It tied for first for the week with the *Cosby Show*. The *NBC Monday Night Movie* (15.2/27), "Born Beautiful," finished 10th on the schedule.

In nightly wins, NBC took Tuesday (14.3/27) and Thursday (15.7/29) and also won Monday and Friday. CBS won Wednesday and Sunday. NBC took four of the top five and six of the top 10 spots on the week's schedule of 64 programs. CBS had three of the top 10 and ABC one.

HUT levels for the week were up 3%, from last year's 51.9 to 53.7, and the combined rating/share was 34.4/65, compared to last year's 34.2/67.

Rank □ Show □ Network □ Rating/Share

1.	The Cosby Show	NBC	19.3/38
2.	Stingray	NBC	19.3/34
3.	Murder, She Wrote	CBS	17.7/33
4.	Family Ties	NBC	17.4/33
6.	Cheers	NBC	16.8/30
8.	20/20	ABC	16.3/29
7.	Newhart	CBS	15.6/28
8.	Cagney & Lacey	CBS	15.4/27
9.	Night Court	NBC	15.4/27
10.	Born Beautiful	NBC	15.2/27
11.	Crazy Like a Fox	CBS	14.6/26
12.	A Team	NBC	14.8/30
13.	Facts of Life	NBC	14.6/27
14.	Trapper John, M.D.	CBS	14.6/26
15.	60 Minutes	CBS	14.5/30
16.	Miami Vice	NBC	14.5/27
17.	Kate & Allie	CBS	14.5/26
18.	Riptide	NSC	14.5/26
19.	Double Trouble	NBC	13.8/25
20.	Coming Out of the Ice	CBS	13.5/25
21.	Remington Steele	NBC	13.5/24
22.	Simon & Simon	CBS	13.3/23

Rank □ Show □ Network □ Rating/Share

23.	Hill Street Blues	NBC	12.7/23
24.	Knight Rider	NBC	12.6/23
25.	TV Bloopers & Prac. Jokes	NBC	12.5/24
26.	Hunter	NBC	12.4/24
27.	Mama's Family	NBC	12.2/24
28.	Who's the Boss?	ABC	12.0/22
29.	Hear No Evil	CBS	11.7/22
30.	Webster	ABC	11.6/24
31.	All-Star Concert for Africa	ABC	11.6/23
32.	Highway to Heaven	NBC	11.5/23
33.	Gimme A Break	NBC	11.3/22
34.	Hotel	ABC	11.3/21
35.	Scarecrow & Mrs. King	CBS	11.1/22
36.	Magnum, P.I.	CBS	10.7/21
37.	Comedy Factory	ABC	10.4/21
38.	Night Partners	CBS	10.4/19
39.	Benson	ABC	10.1/20
40.	MacGruder & Loud	ABC	10.1/18
41.	Matt Houston	ABC	10.0/19
42.	People Do the Craziest Things	ABC	9.8/18
43.	Charles in Charge	ABC	9.6/20
44.	E/R	CBS	9.5/19

Rank □ Show □ Network □ Rating/Share

45.	Fall Guy	ABC	9.5/19
46.	St. Elsewhere	NBC	9.5/17
47.	Monday Night Baseball	ABC	9.2/17
48.	Diff'rent Strokes	NBC	9.0/18
49.	Code Name: Foxfire	NBC	8.9/18
50.	Three's a Crowd	ABC	8.8/18
51.	Hall to the Chief	ABC	8.8/16
52.	Rulups, Bleeps & Blunders	ABC	8.6/17
53.	Silver Spoons	NBC	8.5/17
54.	Airwolf	CBS	8.0/18
55.	Dynasty	ABC	7.9/16
56.	Knots Landing	CBS	7.8/14
57.	Dukes of Hazzard	CBS	7.7/16
58.	Second Hand Hearts	CBS	7.6/16
59.	USFL Championship Game	ABC	7.6/14
60.	Diff'rent Strokes	NBC	7.3/15
61.	Ripley's Believe It or Not	ABC	7.1/14
62.	The Competition	ABC	6.5/12
63.	Jeffersons	CBS	6.0/12
64.	Rockhopper	CBS	6.9/12

*indicates premiere episode

Contemporary hit still reigns in top two markets

Tribune's MOR/talk outlet is biggest draw in Chicago in Spring Arbitron report

Contemporary hit radio (CHR) remains the talk of the town in the nation's two largest markets as Malrite's WHTZ-FM New York (licensed to Newark, N.J.) regained its top ranking among persons 12 years of age and older and Gannett's KIIS(FM) maintained its strong number-one position in Los Angeles. The Tribune Co.'s MOR/talk WGN(AM) continued its dominance over the Chicago market. That's according to the just-released spring 1985 Arbitron reports, which surveyed listeners from March 28 through June 19.

New York

After slipping to second place in the winter book, WHTZ(FM) once again led the market, this time with a 6.0, 12-plus metro share for Monday to Sunday, 6 a.m. to midnight. Dropping from first to second was RKO's urban contemporary WRKS(FM) with a 5.4 overall share, down from 6.0 in the last report (BROADCASTING, April 29). And ABC's contemporary hit WPLJ(FM) edged out RKO's talk-formatted WOR(AM) for third place. The top 40 station had a 5.1, 12-plus

share while WOR pulled a 5.0. Both stations were tied for third in the winter report at 4.8.

The new spring book also lent credence to the notion that the contemporary hit radio format in New York has approached the saturation level. While CHR continued to bring good numbers to WHTZ and WPLJ—the first two stations in the market to switch to the format two years ago—Doubleday's WAPP(FM) continued its downward trend by posting a 1.6 overall metro share—off from 1.8 (fall 1984) and 1.7 (winter 1985). Doubleday Broadcasting President Gary Stevens, however, noted that the station modified its format on May 15 by eliminating "dance records" and turning WAPP's sound into a hybrid of contemporary hit and urban contemporary. (WAPP is sold with co-owned WHN[AM] as part of Doubleday's New York Radio Network [NYRN].)

Also on the decline is Infinity Broadcasting's CHR-formatted WKTU(FM), the market leader in the late 1970's when it had a disco/urban contemporary format. The station fell from a 2.3 last winter to a 2.0 in the new spring book.

However, programing changes were scheduled for last weekend. WKTU, said station vice president and general manager Tom Chiusano, on July 15 changed its format to target a slightly older core audience of 18-to-34-year-olds under new call letters, WXRK(FM). Chiusano described the station's new sound as "album rock 'n' roll."

Metromedia's album-rocker WNEW-FM continued to show ratings improvement. Although the station, which program director Charlie Kendall also likes to describe as a rock 'n' roll outlet, remained in fifth place, it climbed two-tenths of a percentage point to 4.3. Additionally, Doubleday's country-formatted WHN(AM) nearly gained a whole share point since the last rating period—2.2 to 3.1—which observers attribute, in part, to the station's carriage of New York Mets baseball.

Westinghouse Broadcasting's WINS(AM) again won the all-news battle. The Group W station finished sixth with a 4.2—the same share as in the winter survey—while WCBS(AM) was seventh at 3.5.

On the adult contemporary front, Viacom's "light" contemporary WLTW(FM) inched up one-tenth of a percentage point in the new book to 3.1. Also up slightly from the previous report was WNBC(AM), which went from 2.9 to 3.0. The station shored up its daytime personality lineup earlier this year with the addition of comedian Soupy Sales in the 10 a.m. to 3 p.m. slot. NBC's co-owned contemporary FM outlet, WYNY, also moved upward, going from 2.2 to 2.4. Not faring as well in the adult contemporary arena was WPIX(FM), which dipped from 2.4 to 1.6.

In the easy-listening format, Capacities' WPAT(FM) (licensed to Paterson, N.J.) was the victor over cross-river rival, Bonneville's WRFM(FM). WPAT went from a 3.3 to a 3.6 overall metro share while WRFM dropped from 3.8 to 3.0.

Other station results: Oldies-formatted WCBS(FM) and urban contemporary WBLS(FM) scored a 3.3, talk WABC(AM) a 2.8, and big band/MOR WNEW(AM) a 2.7.

Los Angeles

Maintaining its strong lead in southern California was Gannett's CHR-formatted KIIS(FM), which posted a 9.0, 12-plus share—down from 9.7 in the previous report. Gannett's co-owned AM station, which switched in January from nostalgia to CHR, finished with only an 0.8 overall share. The AM outlet simulcasts KIIS(FM)'s morning and afternoon drive time shows and is sold in combination with the FM outlet.

Running a strong second with a 6.3 share was talk-formatted KABC(AM). Following the ABC station were easy-listening outlets: KBIG(FM), owned and programed by Bonneville, at 4.4, and KJOI(FM), programed by Churchill, with a 4.1 overall share—down from third last winter when it registered a 5.7.

The market's top album rock station was ABC's KLOS(FM), which remained in the fifth slot with a 3.6—down from 4.2 in the previous report. Metromedia's KMET(FM) was next with a 3.3, followed by KROQ-FM Pasadena with its "Rock of the 80's" format at 3.1.

As for Los Angeles's other CHR stations, CBS's KKHR(FM) continued to inch up in overall share, going from 2.4 (fall 1984) to 2.5 (winter 1985) to 2.7 in the new report, while Outlet's KIQQ-FM fell from 2.2 to 1.5.

Los Angeles's two all-news outlets—CBS's KNX(AM) and Group W's KFWB(AM)—were tied at a 3.2, 12-plus share. KNX won the news war in the previous book, posting a 3.4 to KFWB's 3.0.

Among the other stations in the market showing some slippage in 12-plus audience share were Greater Media's adult contemporary KHTZ(FM), from 2.5 to 2.1, and RKO's adult contemporary/oldies KRTH(FM), from 2.9 to 2.5.

Moving up in the 12-plus standings from 1.7 to 2.3 was soft contemporary KMGG(FM), while its cross-town competitor, soft contemporary KOST(FM), remained with the same 3.8 overall share. Also maintaining the same share reading from the previous report was nostalgia-formatted KMPC(AM), which programs Al Ham's "Music of Your Life" format. The station had a 3.5.

Chicago

It was a familiar scene in the Windy City as MOR/talk WGN(AM) dominated the airwaves with a 9.6, 12-plus share. Finishing second was Century Broadcasting's easy-listening WLOO(FM) at 6.5—up from 5.8. It was followed by Gannett's urban contemporary WGCI-FM at 5.4. Rounding out the top five were contemporary black WBMX-FM at 5.3 and CBS's all-news WBBM(AM) with a 4.8.

The battle for Chicago's adult contemporary audience raged on. Registering one of the biggest increases in 12-plus share from last winter was NBC's WKQX(FM), which climbed from 2.5 to 3.6. The 3.6-share figure moved the station closer to the status it enjoyed in the spring 1984 Arbitron report when it had a 4.6. Also doing well, but down slightly in overall share, was Viacom's "light" contemporary WLAK(FM). The station pulled a 3.5, off from 3.9 in the previous report. Continuing its upward momentum was RKO's WFYR(FM). Tracked over the pre-

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The Performance Company



vious two rating periods, the station's overall share went from 2.5 (fall 1984) to 2.8 (spring 1985). Its current 12-plus standing was 3.2. Meanwhile, Doubleday's WMET(FM) inched up from 1.6 to 1.7, which is still short of the 3.3 it had in spring 1985 when the station was programing album-oriented rock (AOR). (The station changed from AOR to adult contemporary last January.) Showing a substantial 12-plus audience drop was Bonneville's adult contemporary

WCLR(AM). The station fell almost an entire percentage point from the winter report, sliding from 3.8 to 2.9.

WLUP(FM) was still the leading AOR station in the market with a new 12-plus share of 3.8. But cross-town rival WXRT(FM) gained ground, moving up from a 2.7 last winter to 3.2.

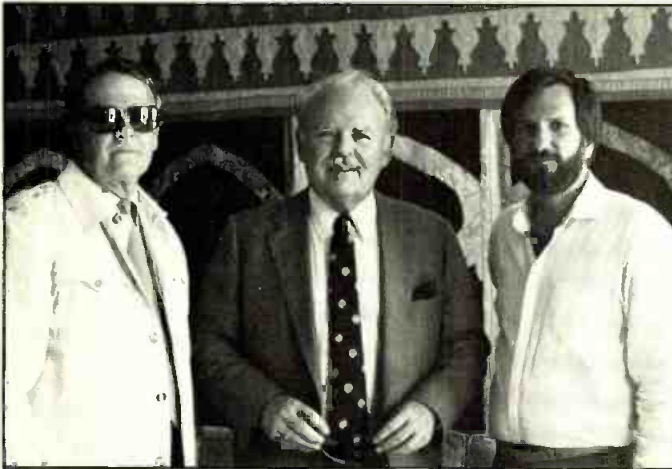
Other stations registering an increase in overall metro share since the winter book were: ABC's contemporary hit WLS(FM), up

from 2.5 to 2.7; Infinity's nostalgia/MOR, WJJD(AM) from 2.9 to 3.6, and its co-owned, oldies-formatted WJMK-FM, up slightly from 3.1 to 3.2.

Among the stations registering declines were: contemporary hit WLS(AM), from 4.3 to 2.8; country WUSN(FM), from 3.2 to 2.4, and NBC's country WMAQ(AM), off slightly from 3.5 to 3.4. Maintaining the same 2.8 share from last winter was Group W's talk-formatted WIND(AM).

Syndication Marketplace

Years of Hope, Years of Danger: The Post War World, a two-hour documentary hosted by Carroll O'Connor, has been cleared in 67 markets, or 75% of the country, according to **On the Air**. The look at the cold war era, featuring interviews with Carl Sagan, Jerry Falwell, Tom Hayden and John Kenneth Galbraith, among others, is being distribut-



Thomas Horton, "Years" producer, O'Connor and On the Air President Alan Zaretsky

ed on a cash-plus-barter basis with **On the Air** retaining three minutes and stations getting 16. The show will be seen during its August-September window on such stations as WOR-TV New York, KHJ-TV Los Angeles, WGN-TV Chicago, WLVI-TV Boston, WTTG(TV) Washington and KTVT(TV) Dallas. ■ **Nitetime Bandstand**, the one-hour music/entertainment weekly produced by Dick Clark Productions and distributed by **King World**, has begun sales on a cash-plus-barter basis, with **King World** keeping two minutes, and stations taking 12. The show, which premieres Sept. 28, is being sold for weekends only, with the hope that it will compete directly with *Saturday Night Live*. Stations have an option of running the show at any time during weekends before access on Sunday evenings. Sales are 52-week contracts with an option for **King World** at 26 weeks. So far, **King World** says the show has cleared on 30 stations covering 40% of the country. Originally stations will get 13 weeks of first run, and 13 weeks of repeats. The option, to be exercised by Dec. 1, would call for productions of another 35 first-run episodes with 17 weeks of repeats. Along with the five ABC O&O's, clearances include WBZ-TV Boston, WOVN-TV Washington, WPLG(TV) Miami, WAGA-TV Atlanta and WCCO-TV Minneapolis. ■ **Viacom** says that it has cleared **Comedy Break**, a co-production with Tribune Broadcasting, in 63% of the country. The half-hour strip, which debuts Sept. 23, is being sold for cash, with Viacom retaining two 30-second spots. The show is being sold for late fringe initially, with hopes for eventual clearances in access. Hosts are Mack Dryden and Jamie Alcroft, and the show will include comedic sketches, parodies and film clips. Guests will be featured. Commitments are for 52 weeks, with 26 first-run and 26 repeat episodes. Clearances include WPIX(TV) New York, KTLA(TV) Los Angeles, WGN-TV Chicago, KBHK-TV San Francisco, KTVT(TV) Dallas and WUAB(TV) Lorain, Ohio (Cleveland). ■ **The Entertainment Network** has cleared *Tranzor Z*, an animated children's series in 75 markets, representing 64% of the country. The show is sold on a barter basis with stations getting four minutes and TEN keeping two. Sponsors for the show are Coleco, Tonka, Ertel, Matchbox and Nestle. Stations clearances include KCOP(TV) Los Angeles, WPMR-TV Aurora, Ill. (Chicago), WPHL-TV Philadelphia, KXTX-TV Dallas and WCLQ-TV Cleveland. Also just cleared in 29 markets is a new series of 13 hours for prime time,

America's Music. The show was produced by Kip Waldron and features American music and artists. Hosts such as James Brown will lead audiences through shows that include live performances and clips. Guests will include B. B. King, Gladys Knight and Tina Turner. The premiere will be in September. TEN is also selling the two-hour *Montreux Golden Rose Rock Festival, Volume 11* for October or November. The concert features performances by Billy Ocean, Kenny Loggins, the Pointer Sisters, Men at Work and Frankie Goes to Hollywood. The show is sold on a barter basis with a 50/50 split of 24 minutes of advertising time. Also being sold is a Hopalong Cassidy, package of 52 half-hours, 115 hours and 12 feature films. The half-hour show was originally seen from 1951 to 1952 on NBC, and is in black and white. ■

Warners Bros. Television Distribution says that for the six-month period ending June 30, it set a company record for the first half of the year with sales of \$200,293,366. ■ **Twentieth Century-Fox Telecommunications** in two weeks of selling has cleared 70% of U.S. for its *Fox Hollywood Theater*, package of three holiday theatricals, including "Miracle on 34th Street." Stations to pick up straight barter package include WPIX-TV New York, KCOP(TV) Los Angeles, WGN-TV Chicago, WTAF-TV Philadelphia, KBHK-TV San Francisco, WLVI-TV Boston, WKBD-TV Detroit, WDCATV Washington, WUAB-TV Cleveland, KTXH(TV) Houston and KTXA(TV) Fort Worth, Tex. "Miracle on 34th Street," which for first time can be seen in color through computer-colorization technique, is to be shown in window of Nov. 23-Dec. 15; "The Chosen" is scheduled for April 18-May 4, 1986, window, and "Threshold," is for Oct. 18-Nov. 3 window. Stations are getting two runs with first play in prime. Michael J. Lambert, executive vice president of domestic television syndication, said that Fox is looking into possibility of coloring 22 old Shirley Temple features for release into syndication. ■ **Lionheart Television** says it has sold 21 half-hours of *Yes Minister*, a political satire in its third year on the BBC, in 31 markets, covering of 33% of the U.S. Commitments for 52 weeks are on a cash basis. The station lineup includes noncommercial stations WNET(TV) New York, KCET-TV Los Angeles, WETA-TV Washington, WPBT(TV) Miami and KTCA-TV St. Paul. Lionheart has also sold *SOE*, an eight-part documentary chronicling the operation of one of World War II's most secretive operations, in 26 markets covering 22% of the country. The series is available for the rest of the summer on a cash basis. ■ **ARP Films** has acquired the rights to *A Pumpkin Full of Nonsense*, a half-hour animated Halloween special available for October. Produced by Arce Productions for Selchow & Righter, the special will be cleared on a cash basis for prime time. ■ **Orbis Communications** has cleared King Features Entertainment and Marvel Production's *Defenders of the Earth*, a first-run, half-hour animated strip set to begin in the fall of 1986 in 55% of the country. The sale is on a barter basis with Orbis retaining two of the show's six spots. According to Orbis, the spots will be rotated evenly throughout the show. The deal includes 65 episodes for eight runs. Orbis has also announced that it will distribute *The Look of the Year*, a beauty pageant to be hosted by Jayne Kennedy and Andrew Stevens and shot in Mauritania. The two-hour special has a window of Aug. 20-Sept. 3 and is being sold on a barter basis with stations and Orbis each getting 12 minutes to sell. All of the Metromedia stations have cleared the show: WNEW-TV New York, KTTV(TV) Los Angeles, WFLO-TV Chicago, WCVB-TV Boston, WTTG(TV) Washington, KRLO-TV Dallas and KRIV-TV Houston. **Ziv International** has appointed MG/Perin as its exclusive syndication representative for east of the Mississippi. Among the properties covered are 65 half-hours of *The Best of Your Show of Shows*, starring Sid Caesar, Imogene Coca, Carl Reiner and Howard Morris; George Burns and Red Skelton specials; 50 action-adventure features; animated cartoons and features; music and variety specials, and a package of 23kung fu feature films. Ziv is a subsidiary of Lorimar.

FCC explains its go-ahead for Cooke

Commission votes 4-1 on final order exposing Multimedia to takeover

The FCC late last Wednesday (July 17) released the text of its order authorizing Jack Kent Cooke to launch a hostile tender offer for Multimedia Inc. (BROADCASTING, July 15).

Corporate broadcasters worried about becoming the targets of unfriendly takeover attempts won't find comforting words in this 4-1 decision. (Commissioner Dennis Patrick finally cast his vote with Chairman Mark Fowler and Commissioner Mimi Dawson; Commissioner Henry Rivera concurred; Commissioner James Quello was the sole dissenter.) For the FCC majority, once again, has made it clear where it stands: "Where possible, it should be the shareholders, not the commission, who decide the outcome of hostile takeover bids."

In the case at hand, the FCC essentially gave Cooke's trustee—former Senator Eugene McCarthy—a renewable, 180-day special temporary authorization (STA), to collect shares tendered under a Cooke offer while the commission considers Cooke's long-form transfer application. A variety of conditions were placed on the STA to insulate Cooke from Multimedia and the trustee.

In its order, the FCC took pains to explain its quick response to Cooke's short-form transfer application, which was filed late last month (BROADCASTING, June 24). "This . . . is a case in which administrative delay may have the practical effect of permitting our processes to be used as a shield by incumbent management," the FCC said. The FCC noted that it already has approved Multimedia's own recapitalization plan (BROADCASTING, June 24). "A delay in our determination of this case beyond the August shareholders' meeting would deny Multimedia's shareholders the opportunity to consider the Cooke proposal at the same time as management's proposal," the FCC said. "Even though shareholders might know about Cooke's offer, our failure to act would prevent Cooke from making his offer, while we have already granted Multimedia's authorization to make its offer. Our processes would therefore not be neutral in this context. A delay is inevitable here if we require Cooke to complete long-form review before making a tender offer. Where we can fashion a procedure that is consistent with the requirements of the [Communications] Act, but without the attendant delays, we believe that we should act in a manner that maximizes our neutrality vis-a-vis the parties."

Also in its order, the FCC implied that it could have granted Cooke authority to proceed with the trustee mechanism, pending consideration of his long-form transfer application, by granting his short-form appli-

cation instead. It noted that the Communications Act permits the sidestepping of long-form transfer procedures (short-form transfers aren't subject to petitions to deny; long-form transfers are) when the transfer at issue doesn't involve a substantial change in ownership or control. And it argued here that the "interim limited change from the present Multimedia shareholders to a trustee who is obliged to maintain the status quo is not 'substantial'" under the meaning of the Communications Act. Indeed, the FCC argued that the transfer to McCarthy could be deemed "nonsubstantial" because the trustee "has highly restricted incidences of legal ownership or control."

According to the FCC, it could be said the trustee wouldn't own or control the stock in the normal sense. "Rather, he is a mere caretaker, charged with holding the stock for a limited period of time, voting it only in specified ways," the FCC said.

But the FCC also said it could grant Cooke permission to proceed, even if the transfer to the trustee were considered a "substantial" change. Section 309(f) of the Communications Act, it said, permits the FCC to grant special temporary authorizations in "extraordinary circumstances requiring temporary operations in the public interest and [where] delay in the institution of such temporary operations would seriously prejudice the public interest."

"We believe that grant of a temporary authorization to effectuate the terms of the trust falls well within the latitude and flexibility granted the commission under Section 309(f)," the FCC said.

Among other things, the FCC argued that the use of an STA here was in the public interest. "The STA process permits the expeditious approval of a mechanism by which Cooke can place his tender offer before the shareholders of Multimedia, to be considered along with management's own proposal," the FCC said. "An STA also preserves the full right of public participation and commission review inherent in the long-form procedure."

The FCC noted that it has adopted a notice of inquiry looking to explore how it should be handling proxy battles and tender offers (BROADCASTING, July 15). It said in this case, it was "compelled to act" before adopting general guidelines "because of the prejudice to the applicant and the public that would result from inaction." It said nothing it did here should prejudice the adoption of a different approach after the inquiry is concluded. "If required, we shall also continue to issue case-by-case determinations until such time as general policies are in place," the FCC added.

"In granting an authorization, we take no position as to which party should win the

contest for control of Multimedia," the FCC said. "Our action serves only to place both sides in a position to put their offers before the shareholders."

In a statement, Quello said he didn't believe the public was well served by authorizing the "ouster" of a qualified licensee prior to determining that the successor is fully qualified. "The STA authority Congress has granted the commission under Section 309(f) of the Act does not add support to the majority's position," Quello said. "There are no 'extraordinary circumstances requiring temporary operations in the public interest,' and it cannot be found that 'delay in the institution of such temporary operations would seriously prejudice the public interest.' The facilities of Multimedia are currently operating, and Mr. Cooke has represented that he does not intend to change those operations. No extraordinary circumstances require temporary operations by a trustee."

FCC decision leaves door open for government agencies to bring fairness complaints

Although ABC won case brought by CIA and ALF, victory for network is not total; Quello terms report in question "shoddy journalism"

ABC won one at the FCC when the commission (with Commissioner Dennis Patrick reserving his vote pending further study) rejected CIA and American Legal Foundation (ALF) fairness and news distortion complaints against network newscasts critical of the agency (BROADCASTING, July 15). But the broadcast media lost when the commission, at the same time, ruled that government agencies may file such complaints against broadcasters.

At issue in the CIA and ALF complaints were ABC *World News Tonight* newscasts asserting, among other things, that the CIA had attempted to arrange the killing of a Hawaii investment banker. The FCC staff rejected the CIA's original complaint (BROADCASTING, Jan. 14), but the CIA petitioned for reconsideration and submitted an amended complaint (BROADCASTING, Feb. 18). ALF also filed a complaint.

On the news distortion allegations, the FCC found that neither the CIA nor ALF had provided evidence of deliberate news distort-

tion. The FCC said it would take action on news distortion complaints only when furnished with "extrinsic" evidence that a broadcaster deliberately intended to distort the news. On fairness grounds, the FCC asserted the CIA had not made a showing that the newscasts had taken a position on a controversial issue of public importance. On the personal attack issue, the FCC noted that rule did not apply because no controversial issue of public importance existed. "Moreover, the alleged attack took place during an exempt newscast," the FCC said in a press release.

Chairman Mark Fowler and Commissioner James Quello both voted to reject the complaints. But both also lobbed complaints of their own at the media in the process. Fowler alleged that "a great majority of the press just can't get it right." Quello contended that the "accusation" that the CIA was going to "murder" an American citizen, which he said was retracted (two months later) without apology, was an example of "shoddy" journalism. "The First Amendment gives broadcasters a right to be wrong, but they shouldn't be so wrong that they're an embarrassment to their profession," Quello said. Quello also said incidents like that would make it "very difficult" to win full First Amendment rights for electronic journalism.

In a statement, Fowler supported the commission's ruling affirming the right of government agencies to file complaints against broadcasters, a right FCC officials concede the agency had discretion to deny. "The danger perceived—the pernicious and chilling effect on freedom of speech—here has as its cause the fairness doctrine, not the CIA," Fowler said.

The Media Access Project, however, said it believed the commission had violated the First Amendment. "The fairness doctrine is properly used to help the public receive information, not as a government propaganda device," MAP said in a statement. "MAP believes that federal government agencies should be forbidden from pursuing complaints against broadcast journalists. Just as the government is barred from filing a libel complaint against those who criticize the government, government agencies should not be able to use the fairness doctrine and other FCC procedures to strike out against broadcasters because of statements which they find offensive." □

VOA to make a West European comeback?

Reagan administration explores revival of service to friends

Some 25 years ago, the Voice of America faded from the West European scene. The service, which had begun broadcasting in German shortly after America's entry into World War II and had developed into a worldwide operation during and after the war, broadcasting news and information about America, felt constrained by budgetary considerations to apply its resources to areas posing greater political problems for the U.S.—East Europe and Third World, primarily. But now, the Reagan administration, with some backing in Congress, is considering the resumption of broadcasts to America's friends across the Atlantic.

The reason, officials indicate, is that a new generation has arrived on the scene in Europe, one that has no personal recollection of the events that forged close ties between Europe and America—World War II and America's post-war efforts to aid Europe, particularly the Marshall Plan. What's more, there is a feeling that America's story is not being presented accurately by the free media of Europe—or, apparently, with sufficient force by the other elements of the U.S. Information Agency, VOA's parent. And the U.S. commercial television programs available in abundance in West Europe—*Dallas*, for instance, and *Dynasty*—do not, as one official put it, provide Europeans with a "balanced" picture of America. All in all, the official said, the administration is concerned about a "misunderstanding" of America in West Europe, a situation VOA programming—its news, features, and cultural offerings—might remedy. Besides, officials say, the VOA broadcasts to the entire world. Why not West Europe?

Officials are cautious in discussing the project which one described as still in an "exploratory" stage. Work on it began in October, and research is under way as to the kind of VOA programming that would attract audiences, and the delivery system that would be most efficient and appropriate. In

Petition to deny KTLA(TV) sale. Camellia City Telecasters Inc., owner of KTLA(TV) Sacramento, Calif., KDVR(TV) Denver and KPDX(TV) Vancouver, Wash., has petitioned the FCC to deny the \$510-million sale of KTLA(TV) Los Angeles by Golden West Television Inc. to Tribune Broadcasting Co. Camellia alleged that Tribune has leveraged its market power in New York and Chicago (where Tribune owns independent stations WPIX(TV) and WGN-TV), to "stifle competition in the Denver market," where Tribune owns independent KWGN-TV. "Through group buys with at least one other group broadcast owner [Chris-Craft Industries Inc.], Tribune has prevented Camellia City Telecasters Inc. in many instances from being able to bid on programming that is highly rated or expected to be highly rated for Camellia's Denver station and in other instances had induced syndicators fearful of being unable to license their programs on the best terms in New York or Chicago to refuse to entertain seriously Camellia's offers," Camellia alleged. "Granting Tribune's application to own another major independent non-network television station in Los Angeles would substantially increase both Tribune's market power and its ability to use that power in an anticompetitive fashion." Still pending is lawsuit Camellia filed in federal district court in Denver contending that Tribune's activities are in violation of the antitrust laws (BROADCASTING, Jan. 23, 1984).

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connection with that research, a pilot project is scheduled to be initiated in September—a 24-hour, English-language service, with material taken, initially at least, from regular VOA news, information and feature material. It is to be delivered by satellite from Washington to Munich, the site of VOA-Europe headquarters, for relay throughout Europe via leased AM and FM frequencies and/or cable television. (The use of direct broadcast satellite technology to reach the homes of West Europeans is being discussed, but officials say such a delivery system would depend on whether West Europeans in the next five to 10 years acquire the receive-only dishes that would be needed.) A final decision on proceeding with VOA-Europe, which would include programming in German, French, Italian and Spanish, will be made by February.

Actually, VOA-Europe has already established a presence in Western Europe, if a small one. It is leasing time daily on an English-language FM stereo station in Paris, presenting news and features. But VOA-Europe is a very lean operation; it consists principally of a five-member staff under Frank Scott, a former NBC executive. And it is soliciting material from American broadcasters. Earlier this month, it wrote to radio news directors, asking for story ideas and for the names of those interested in producing freelance radio pieces. West European countries, VOA-Europe said in a letter to some 500 news directors, "are hungry for information" about America (BROADCASTING July 15).

The idea for VOA-Europe is said to have originated with the administration, with officials in the White House as well as the State Department and the National Security Council. Members of Congress have also expressed support, principally Representative Dante Fascell (D-Fla.), chairman of the House Foreign Affairs Committee. An aide last week said Fascell believes the U.S. "dropped the ball" when it ceased its VOA broadcasts to West Europe. Fascell, the aide said, notes that Soviet Union broadcasts are heard there, as are the programs of the United Kingdom and Germany. The aide said Fascell "has always supported radio as a foreign policy tool, and feels the U.S. should use it more."

Some on Capitol Hill are flashing warning signs, however. A Senate Foreign Relations Committee staff member said he does not quarrel with the principle involved. After all, USIA, VOA's parent organization, is active in presenting America's story to the countries of West Europe. USIA officers hold conferences and seminars on American issues, and USIA's Worldnet is now transmitting by satellite two hours of television news and information programming that is not only received by earth stations at American embassies in West Europe but is available to television stations on the continent that wish to intercept the signal and use the material in their programming. "So the principle is OK."

But, the aide said, one question to be addressed is: Is the VOA a proper mechanism for use in West Europe? "Who will listen to the VOA when so many other media are available?" the staffer asked. "How will it get over the hump of being considered an American propaganda mechanism, even if it

isn't?" And if an audience is attracted, "How much would [the new service] cost? Is it worth it, given the VOA's needs elsewhere?" The staffer noted, for instance, that VOA is pursuing an equipment modernization program that will cost more than \$1 billion and that is being funded at a slower pace than it would like. The aide said he will discuss those matters with the VOA.

VOA officials say the proposed project is supported by West European governments—but they mention specifically only the government of West German Chancellor Helmut Kohl. That conservative government, which faces heavy criticism from an antinuclear movement opposing deployment of missiles on West German territory, was described as feeling it would be aided by a VOA presence in West Europe. An America as presented to the West Germans by the VOA would, presumably, be more attractive than one presented by a domestic press grown accustomed over the years to criticizing America and overlooking the benefits America feels it has brought to West Europe. "It's not the Germans' job to explain our position and what we have done," said one VOA official.

Is the U.S. concerned about an "ugly American syndrome," which some feel took root in the minds of many in West Europe during the Vietnam war? "That was of concern even before the research," said one official. "Our main focus is on the fact there is nothing there to present our views, and to reach a broad audience." □

Court upsets IRS rule denying tax credit to variety and game shows

It says 1976 act should apply to those genres as well as to sitcoms and dramatic productions in decision on appeal by Bill Cosby and Jack Barry Productions

The U.S. Claims Court has generated encouraging news for producers of television variety and game shows who feel the Internal Revenue Service has been unjustly denying them an investment tax credit for such programs. The court held that an IRS regulation excluding variety and game shows from the credit provided in the Tax Reform Act of 1976 was invalid. Judge Alex Kozinski ruled that the regulation, adopted in 1979, was inconsistent with Congress's intent.

At issue were two cases in which entitlement to the credit was sought—one brought by Bill Cosby and his wife as producers of *The New Bill Cosby Show*, a comedy-variety show that was broadcast on CBS between Sept. 11, 1972, and May 28, 1973, and Jack Barry Productions, producer of *The Joker's Wild* game show that was broadcast on CBS between 1972 and 1975 and then went into syndication.

The critical section of the statute makes the credit available for videotapes that are

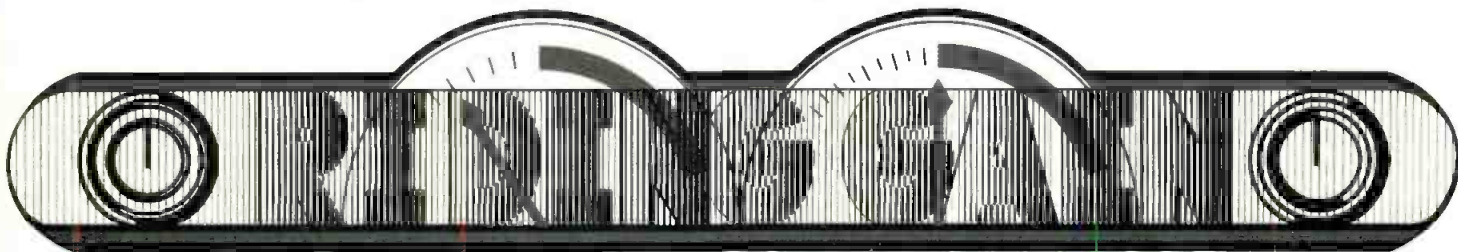
"created primarily for use as public entertainment or for educational purposes." But a tape does not meet that definition if the market for it "is primarily topical or is otherwise essentially transitory in nature." And it was in attempting to translate that language into a regulation that, Kozinski said, the IRS regulation drafters went wrong. The regulators said such programs as *The Tonight Show* and game shows did not qualify. Nor did variety shows, "since they present entertainers primarily as personalities of current interest."

Kozinski said neither the Cosby show nor Barry's was "topical" or "essentially transitory" in nature. He said the former "was created and produced for national distribution, and did not deal with issues of local or parochial interest." The monologues and comedy skits, he added, "did not deal with matters of transitory interest such as recent news events." As for *The Joker's Wild*, Kozinski said both the network and syndicated versions "were produced for national distribution; neither deals with issues of local or parochial interest." Nor, he added, "does the show deal with matters of immediate or fleeting interest." Kozinski also found it significant that both variety shows and game shows are produced with the view of repeating a number of episodes each season. That factor "strongly undercuts the notion that the market for these shows is topical or transitory."

Kozinski cited another point in support of the holding. He said one reason Congress created the tax credit was to generate jobs. "From the point of view of job creation," he said, "there is little difference between sitcoms and dramas [categories of programming the IRS said are entitled to the credit], on the one hand, and variety and game shows, on the other."

The decision follows one in March by the U.S. Tax Court that held that Goodson-Todman Enterprises could claim the credit for its *To Tell the Truth*. And if it survives the appeal some lawyers expect the IRS to take, it will open the door to the payment of claims to a number of parties making the argument Cosby and Barry did, claims that are pending in administrative proceedings. Some claims are being litigated in district court in Los Angeles. The decision in the *Goodson-Todman* case and in the two decided by Kozinski could generate a host of additional suits. Barry Productions has claims pending in administrative proceedings that cover the 10 years not dealt with in the law suit and that could mean a total payment in "the seven-figure range," according to Barry's counsel, Sheldon Cohen. The amount of tax repayment Barry would be refunded under Kozinski's decision has not yet be stipulated. Cosby has stipulated a repayment of \$183,100, plus interest.

Significant as those matters may be, they are small potatoes compared to similar cases brought by ABC and CBS. The networks say they are entitled to some \$300 million in refunds of taxes paid since 1962, when Congress first created the investment tax credit. A complication that must be resolved before the repayment of any tax—if any is warranted—is whether it is due the networks or the outside companies that produced many of the programs. □



The week's worth of news and comment about radio

News from Nairobi

Susan Stamberg, National Public Radio's co-host of *All Things Considered*, and Linda Wertheimer, NPR's political correspondent, broadcast from Nairobi, Kenya, last week, as they attended the conference to mark the end of the United Nations Decade for Women (which began at a conference in Mexico City in 1975). The broadcasts were taped, due to a seven-hour time difference between Washington and Nairobi, and intermixed with pre-produced field reports on women's issues, from around the world. The last illustrated, in "real-life settings," some of the women's issues discussed at the conference, said Ted Clark, executive producer of *ATC*, such as an evaluation of child care programs in Mozambique, Swaziland and Zimbabwe; the problems of refugee and homeless women, and the role of Islam in directing women's lives. He said about a half-hour of coverage of the conference was broadcast on *ATC* each night (including the

pre-produced freelance report).

Additionally, Stamberg focused on the NonGovernmental Organization Forum, a meeting of private organizations composed of experts in various fields related to women conducted the week before the UN conference and during the official session, NPR said.

NPR had a staff of eight people in Nairobi, including three reporters, two producers, an editor and two engineers. About \$53,000 was raised for the project, including grants from the Carnegie Corp. of New York and the Polaroid Foundation. About 15,000 delegates reportedly attended the UN and NGO conferences.


Southern exposure

Advertisers looking to extend their reach to the Caribbean islands through a single buy placed in the U.S. now have a vehicle. ZGM-FM Montserrat, West Indies, made its debut last month transmitting with 395,000 watts to 23 Caribbean islands, said Richard Weening, chairman of the station's parent company, Caribbean Communications Company Ltd. CCC is a consortium of U.S. communication executives and other investors.

"ZGM puts the time and cost of advertising in line with the market potential of the region, in contrast to buying 20 or 30 sta-

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Pioneer opening. More than 75 dignitaries from five states gathered at Yankton, S.D., on July 12 to attend ceremonies marking the official opening of new studios and office buildings for Park Communications' pioneer radio outlet, *WMAX(AM)*.

"Since *WMAX* went on the air in 1922, broadcasting at 50 watts from a rented room... this station has become one of the most important voices in America's heartland. Today, *WMAX* serves its listeners in seven states from the highest AM tower in the country," Roy Park, president of Park Communications, told the group of attendees.

"Nearly every United States President, from Franklin D. Roosevelt to Ronald Reagan, has campaigned on *WMAX*," he said. Park added that the station was the "broadcasting home of Lawrence Welk long before 'champagne music' became a household word, and Lyle Alzado's college football career was heard on *WMAX* long before he joined the Oakland Raiders."

Park noted that a fire destroyed *WMAX*'s former studios on Dec. 9, 1983. "We went off the air at 12:03 a.m., but we were broadcasting farm reports and weather just five hours later. The station's staff knew that the farmers in 233 counties in five states were counting on *WMAX*." Park said that since he purchased his first broadcast property 23 years ago, *WNCN-TV* Greenville, N.C., his "specialty" has been service to farm families. Among those who attended the grand opening was South Dakota congressman Tom Daschle.

Besides South Dakota, *WMAX* radio serves the states of Nebraska, Kansas, Iowa and parts of Minnesota and Missouri. "This is the largest land area covered by any daytime radio signal in the U.S.," said Park.

Park Communications, which acquired *WMAX(AM)* in 1968, invested more than \$1.3 million in the station's new 10,000-square-foot headquarters. Pictured at the *WMAX* ribbon-cutting ceremony are Park and Daschle.

tions with all of the associated hassles of transportation, foreign currency and affidavits," said Weening. Among the national advertisers already on the station are: Kimberly-Clark, Michelin tires, Sealy mattress and Hunt-Wesson.

The station, billed as GEM Radio FM 94, programs Satellite Music Network's "Starstation" adult contemporary format (85%) along with some Caribbean music slotted during different time periods in the week, said Weening. He added that the station will air reports from the Associated Press, including general, business and sports news from the U.S., the United Kingdom and Western Europe. ZGM will also air Caribbean regional news and weather.

Spot sales, placement and billing will be handled by ZGM's U.S. office in Milwaukee under the direction of David Nelson, who also serves as president of AgriData Resources, Inc. For information, call (414) 273-0873.

Arbitron survey

A new map showing all radio metro survey areas in the country is being published by Arbitron Ratings. Arbitron says the map will identify all radio metros, show what ADI's (areas of dominant influence) the metros are in and indicate the size of the population in each market. Large and in six colors, the map will also show—among its other features—embedded metros within radio metros and condensed markets, with metros color-coded for six size levels: 1-10, 11-25, 26-50, 51-100, 101+ and condensed.

"The radio metro map gives ad agencies the ability to coordinate both radio and TV media planning efforts by relating the 260 radio metros to the 211 television ADI's," Arbitron said. "Both radio and TV stations can use it for planning promotions on other media and to demonstrate their coverage. It will also be useful to national and regional advertisers—dealer groups and franchises—who need to match advertising with product distribution."

Wire service expansion

Associated Press Network News is expanding its regional coverage and will open a new bureau in Chicago, said Jim Hood, deputy director of AP Broadcast Services.

Plans call for bureaus in New York, Chicago, Los Angeles and Dallas to be in charge of feeds for the Northeast, Midwest, West and Sunbelt regions, respectively. "We want our regional reports to be timely, relevant and useful. The best way to do that is to assemble them in each region," said Hood. Previously, AP Network's Washington head-

Devlin connection. Rick Devlin, vice president and director of ABC's Talkradio network, has resigned. He told BROADCASTING that his parting with ABC was due, in part, to the uncertain future of ABC's radio networks when Capcities takes over and, more important, a desire to get involved in station ownership. The former ABC Radio executive said he also may consult talk-formatted stations.

Talkradio, which airs on nearly 100 stations, should be close to or at the break-even point by year's end, Devlin said.

Ballots out. Nominees for the National Radio Broadcasters Association's five, two-year director-at-large seats are: Sue Dalton, WXP-AM-FM La Plata, Md.; Joseph L. Dorton, Gannett Radio Division, St. Louis; Janet Evans, WBTH-AM-WXCC(FM) Williamson, W.Va.; Martin Greenberg, Duffy Broadcasting, Dallas; Carl E. Hirsch, Malrite Communications, Cleveland; Art Kellar, EZ Communications, Fairfax, Va.; Phil Roberts, Masla, N.Y.; Jeff Smulyan, Emmis Broadcasting, Indianapolis; Nick Verbitsky, The United Stations, New York, and Norman Wain, Metroplex Communications, Cleveland. Election results will be announced later this month, NRBA said.

quarters oversaw the regional reports.

The Eastern regional bureau in New York will be handled by AP correspondent Warren Levinson, while Ted Hampson, reporter for the AP news wire service, will handle the new Midwest operation. In Los Angeles, AP correspondent Brian Bland, who already prepares two daily California news feeds, will head the Western operation, and Brad Krohn, news editor for the Texas AP Network's Dallas bureau, will be in charge of the Sunbelt reports. Each of the regional bureaus will prepare two daily feeds, one for afternoon drive and one for morning drive, said Hood.

Additionally, the network plans to make the top stories from each region available to stations across the country as part of a new series called, "Drive-time Focus."

Generic promos

The National Radio Broadcasters Association is surveying its membership to determine interest in implementing a "specialty advertising/promotional item cooperative program." Items bought in bulk and offered through the program would carry a generic radio slogan and the call letters and tele-

phone number of the individual station.

Working together

For the first time, 12 Cincinnati radio stations are airing public service announcements featuring general managers of competing stations. The campaign is part of the Greater Cincinnati Radio Broadcasters drive to create awareness of the dangers of drunk driving. "It's unique, it's an attention-getter and it's one of the few times that 12 very different radio stations have been able to agree on anything," said Jim Stanton, general manager of WJQO-AM-WUBE(FM) Cincinnati who conceived the campaign. Other stations involved in the campaign are: WBLZ(FM), WEBN(FM), WKRC(AM), WKRO(FM), WLW(AM), WLLT(FM), WSAI(AM), WSKS(FM), WWEZ(FM) and WKXF(FM).

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Speakers take the high road in addressing NY broadcasters

Chancellor, O'Connor and Cuomo talk of responsibility and rights of journalism; controversy over beer-wine advertising evident at panel session on issue

The New York State Broadcasters Association almost cornered the market on speakers last week, attracting the governor, the cardinal, the mayor of the state's largest city and a leading light of the Fifth Estate to address it in White Plains.

NBC commentator John Chancellor, in an after-dinner speech on the second evening of the conference, focused on television and terrorism. Referring to the recent TWA hostage crisis, Chancellor said that, too often in Beirut, "we didn't own the story. The story owned us." With terrorists finding television a more "congenial" medium than print, Chancellor advocated taping stories to allow time for editorial consideration. "We have to learn to differentiate, it seems to me, between journalism and technology," he said. "Journalism is not as vulnerable to terrorism as technology is vulnerable to terrorism. When the networks show a press conference live, that's not journalism, it's electronics," he said. "Journalism involves editing, putting things into perspective, providing background to what's going on."

Chancellor also saw a danger of "institutionalizing" crises, as when the networks ended each nightly news broadcast during the Iranian hostage crisis by numbering the days of captivity. "You can get yourself so boxed in with these things [that] it gets hard to lead normal journalistic lives," he said.

But Chancellor's comments were not without a defense of the coverage. "I think what we did in the hostage story was cover-



Reilly, Mahoney, Shea, Roth and Hacker

age that was inescapable," he said. "I don't see how you could have turned down most of that coverage." The story of 40 Americans who might lose their lives was "extremely important and dramatic," he said. But in the same way that the public disapproves of exit polls—which in Chancellor's estimation are "never wrong"—the public disapproved of the networks' accurate coverage of the hostage story, Chancellor said. "The people don't object so much to the accuracy of our information," he noted. "They object to the coverage itself."

Referring to viewer objections about reporters appearing not to treat public officials in a deferential way, Chancellor remarked that it is "part of the work of journalism" to ask hard questions and to get the story. The problem occurs, he said, when what is an "honorable process" in journalism is observed by people "who don't know much about journalism," he said.

Remarks similar in their concern for the role and responsibility of journalists were expressed by Cardinal O'Connor. "You are professionals in your field," he told the audience. "It's a noble field; you are communicators." The symbol of the communicator is the winged Mercury, O'Connor said, and Mercury's goal was to transmit the truth. "The people deserve the truth," he said. The journalist's role is "not to distort it, not to pervert it, not to sensationalize it." He urged the journalists: "Recognize the nobility of

your profession. Recognize the potential of your profession. . . . You have an absolutely incredible potential for good."

O'Connor said he felt journalists take a certain amount of deserved criticism, but implied that the medium's potential for good outweighs that. "With 30 seconds of time given to me free on television or radio, I reach more people than Christ reached in a lifetime—in 33 years," he said.

Governor Cuomo reprised the remarks he made to the National Association of Broadcasters convention in Las Vegas (BROADCASTING, April 22)—a speech that emphasized the genius and importance of the First Amendment and broadcasting's legitimate claim to its protections. "You are just as vital to freedom of speech as the newspaper and the periodical—indeed, without intending any slight on my friends in the world of print . . . your capacity to do all the things that the press does is in some ways even greater than theirs. Your reach, your impact, your ability to inform continue to grow from an already immense base. It seems to follow that you should have the same freedom that is now enjoyed by the print media."

Television may once have been only an emerging medium whose power and force were unknown and, in the minds of many, may have needed government supervision, the governor said. "But as you have developed and matured," he said, "you have made it clear that there is less need for a Big Brother and more good reason to remember the sound concerns that taught the authors of the First Amendment to keep our forms of expression as free as possible. When it comes to the content of radio and TV programing I think that the competition of the marketplace has given us all the protection we need." Cuomo cited his own experience with the abundance of television programing available in Albany: "I have so many buttons available that it drives me crazy."

The governor spoke briefly of the corporate takeover bill that awaits his signature—and about which he has been agonizing for several weeks. But he concealed his intentions in a jest:

"Everybody asks me about the corporate takeover bill and Ted Turner and CBS. That's



On hand. Attending the New York State Broadcasters Association meeting were (l-r): Randy Bongarten, president, NBC Radio; O'Connor; Chancellor; Tony Malara, president, CBS-TV, and Richard Novik, president, New York State Broadcasters Association.

a very complicated situation, and I've heard from Mr. [Thomas] Wyman [the CBS chairman] and I've heard from Ted Turner and I've heard from lawyers and I've heard from businesspeople. We're studying it now and I'm desperately trying to find a way out of this morass, because it is that. I'm working on a compromise—actually, what I'm trying to do is to get Bill O'Shaughnessy and some of his rich Republican friends to buy both CBS and CNN."

New York City Mayor Ed Koch, who recently announced his intention to run for reelection, addressed NYSBA members in a morning session. He said that, while he "has no complaint in broad outlines" of media coverage of him, he does have a list of five reporters who will never be granted interviews. "When I tell the whole story, warts and all, and they only report the warts, then I no longer give an exclusive interview," Koch said.

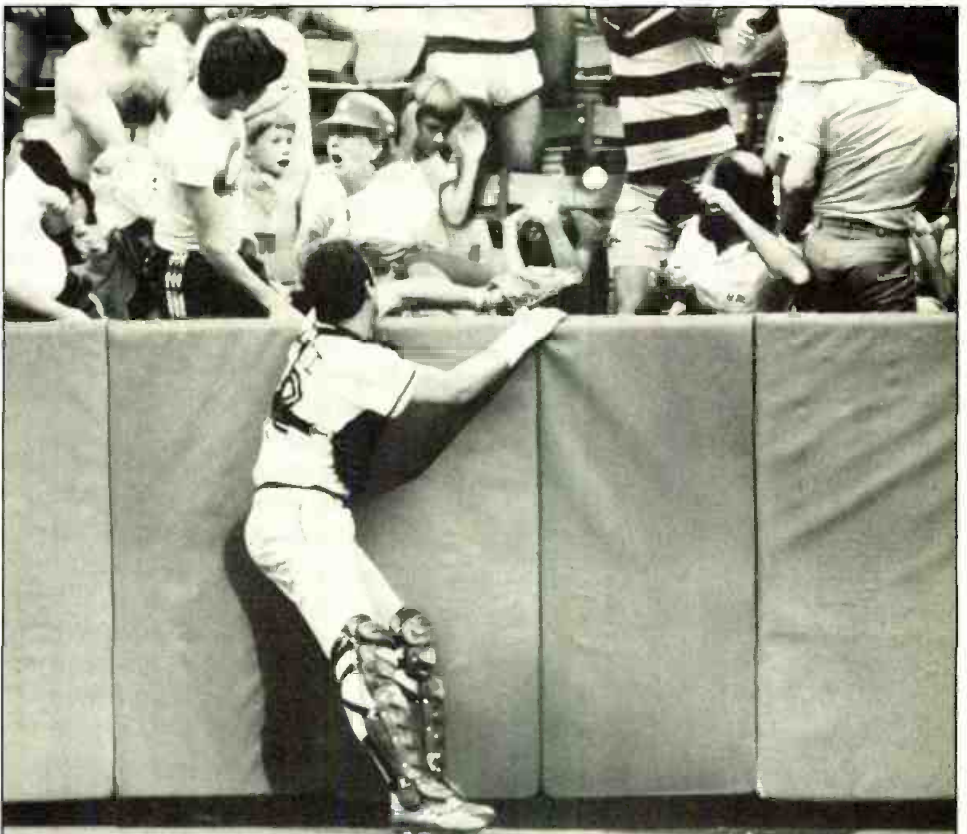
Those who expected controversy at the NYSBA session on beer and wine advertising were right on target. One panel featured George Hacker of Project SMART (Stop Marketing Alcohol on Radio and Television) and Paula Roth of the National Council on Alcoholism, arguing for the banning of beer and wine advertising, versus Donald Shea, of the U.S. Brewers Association, and Terry Mahoney, of NBC, defending the freedom to advertise. Joseph A. Reilly, executive vice president of NYSBA, served as the session's moderator.

Much discussion centered on a bill introduced recently in Congress by Representative John F. Seiberling (D-Ohio), calling for mandatory counteradvertising. (Governor Cuomo, in his address, assured NYSBA members that he opposes "bans.") While Hacker and Roth supported the bill as a means of eliminating potential accidents and injuries brought about by the commercials, Shea and Mahoney asked for evidence of a direct relationship between alcohol advertising and abuse, cautioning that such a ban would challenge the First Amendment.

Hacker's remark that "We are pleased that there has been a substantial response to our concerns in the broadcasting community" but that it was a "wonder" how the pressure of those concerns "can bring out enlightened self-interest in the American business community" brought groans of disapproval from the strongly partisan audience.

Hacker argued for the pursuit of "basic solid information," such as content labeling on alcohol products and warnings for "high risk groups" such as pregnant women and adolescents. He went on to equate "porno lyrics" with beer advertisements and to say that "we'd all be shocked" if the same number of high school seniors who admitted to drinking—90% in his estimation—admitted to having sex. Hacker's statement was greeted with laughter.

Indeed, Hacker and Roth were put on the defensive when Oscar Wein, owner of WDLCA(M)-WTSX(FM) Port Jervis, N. Y., said, "I resent SMART telling me I don't know how to run my business. I resent SMART taking away my First Amendment rights." Wein encouraged SMART to look at the broadcasting business, which he said could "pay off the national debt" with the time it



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grants to public service announcements, including those against alcohol abuse.

"These arguments have a superficial appeal," said Mahoney of pro-ban or counter-advertising pleas. Mahoney said that he rejects the term "counteradvertising" because it presumes there is something about com-

mercials for beer and wine "that raises an issue." As for NBC, he said that through affiliates "we are already doing what we can in our communities." He said that NBC takes the long-term view that the "complex causes of alcohol abuse" need to be researched. □

above average terrain. *Broker: Kozacko-Horton Co.*

KTMS(AM)-KKOO(FM) Santa Barbara, Calif. □ Sold by News-Press Publishing Co. to F&M Broadcasting Inc. for \$2 million cash. **Seller** is subsidiary of Independent Publications Inc., Bryn Mawr, Pa.-based newspaper publisher, headed by William L. McLean, chairman. It publishes *Santa-Barbara (Calif.) News-Press* (which is in negotiation for sale to *New York Times*), *Nashua, N.H. Telegraph*, two other daily newspapers and 12 weeklies. **Buyer** is equally owned by Harry S. McMurray and F. Robert Fenton. It owns KCEY(AM)-KMIX-FM Turlock, Calif. McMurray also owns KATO(AM)-KXXQ(FM) Safford, Ariz. Fenton has interest in KHSN(AM)-KOOS(FM) Coos Bay, Ore., and KMYC(AM)-KRFD(FM) Marysville, Calif. KTMS(AM) is on 1250 khz with 2.5 kw day and 1 kw night. KKOO(FM) is on 97.5 mhz with 16 kw and antenna 2,900 feet above average terrain. *Broker: Lincoln Dellar & Co.*

KREO(FM) Healdsburg-Santa Rosa, Calif. □ Sold by Finley Broadcasting Co. to North Coast Communications Inc. for \$2.5 million cash. **Seller** is owned by G.W. Hank McCullough, John A. Simpson and four others. **Buyer** is owned by Evert B. Person, president, and Frank McLaurin, VP and general manager. It also owns co-located KSRO(AM). KREO is on 92.9 mhz with 2.3 kw and antenna 1,950 feet above average terrain. *Broker: Blackburn & Co.*

KOFO(AM)-KKKX(FM) Ottawa, Kans. □ Sold by MAR-WA-KA Broadcasting Co. to Key-market Communications of Kansas Ltd. for \$900,000, comprising \$250,000 cash and remainder note. **Seller** is owned by Fred I. Shaffer, and his son, Fred III. It has no other broadcast interests. **Buyer** is owned by Paul Rothfuss, Kerby Confer and Donald Ault. It is subsidiary of the Keymarket Group, Aiken, S.C.-based station group of five AM's and eight FM's, principally owned by Confer and Rothfuss. KOFO(AM) is daytimer on 1220 khz with 250 w. KKKX(FM) is on 95.7 mhz with 100 kw and antenna 300 feet above average terrain. *Broker: John Mitchell & Associates.*

WNBS(AM)-WAAW(FM) Murray, Ky. □ Sold by Timkay Inc. to Murray Broadcasting Co. for \$800,000 cash. **Seller** is owned by Glen Wilcox, his wife, Fransuelle W. Cole, and their son, T.C. Wilcox. It has no other broadcast interests. **Buyer** is principally owned by Edward B. Fritts, president, and two others. He also owns 2.5% of WPAD(AM)-WDDJ(FM) Paducah, Ky. Fritts is father of National Association of Broadcasters, president, Edward O. Fritts. WNBS(AM) is on 1340 khz with 1 kw day and 250 w night. WAAW(FM) is on 103.7 mhz with 100 kw and antenna 300 feet above average terrain.

WNON(FM) Lebanon, Ind. □ Sold by Broadcast Communications Inc. to Boone County Broadcasters Inc. for \$305,000, comprising \$120,000 cash and remainder note at 11%, amortized over seven years, with balloon payment at end of eighth year. **Seller** is owned by Emmett E. DePoy, who also owns WFBM(AM) Noblesville, Ind. Station was originally sold last year ("Changing Hands," Oct. 15, 1984), but deal fell through. **Buyer**

Changing Hands

PROPOSED

KBZT(FM) San Diego □ Sold by Alta Broadcasting Co. to Sandusky Newspapers Inc. for \$9,670,000, comprising \$4,970,000 cash and remainder note, adjusted by assumption of liabilities. **Seller** is owned by Jim Levitt and his brother, John. It also owns KEZR(FM) San Jose, Calif. **Buyer** is Denver-based station group of two AM's and five FM's, principally owned Susan E. White, Alice M. Rau and David R. Fullmer. It publishes *Sandusky (Ohio) Register*, and through subsidiaries, publishes *Kingsport (Tenn.) Times-News*; *Reflector-Herald*, in Norwalk, Ohio, and *Grand Haven (Mich.) Times*. KBZT is on 94.9 mhz with 1.9 kw and antenna 1,850 feet above average terrain. It holds CP for 21.8 kw and antenna 701 feet above average terrain.

WCFI(FM) Daytona Beach, Fla. □ Sold by S&F Communications to Duffy Broadcasting Corp. for \$7,350,000 cash. **Seller** is Baltimore-based station group of one AM, three FM's and one TV, principally owned by

Steve Seymour and Stuart Frankel. **Buyer** is Dallas-based station group of three AM's and three FM's, principally owned by Robert J. Duffy, Martin G. Greenburg and Patrick Delaney. It sold KCNR-AM-FM Portland, Ore., two weeks ago ("Changing Hands," July 15). WCFI(FM) is on 101.9 mhz with 100 kw and antenna 581 feet above average terrain. *Broker: Robert A. Chaisson Inc.*

WOCB(AM)-WRZE(FM) West Yarmouth, Mass. □ Sold by WOCB Acquisition Corp. to Patch-Dunn & Associates for approximately \$4.7 million, comprising \$2 million cash and remainder note. **Seller** is subsidiary of Sillerman-Morrow Broadcasting, which also owns WHMP-AM-FM Northampton. It is owned by Robert F.X. Sillerman, Bruce (Uncle Bruce) Morrow and two others. **Buyer** is principally owned by Kenneth J. Patch and family. Patch is former owner and general manager of WCIB-FM Falmouth, Mass. It has no other broadcast interests. WOCB is on 1240 khz full time with 1 kw. WRZE is on 94.9 mhz with 50 kw and antenna 245 feet

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is owned by David C. Keister (85%) and John R. Dotas (15%). It also owns WMCB(AM)-WCBK(FM) Martinsville, Ind., WIFE(AM)-WCNB(FM) Connersville, Ind., and WOFR(AM)-WCHO(FM) Washington Court House, Ohio. WNON is on 100.9 mhz with 3 kw and antenna 300 feet above.

For other proposed and approved sales see "For the Record," page 98.

ALF wants input on PBS series

Washington group says it's afraid of liberal bias in project in works, asks for documents showing tack show's producers are taking

In the wake of the Public Broadcasting Service's decision to air a conservative organization's criticism of its prize-winning, 13-part series, *Vietnam: A Television History* (BROADCASTING, July 1), another conservative group has taken steps to "balance" the perspective of a PBS project about Russia, still in development, that it perceives as having a "built-in pro-Soviet bias."

The American Legal Foundation, a Washington-based public interest law center, has voiced its concerns to PBS over the past year that a proposed 10-part PBS series, *Who Are the Russians? 1917 to the Present*, will "amount to little more than sophisticated pro-Soviet propaganda" by the time it is expected to air in 1987. It has asked PBS for internal documents and memos relating to the series, which it said would "greatly facilitate ALF's understanding of the direction in which the series is moving."

Among ALF's specific concerns, according to ALF special assistant to the general counsel, Jay H. Feaster (who is responsible for "monitoring the development" of the series), are the "liberal credentials" of the series' academic advisers and others involved in the project, the percentage of public funds used to make it and the involvement of the Soviet government in the production and filming of on-site segments. Additionally, ALF has criticized a 36-page outline of the series for excluding mention of "Soviet

More LPTV's. The FCC has tentatively granted the low-power television applications of Mountain TV Network for chs. 52, 58, and 60, Rugby, N.D., and ch. 67, Colome, S.D. It also has tentatively granted LPTV applications of Stanley G. Emert, ch. 30, Westwood, Calif.; Wireless Cable Broadcasting Co., chs. 63 and 65, Antonino, Kan.; Dull Knife Memorial College, ch. 7, Northern Cheyenne Indian Reservation, Mont.; William M. Holdinghausen, ch. 22, Westwood, Calif.; Russell Communications, ch. 4, Farmington, N.M.; Community Television, ch. 43, Buck, N.C.; state of Alaska, ch. 4, Adak, and ch. 9, Nome, both Alaska; Ponyland Broadcasting Co., ch. 39, Des Moines, Iowa; American Lo-Power Television Network, ch. 39, Ottumwa, Iowa, and Localvision, ch. 26, Bullhead City, Ariz.

Congressional fete. The National Association of Broadcasters children's television committee is hosting a luncheon next Wednesday, July 31, to focus attention on local broadcasters' children's television efforts. NAB has invited FCC commissioners, congressional wives and representatives of the PTA and educational community. Rhoda Glickman, wife of Representative Dan Glickman (D-Kan.), and Catherine Stevens, wife of Senator Ted Stevens (R-Alaska), assisted NAB in organizing the luncheon, which will feature a 20-minute tape of programs selected in April to receive the association's "Service to Children" award. NAB President Eddie Fritts will address the group following the tape presentation, and Jack Blessington, vice president, CBS/Broadcast Group, will speak after the luncheon.

KGB efforts to foster global terrorism," and for no mention of Russian dissident and author, Alexander Solzhenitsyn.

Russian's producers have no intention of opening up its files on the program, however, according to Peter McGhee, project director for the series at noncommercial WGBH-TV Boston.

PBS director of news and public affairs programming, Barry O. Chase, said in a letter to ALF general counsel Michael McDonald, dated Sept. 11, 1984, that he did not "find the 'ideological uniformity' that you do in the present makeup of experts; nor do I believe that the producers will limit themselves or 'tilt' toward one or another end of the spectrum of views on the Soviets." Additionally, Chase said that if PBS "gave up on every project about a country where there is 'involvement in and control' of filming by the government, you'd never see a thing on PBS about most places in the world, including not only the USSR, but China, Guatemala, Vietnam, Chile, Saudi Arabia, Cuba, South Africa, and others...."

In correspondence to Feaster dated May

22, 1985, Chase referred the ALF to McGhee, and said that the latter had no "special responsibility to keep ALF informed of, or involved in, the development of *Who Are the Russians?*" While he may choose to share with you public documents concerning the series, he is," Chase said, "in our view, under no obligation whatever to do so. And certainly he is under no obligation to treat ALF as a colleague, as your letter seems to suggest."

In a subsequent letter, McGhee wrote to ALF on June 25 that "as with other works in progress, what it is and how it is evolving as an idea is not something which we feel it would be proper for us to discuss with interest groups...." He added that it is "our duty to be familiar with all points of view on this or any subject and in pursuit of that basic duty would welcome your sending us the names of experts or scholars and basic scholarly work which you think should be considered in any dispassionate inquiry on the subject."

According to a statement by ALF released July 5, McDonald "greeted McGhee's an-

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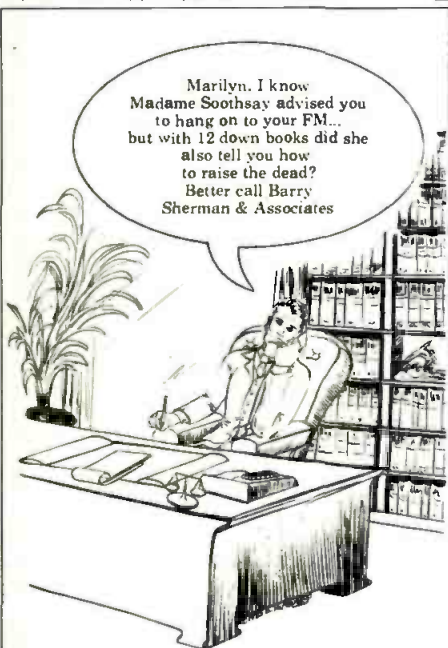
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nouncement with cautious optimism," and said that the latter's "decision to consider including our academic advisors is a positive step in the right direction." ALF also said that the McGhee letter "appears to signal a change in thinking on the part of PBS," which may be due in part, McDonald said, to the recent airing of the Accuracy in Media documentary, *Vietnam: Op Ed—An Inside Story*, which he took "as an indication of PBS being more receptive to various points of view."

Told about ALF's statement, McGhee characterized his letter to ALF as "essentially a brush-off." It signaled "no change in our plans," he said.

Also in response to ALF's release, Chase told BROADCASTING that PBS has always been receptive "to various points of view" and has always talked about "broadening the discourse" on various subjects. He said that McGhee's statement to the ALF was "less than" what McDonald "wants to make it."

Chase took issue with ALF's statement that McGhee was considering "including our [ALF's] academic advisers." There "may well be some overlap" between advisors and experts suggested for the series by WGBH-TV and those offered by ALF, Chase said. "The important principle," he said, is that the "producer is in control" and has been trying "to do a responsible job from the beginning." McGhee said WGBH-TV's advisory panel for the program comprised "leading scholars representing the spectrum of opinion," drawn more from the middle, more than "extremes," and nobody "who you would call soft on the Soviets." □



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Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS **
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	Fourth	\$4,596	-14	(\$3,633)	NM	(\$1.00)
Burnup & Sims	Fourth	\$43,821	-5	\$2,304	NM	\$0.25
	Year	\$180,111	11	\$14,613	NM	\$1.62
CBS	Second	\$1,231,600	4	\$69,300	-22	\$2.33
Dow Jones	Second	\$265,100	7	\$38,100	2	\$0.59
General Electric	Second	\$6,840,000	3	\$590,000	2	\$1.30
Lorimar	Third	\$105,402	58	\$3,981	194	\$0.50
MGM/UA	Third	\$145,031	-10	\$14,257	155	\$0.29
Park Communications	Second	\$29,047	6	\$4,195	12	\$0.46
Scott Cable	Fourth	\$2,855	17	\$1,018	232	\$0.39
Time	Second	\$864,090	12	\$60,218	—	\$0.94
Westinghouse	Second	\$2,557,500	—	\$143,900	12	\$0.81

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

■ For year ending March 28, 1984, **AM Cable TV Industries** lost \$6.2 million. In fourth quarter of same year company lost \$3.5 million. ■ **Burnup & Sims** had net loss of \$2.2 million in fourth quarter of fiscal 1984, and net loss of \$4.6 million for full year. ■ (See **CBS** earnings story ["Top of the Week," July 15].) ■ Operating income of **MGM/UA** declined 13% to \$23.9 million and increased net interest lowered income before income taxes 66% to \$4.6 million. Increased net income is due to \$18-million turnaround in federal income tax benefits. ■ **Park Communications** said operating cash flow increased 11% to \$6 million. ■ In third quarter of previous year, **Pico Products** had net income of \$168,263. ■ **Scott Cable's** fourth-quarter net income includes gain of \$698,000 on sale of cable system. ■ Operating income of **Time** increased 10% to \$121.7 million but net interest declined \$10 million, largely because of Southern Progress Corp. acquisition. Video Group revenue increased 9% to \$337.5 million and operating income increased 12% to \$58.7 million—still only 8% above operating income of two years ago. Company said: "Home Box Office Inc. had higher profits for the quarter, despite flat subscriber totals so far this year. At American Television and Communications Corp. both basic and pay subscriber counts increased and profits were up." □

Taking slash out of MGM/UA. MGM/UA is planning restructuring company, in move that might lead to creation of separate television production company. Proposal, which has been approved by executive committee of board, suggests that current shareholders, in effect, purchase United Artists film library from parent company, along with 50% ownership of film distribution unit. At \$10 per share, recapitalization would add \$500 million to MGM coffers. United Artists would become separate company with own board. MGM/UA Chairman and Chief Executive Officer Frank Rothman told BROADCASTING, "The present television production unit will remain with MGM. UA, if it desires, would start up, their own operation. . . That in part would depend on what the new board of UA would want to do, but I am reasonably certain that they would want to get into production." Kirk Kerkorian, 50.1% owner of MGM/UA, has indicated he would be part of offering and would thus continue ownership of both companies. Rothman denied that purpose of setting up separate companies is to later sell one of them, calling idea "preposterous." He confirmed that MGM/UA had been approached by several interest suitors, but said RCA was not one of them. □

Different drummer. Rapidly rising station prices are "foolish" according to Edward S. Hadas, vice president for Boston-based investment firm, David L. Babson & Co. In recently issued report, "The Latest Speculative Bubble: Television Broadcasting Properties," Hadas said broadcasting industry is currently laboring under impression that advertising will continue increasing as percentage of gross national product, while, in fact, that ratio has historically tended to be cyclical. "In the 1970's when it was declining, people thought it was going to decline forever," he told BROADCASTING, adding that it was equally mistaken to assume opposite. Signs that advertising proportion of GNP is headed for decline, he said, include fact that "below expected" spending this year comes despite general strength in consumer sector: "It's the production sector that is weak." □

Getting protection. Joining ranks of Fifth Estate companies that are making takeovers more difficult through corporate by-law changes is Taft Broadcasting Co. In proxy statement, company has asked shareholders to change current annual election of all directors to staggered elections—with one-third of board up for election each year. Other changes requested in by-laws include ending right to nominate director from floor of annual meeting; preventing amendments of bylaws to permit stockholders to call special meetings, and requiring that business combination with group holding 20% or more of company's shares satisfy minimum price requirements or receive at least two-thirds shareholder approval (including 50% vote outside minority group) or by majority of company's disinterested directors. These and other matters will be considered at tomorrow's annual meeting at company's headquarters in Cincinnati.

TELECASTINGS

Like father...

Ron Reagan, the President's son, has signed a "multifaceted" one-year agreement with ABC Entertainment to be an entertainment journalist and reporter, it was announced last week. ABC Entertainment vice president for special projects and senior executive in charge of talent, Gary L. Rudney, said in making the announcement that Reagan "has shown remarkable development as a journalist and a broadcaster," adding that "his services will be a great asset to ABC." Rudney said that interest in a programing vein was expressed by KABC-TV Los Angeles vice president and general manager Tom Van Amburg. Rudney also said that Reagan could possibly be used in a show in development, as well as on *Good Morning America*. "There's no one thing yet," he said of the network's placement of Reagan, adding that "experimenting and testing" were yet to be done.

Reagan was first seen in his new job with ABC on *ABC Wide World of Sports* this past weekend in connection with the broadcast of the Mita Tennis tournament, a cerebral palsy benefit. Reagan will be based in Los Angeles.

Encore

NATPE will hold its second annual production conference, in St. Louis, June 19-22, 1986. Exhibitors and delegates voted at the first conference in June of this year to hold a second conference, but to change the date. Past NATPE president, Stan Marinoff of WISN-TV Milwaukee, will be the conference chairman. All original exhibitors have agreed to return.

On the track

NBC Sports planned to have "fist-sized minicams" aboard two cars in the CART Michigan 500 yesterday (July 21), showing the drivers' views at speeds up to 220 mph, during NBC-TV's flag-to-flag coverage of the race.

The camera technology, developed primarily by NBC engineers as part of an ongoing effort to convey the sensation of Indy car speed to TV viewers, was tested last year and made its 1985 debut in the U.S. Grand Prix on June 30. It provided live coverage through the early stages, including the driver's view when his car was clipped from behind and put out of the race—along with the camera.

For the Michigan 500, the production team hoped to double its chances by using two cameras, one mounted in the car driven by Bobby Rahal, the other in Al Unser Jr.'s. The components varied in size, from as little as six pounds to no more than 14 pounds. The signal was to go from the cameras to a

receiver atop a 17-foot crane on the track infield and cabled from there into the mobile unit production truck for transmission.

Viacom acquisition

Viacom Enterprises has acquired international distribution rights from Dino De Laurentis for a package of 18 films, including the "Dune" science-fiction feature; "Ragtime," starring Howard Rollins Jr. and James Cagney; "The Bounty," with Mel Gibson and Anthony Hopkins; Ingmar Bergman's "The Serpent's Egg," starring Liv Ullman and David Carradine; John Wayne's final picture, "The Shootist," and several successful sequels to previous hits: "Halloween II" and "Halloween III," "Amityville II" and "Amityville 3-D" and "Conan the Destroyer" with Arnold Schwarzenegger.

AgriData service

Satellite Data Network, a subscription business data service for owners of personal computers and home satellite receive units, is due to start July 31, with AgriData Resources Inc. managing and operating the

service and Satellite Broadcast Network providing a data demodulator and transponder channels on Galaxy I.

Spokesmen said subscribers may purchase the SBN DM-1000 data demodulator for \$379 and then choose—for \$28 a month (\$289 a year if paid in advance)—either a basic general business package or basic agricultural information package with more than 50 continuously updated reports. Supplemental packages of information on specific subjects, such as corn and soybeans, livestock, weather, or the New York Stock Exchange and financial markets are also available at monthly charges ranging from \$25 to \$50 each, depending on type and source of data and frequency of update. The service was said to work with IBM PC's and compatibles, Apple MacIntosh, Tandy 1000 and 2000 computers.

AgriData Resources Inc. operates AgriData Network, which serves agriculture with dial-up and leased-circuit business information retrieval. The new Satellite Data Network will be driven and controlled from AgriData's central network processing center in Milwaukee.

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Engineers lobby FCC

Executive committee members of the Society of Broadcast Engineers have visited the FCC to press their case for rule changes for TV auxiliary and aural station-to-transmitter links.

Heading the group was Richard Rudman, chief engineer of Group W-owned KFVB(AM) Los Angeles and SBE president since April. Rudman has been urging the 5,000-plus member organization to speak more authoritatively to the commission on various technical issues and now temporarily chairs the society's FCC liaison/technical advisory committee.

At the top of the organization's agenda during its visit were the commission proposals for channel-splitting for the 2 ghz and 7 ghz band widely used in TV electronic newsgathering and the 950 mhz band used for radio STL's, proposals for "spectrum efficiency" which several broadcaster organizations have reacted to uneasily.

According to SBE's filings with the commission, the proposal to channel 2 ghz and 7 ghz bands into 1 mhz segments doesn't provide the flexibility broadcasters and those involved in frequency coordination need in real-time TV ENG operations, and suggested instead that the FCC consider a 125 khz channeling alternative.

Others in the industry, including the National Association of Broadcasters, have also argued that 1 mhz channeling does not account for the current lack of available fixed STL equipment incorporating 1 mhz offsets, or its potential incompatibility with existing technology.

In meetings with members of the FCC's Mass Media Bureau and Office of Science and Technology, the SBE representatives expressed a different set of concerns regarding the channeling-splitting program for the 950 mhz aural STL band. The group believes the commission's 25 khz segmenting of the band is "sound," but is strongly against allowing land-mobile operators to share the service with broadcasters using fixed links.

SBE argued there is already no spectrum for stations in many severely congested



Rudman

markets to operate high-quality wireless remote pickup equipment and keep a "reasonable" expectation of completing even a 15-minute program from the field without serious impairment due to interference.

Cited as an example is the situation for the 450 mhz in markets such as New York, Los Angeles, Chicago and others, which the SBE claims have been "rendered useless" because of untraceable short-term interference from mobile services, high-power paging operations and repeaters.

Also raised in the proposed rulemaking is 13 ghz fixed link sharing between private microwave, cable operators and broadcasters, which SBE believes has been successful, although it suggests limiting new private operators on major channels.

The SBE executive group includes past president Roger Johnson of KOY(AM) Phoenix; Jack McKain of Kansas State Network in Wichita; Brad Dick of KANU-KFKU Lawrence, Kan.; Wally Dudash of Group W in Stamford, Conn.; Chuck Kelly of ITC in Bloomington, Ill., and Andy Butler of Doubleday Broadcasting Co. in New York.

Fiber installed

Providence, R.I.-based cable operator Colony Communications has completed the installation of a new multichannel fiber optic supertrunk linking it with the parent corporation, Providence Journal Co. The system

was developed by Pirelli Optronics of Meriden, Conn., which demonstrated the single-mode fiber technology at the National Cable Television Association in June, with 16 video channels at better than 53 db signal-to-noise-ratio going 12 miles.

Conus talk-back

Hubbard Communications and Modulation Associates have reached an agreement for the Mountain View, Calif.-based equipment manufacturer to supply Hubbard's Conus Communications Ku-band satellite newsgathering service with two-way communications gear, the companies announced.

The Modulation Associates-designed voice and data network will provide two-way, multichannel communications between the Conus master control center in Minneapolis and Newstar SNG vehicles owned by 23 stations around the country.

Although the companies declined to provide full details on the technology for proprietary reasons (Conus reportedly supplied little or no information to network engineers who recently visited Conus facilities), the transmission method will provide communications channels independent of video, such as an engineer's private line, IFB line and digital data channels.

Ad Audit okay

The National Association of Broadcasters has recommended that the FCC approve a system to audit TV commercials using vertical blanking interval codes, as long as licensee retain "ultimate control" over the transmitted signal and the coding is limited to line 22 of the VBI, which is overscanned by most receivers and so will not interfere with the broadcast picture. Requests for commission approval of the coding system were made by Ad Audit of Alexandria, Va., which developed the system.

Nisus clarification

Nisus Video Inc., developer of CCD camera shutter technology, has issued a statement clarifying a technology-sharing agreement made with RCA Broadcast Systems last December. Previous comments from Nisus had led to "published misinterpretations" of contractual obligations between it and RCA, according to J. Coleman Streater, Nisus president.

RCA, which evaluated the Nisus variable-speed shutter for possible use in RCA's CCD broadcast cameras, is not committed to use the development, Streater explained. Nor is Nisus committed to provide, sell, or license its technology to RCA, he added. Prior statements had implied the reverse.

"We at Nisus assume full responsibility for the miscommunications which may have occurred," Streater said. "Should the evaluation, which is currently in process, be successful, we would expect an agreement incorporating such commitments to be completed at that time."

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Study projects barter, cable advertising to take bite from three networks

Authors say competition will mean ABC, NBC and CBS figures will come in below GNP growth projections

A new report written by two security analysts concludes that the three broadcast networks will face increasing competition through the 1980's and as a result will underperform nominal GNP growth through 1990. Written by Mark A. Riely, a security analyst for F. Eberstadt & Co., and Helen A. Britton, director of marketing, national division, for WNET(TV) New York, the report suggests that both barter syndication and cable networks will show a compound annual growth rate of more than 20% per year. Five years from now, they said, the "Television Network Advertising Alternatives," as their report is titled, will equal the size of a fourth network, taking one-fourth the budgets of network advertisers.

Barter, in which syndicators keep and sell some of a program's advertising positions in exchange for a reduction or elimination of cash payments from stations on which programs are shown, is headed for growth, according to the 70-page report, with growth in the number of independent television stations. As recently as 1980, the authors said, only 65% of television homes could receive a local independent station. Smaller coverage by independent stations especially restricted the growth of barter in prime time, they said, because affiliates were reluctant to pre-empt network schedules except on an occasional basis.

With local independent television stations now reaching over 80% of TV households, the two authors estimate that prime time barter will grow from 8% of total barter revenue (see chart) to 22% by 1990, with an inventory five times as great as today. Saturday morning and weekday after-school dayparts (children's category in chart), which currently represents the most advanced segment of barter, will grow at a slower rate, they continued, with its percentage of revenue declining from 12% to 7% by 1990.

Other reasons for the growth in barter, according to Riely and Britton, include an expanded use of satellite transmission that will "increase the opportunity for live events and topical programs... reduce current variation in time period placement... and offer the opportunity to sell advertising virtually up to the last minute."

For the barter industry as a whole the authors project that the number of advertising

spots will increase at roughly a 12% compound rate over the next five years. Unit prices, they expect, will gain roughly 8% to 9%, leading to an overall barter revenue increase of 21% per year to \$1.4 billion by 1990, compared to the \$530 million estimated for 1985 and the \$400 million in 1984.

The report analyzes barter as a part of the network advertising marketplace. But the authors find justification for both sides of the long-standing dispute on barter: whether it is more of a threat to network or to spot revenues.

To begin with, they turn the categories upside down: "In fact...networking (including broadcast networks) could be classified as a form of barter." But they also note

Estimated Daypart Share of Revenue

	Broadcast networks	Barter syndication
Daytime	19	12
Early fringe	—	3
Prime access	—	55
Prime	52	8
Late night/fringe	5	8
Sports	14	—
News	8	—
Kids	2	12
Specials	—	2*

* Majority is in prime time.
F. Eberstadt & Co. estimates.

dissimilarities between network and barter, including a lack of simultaneous airing for barter programming, and the greater risk advertisers assume by placing money on a barter program rather than across a network's schedule.

The latter point led Riely and Britton to speculate "...it may be beneficial and even necessary (for barter syndicators) to expand the potential market by enlarging their sales force and offering participation and scatter buys prevalent in networking."

Currently sharing barter revenue, according to industry sources, are some 50 syndicators. Riely and Britton estimated that 11 of those companies get 90% of the business, as follows: LBS Communications 24%, Television Program Enterprises 20%, King World 16%, Group W 8%, Telepictures 6%, and other major syndicators (Orbis, MCA, Tribune, Viacom, Syndicast and Paramount) 16%.

Looking at cable networks, a more frequently studied subject, the report said that of the \$500 million in 1984 advertising revenue, WTBS Atlanta received 32%, MTV 15%, ESPN 14%, CNN 11%, USA Network 8%, CBN Cable 4%, The Nashville Network 4%, Lifetime 3%, Financial News Network 2%, The Weather Channel 1% and others 6%.

The expansion of channel capacity and an increase in cable households are among the

reasons leading the authors to conclude that cable advertising revenue will increase to \$2 billion by 1990, or at an annual rate of 25%. The components of that annual growth rate are a cost-per-thousand increase of 9%, the growth of unit sales by 8%, a 6% gain in audience share and a 2% increase in TV homes.

Neither network alternative has "...yet begun to have a meaningful impact on the network supply/demand equation as we believe they will have in the future," the report said. "Over the next five years... we anticipate that total network advertising growth (including barter and cable) may not exceed the pace of total national advertising expenditures (10.5%). It is our opinion that the expanding inventory offered by barter and cable will put a significant damper on the pricing ability of the major networks who will be under additional pressure as their audience declines."

There will also be other alternatives to network advertising, they said, including possibly public television, and pay cable, which will be looking to supplement lower subscriber fees. The report's projections are for network revenue to increase 7% annually over the next five years, compared to 5% inflation growth and a 3.5% gain in real GNP.

Riely told BROADCASTING the report does not conclude it is "gloom and doom" for ABC, CBS and NBC: "There are a lot of areas they can cut back on cost. But at the same time it will be harder to increase [profit] margins. The revenue assumptions that we are suggesting are not necessarily the double-digit ones for the balance of the decade that we have previously heard about at analysts meetings." □

Advertising predictions for 1985 revised down

Growth for year is not as robust as earlier thought, according to McCann study

A study by McCann-Erickson of advertising expenditures in 1985 shows that the year experienced moderate growth in comparison with 1984 and is highlighted by a projected increase of only 3% in network television.

During a presentation given last week in New York by Robert J. Coen, McCann senior vice president and director of forecasting, he noted that the progress of 1985 to date has led him to reduce some of the forecasts he made last December for this year (BROADCASTING, Dec. 17, 1984). For example, he estimated last December that total advertising spending in the U.S. would rise by 9.7% but is now revising this figure downward to 9.1% or a total of more than \$95 billion.

Similarly, Coen reported to a meeting of

journalists and security analysts that he forecast last December that network television advertising in 1985 would climb by 5% but now calculates the figure will be only 3%, bringing expenditures to about \$8.8 billion for the year.

He stressed that a moderation in advertising growth was expected because 1984 was an advertising-rich year with both the national elections and the Olympics.

Coen observed that advertising is still proceeding at a higher growth rate than most

sectors of the U.S. economy. He explained that national advertising is running 8.3% over 1984 and local advertising about 10.2% higher.

Aside from network television, other media are expected to show comfortable gains in 1985. Coen said spot TV is expected to increase by 8% to more than \$6.2 billion; cable television, up 25% to \$585 million; radio, up 9% to almost \$1.7 billion; magazines, up 8% to more than \$4.3 billion; national newspapers, up 7% to \$3.3 billion,

and direct mail, up 11% to \$15.3 billion.

Taking a look at 1986, Coen said he expects a continuation of moderation in U.S. advertising. His projection is for a 8.5% increase in advertising, bringing total investment to about \$104 billion.

In reply to a question, Coen said he expects an acceleration in the use of 15-second commercials on television. He added that although this approach may contribute to clutter, it will grow "until something better comes along." □

For the Record

As compiled by BROADCASTING, July 10 through July 17, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

■ **KKEN(AM)** Kenai, Alaska (980 khz)—Seeks transfer of control of Kenai Broadcasting Associates from John Lindauer II (50% before; none after) to John Lindauer III for no consideration. Seller is father of buyer. Elder Lindauer owns **KLAM(AM)** Cordova; **KRXA(AM)** Seward; **KVAK(AM)** Valdez, and is applicant for new AM in Juneau and new FM's in Ketchikan and Cordova, all Alaska. Filed July 16.

■ **KACJ(AM)-KAJJ(FM)** Greenwood, Ark. (AM: 1510 khz; 1 kw-D; FM: 106.3 mhz; 1.3 kw; HAAT: 300 ft.)—Seeks transfer of control of Red, White & Blue Communications Inc. from Carolyn Pollan (50% before; none after) to

Michael A. Kojundic and his wife, Patricia (none before; 50% after) for assumption of liabilities. Seller has no other broadcast interests. Buyer, Patricia, is general sales manager at **KRAV(AM)-KGTQ(FM)** Tulsa, Okla. It has no other broadcast interests. Remainder of stock is owned by Travis Miles, who also has no other broadcast interests. Filed July 15.

■ **KBZT(FM)** San Diego (94.9 mhz; 1.9 kw; HAAT: 1,850 ft. [CP for 21.8 kw and HAAT: 701 ft.])—Seeks assignment of license from Alta Broadcasting Co. to Sandusky Newspapers Inc. for \$9,670,000, comprising \$4,970,000 cash and remainder note, adjusted by assumption of liabilities. Seller is owned by Jim Levitt and his brother, John. It also owns **KEZR(FM)** San Jose. Buyer is principally owned Susan E. White, Alice M. Rau and David R. Fullmer. It publishes Sandusky Register, and through subsidiaries, publishes *Kingsport Times-News*, Kingsport, Tenn.; *Reflector-Herald*, Norwalk, Ohio and *Grand Haven Times*, Grand Haven, Mich. It owns **KNUS(AM)-KBPI(FM)** Denver; **KLSY-FM** Bellevue, Wash.; **KDKB(FM)** Mesa, Ariz.; **KEGL(FM)** Fort Worth, and **KLSI(FM)** Kansas City, Mo. Filed July 12.

■ **KALI(AM)** San Gabriel, Calif. and **WINX(AM)** Rockville, Md. and **WKDM(AM)** New York; **WDJY(FM)** Washington, **KSOL(FM)** San Mateo, Calif. (**KALI(AM)**: 1430 khz; 5 kw-U; **WINX(AM)**: 1600 khz; 1 kw-D; 500 w-N; **WKDM(AM)**: 1380 khz; 5 kw-D; **WDJY(FM)**: 100.3 mhz; 40 kw; HAAT: 330 ft.; **KSOL(FM)**: 107.7 mhz; 5 kw; HAAT: 1,590 ft.)—Seeks transfer of control of Tele-Broadcasters of California Inc. from Suburban Bank, as representative of estate of Richard Eaton to Suburban Bank, as sole trustee. Filed July 9.

■ **KTMS(AM)-KKOO(FM)** Santa Barbara, Calif. (AM: 1250 khz; 2.5 kw-D; 1 kw-N; FM: 97.5 mhz; 16 kw; HAAT: 2,900 ft.)—Seeks assignment of license from News-Press Publishing Co. to F&M Broadcasting Inc. for \$2 million cash. Seller is publisher of *Santa-Barbara News-Press*. It has no other broadcast interests. Buyer is equally owned by Harry S. McMurray and F. Robert Fenton. It owns **KCEY(AM)-KMIX-FM** Turlock, Calif. McMurray also owns **KATO(AM)-KXXQ(FM)** Safford, Ariz. Fenton has interest in **KHSN(AM)-KOOS(FM)** Coos Bay, Ore. and **KMYC(AM)-KRFD(FM)** Marysville, Calif. Filed July 12.

■ **KDOL-AM-FM** Mojave, Calif. (AM: 1340 khz; 1 kw-D; 250 w-N; FM: 97.7 mhz; 3 kw; HAAT: 145 ft.)—Seeks assignment of license from Golden Desert Broadcasting Corp. to Chambers Broadcasting for \$475,000. Seller is principally owned by Alton E. Kennedy. Buyer is owned by George L. Chambers and his wife, Bonnie. It also owns **KTPI(FM)** Tehachapi, Calif. Chambers has interest in **KGBR(FM)** Gold Beach, Ore. and **KTCE(FM)** Anson, Texas. It will spin off **KDOL-FM** to Antelope Broadcasting (see below). Filed July 10.

■ **KDOL-FM** Mojave, Calif. (97.7 mhz; 3 kw; HAAT: 145 ft.)—Seeks assignment of license from Chambers Broadcasting to Antelope Broadcasting Co. for \$205,000 cash. Seller is purchasing **KDOL-AM-FM** and spinning off FM. Buyer is principally owned by Ronald H. Carter. It also owns **KAVL-FM** Lancaster, Calif. Filed July 10.

■ **WFTV(TV)** Orlando, Fla. (ch. 9; ABC; ERP vis. 316 kw; aur. 31.6 kw; HAAT: 1,570 ft.; ant. height above ground: 1,543 ft.)—Seeks assignment of license from SFN Communications of Florida Inc. to WFTV Inc. for \$185,000,000 cash. Seller is publicly owned Orlando, Fla.-based station group of two AM's, one FM and four TV's headed by John Purcell, chairman and president. Buyer is

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Atlanta-based station group of five AM's; seven FM's and seven TV's, headed by William A. Schwartz, chairman. Filed July 12.

■ **WNON(FM) Lebanon, Ind.** (100.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Broadcast Communications Inc. to Boone County Broadcasters Inc. for \$305,000, comprising \$120,000 cash and remainder note at 11%, amortized over seven years, with balloon payment at end of eighth year. Seller is owned by Emmett E. DePoy, who also owns WFBM(AM) Noblesville, Ind. Station was originally sold last year ("Changing Hands," Oct. 15, 1984), but deal fell through. Buyer is owned by David C. Keister (85%) and John R. Dotas (15%). It also owns WMCB(AM)-WCBK(FM) Martinsville, Ind., WIFE(AM)-WCNB(FM) Connersville, Ind. and WOFR(AM)-WCHO(FM) Washington Court House, Ohio. Filed July 11.

■ **KOFO(AM)-KXX(FM) Ottawa, Kans.** (AM: 1220 khz; 250 w-D; FM: 95.7 mhz; 100 kw; HAAT: 300 ft.)—Seeks assignment of license from MAR-WA-KA Broadcasting Co. to Keymarket Communications of Kansas Ltd. for \$900,000, comprising \$250,000 cash and remainder note. Seller is owned by Fred I. Shaffer, and his son, Fred III. It has no other broadcast interests. Buyer is owned by Paul Rothfuss, Kerby Confer and Donald Ault. It is subsidiary of the Keymarket Group, Aiken, S.C.-based station group of five AM's and eight FM's. Filed July 12.

■ **WNBS(AM)-WAAW(FM) Murray, Ky.** (AM: 1340 khz; 1 kw-D; 250 w-N; FM: 103.7 mhz; 100 kw; HAAT: 300 ft.)—Seeks assignment of license from Timkay Inc. to Murray Broadcasting Co. for \$800,000 cash. Seller is owned by Glen Wilcox, Fransuelle W. Cole and T.C. Wilcox. It has no other broadcast interests. Buyer is principally owned by Edward B. Fritts, president, and two others. He also owns 2.5% of WPAD(AM)-WDDJ(FM) Paducah, Ky. Fritts is father of NAB president, Edward O. Fritts. Filed July 3.

■ **WAMK(AM) Brockton, Mass.** (1410 khz; 1 kw-D)—Seeks assignment of license from MTS Broadcasting Limited Partnership to Marshfield Broadcasting Co. for \$215,000, comprising \$95,000 cash and remainder assumption of liabilities. Seller is headed by Scott B. Davis, general partner. It has no other broadcast interests. Buyer is owned by Edward F. Perry (80%) and William C. Blackmore (20%). It also owns WATD(FM) Marshfield, Mass. and WRIT(AM) Vernon, Conn. Filed July 12.

■ **WOCB(AM)-WRZE(FM) West Yarmouth, Mass.** (AM: 1240 khz; 1 kw-U; FM: 94.9 mhz; 50 kw; HAAT: 245 ft.)—Seeks assignment of license from WOCB Acquisition Corp. to Patch-Dunn & Associates for \$4,150,000, comprising \$1,610,000 cash and remainder note. Seller is subsidiary of Sillerman-Morrow Broadcasting which owns WHMP-AM-FM Northampton. It is owned by Robert F.X. Sillerman, Bruce (Cousin Bruce) Morrow and two others. Buyer is principally owned by Kenneth J. Patch and family. Patch is former owner and general manager of WCIB-FM Falmouth, Mass. It has no other broadcast interests. Filed July 9.

■ **KMLW(FM) Belen, N.M.** (97.7 mhz; 3 kw; HAAT: 276 ft.)—Sold by Wuenschel Broadcasting Co. to Brooks Broadcasting Co. for \$250,000, comprising \$63,500 cash and remainder note. Seller is owned by Fred Wuenschel, Mary McKnight and Pat Pope. It also owns KNMZ(TV) Santa Fe. Buyer is owned by William T. Brooks, who also owns co-located KARS(AM). Filed July 10.

■ **WBBB(AM)-WPCM(FM) Burlington, N.C.** (AM: 920 khz; 5 kw-D; FM: 101.1 mhz; 100 kw; HAAT: 910 ft.)—Seeks assignment of license from Maycourt Co. to Research Triangle Broadcasting Ltd. Partnership for \$3.4 million. Seller is owned by Pegram Harrison, who has no other broadcast interests. Buyer is principally owned by James C. Fort and John E. Yochum, general partners. It also owns WSIC(AM)-WFMX(FM) Statesville, WFSO(AM)-WRFR(FM) Franklin and WDSC-AM-FM Dillon, all North Carolina. Filed July 15.

■ **WWLS(AM) Moore, Okla.** (640 khz; 1 kw-U)—Seeks assignment of license from Lesso Inc. to KNOR Radio Inc. for \$900,000 cash. Seller is Wichita, Kans.-based station group of three AM's and four FM's owned by Larry Steckline. Buyer is owned by Robert L. Stephenson (95%) and Robert T. Stephenson (5%). It owns KDLB-AM-FM Henryetta, and KKCC-AM-FM Clinton, both Oklahoma and also owns KNOR(AM) Norman, Okla., which is being sold (see below). It is spinning off KDLB-AM-FM. Filed July 12.

■ **KNOR(AM) Norman, Okla.** (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from KNOR Radio Inc. to Breckenridge Broadcasting Co. for \$300,000 plus 50% of accounts receivable. Seller is purchasing WWLS(AM) Moore, Okla. (see above). Buyer is Breckenridge, Tex.-based station group of three AM's and two FM's, principally owned by Owen Woodward and David Bullion. Filed July 9.

■ **WYXK(AM) Athens, Tenn.** (1390 khz; 2.5 kw-D)—Seeks assignment of license from 3 J's Broadcasting Co. to A&B Broadcasting Inc. for \$150,000, comprising \$20,000

cash and remainder note at 12% over 10 years. Seller is principally owned by John P. Frew and his wife, Julia and their daughter, Julie. Julia and Julie Frew also own WXY-C(AM) Cartersville, Ga. Buyer is equally owned by Ann C. Toles and Bryan B. O'Bryan. It has no other broadcast interests. Filed July 3.

New Stations

New AM's

■ **Ennis, Mont.**—Big M Broadcast Associates seeks 710 khz; 10 kw. Address: P.O. Box 700, 59729. Principal is equally owned by C. Howard McDonald and his wife, June. McDonald is engineer at KGLT(FM) Bozeman, Mont. They have no other broadcast interests. Filed July 15.

■ **Homeland Park, S.C.**—AM 1020 Inc. seeks 1020 khz; 1 kw-D. Address: 310 Arcadia Dr., Anderson, S.C. 29621. Principal is owned by N. Matthew Phillips (75%), his wife, Jeannette (15%) and daughter, Karen (10%). It also owns WRIX(FM) Honea Path, S.C. Filed July 12.

■ **Ferris, Tex.**—Lois B. Crain seeks 540 khz; 250 w-D. Address: 840 Hunters Retreat, Collierville, Tenn. 38017. Principal has interest in WMSO(AM) Collierville. Filed July 9.

New FM's

■ ***Cortez, Colo.**—San Juan Basin Area Vocational-Technical School seeks 91.5 mhz; 150 w; HAAT: minus 416.86 ft. Address: 33057 Hwy 160, 81321. Principal is educational institution headed by Harold Gresh. It has no other broadcast interests. Filed June 9.

■ ***Salisbury, Md.**—Salisbury State College Foundation Inc. seeks 89.5 mhz; 30 kw; HAAT: 581 ft. Address: P.O. Box 2195, 21801. Principal is educational institution, headed by Col. George W. Gering. It has no other broadcast interests. Filed June 29.

■ ***Monroe, N.C.**—Columbia Bible Broadcasting Co. seeks 91.9 mhz; 17.7 kw; HAAT: 516 ft. Address: P.O. Box 3122, Columbia, S.C. 29230. Principal is educational institution headed by Ian M. Hay, chairman. Filed June 18.

■ ***Strongsville, Ohio**—Strongsville Educational Broadcasting Foundation seeks 91.3 mhz; 100 w; HAAT: 200 ft. Address: 19784 Pearle Rd., 44136. Principal is nonprofit corporation headed by John Barba, his son John Barba Jr. and David R. Selick. It has no other broadcast interests. Filed July 8.

■ ***Lewisburg, Pa.**—Salt and Light Media Ministries Inc. seeks 91.3 mhz; 5 kw; HAAT: 89 ft. Address: RD#2, Box 284, Danville, Pa. 17821. Principal is nonprofit corporation headed by Larry E. Weidman, chairman. It has no other broadcast interests. Filed June 26.

■ ***Wichita Falls, Tex.**—Christian Service Home Inc. seeks 89.5 mhz; 3 kw; HAAT: 680 ft. Address: P.O. Box 41, 76307. Principal is nonprofit corporation headed by Jim B. Smith, executive director. It has no other broadcast interests. Filed June 14.

■ ***Parkersburg, W.Va.**—New Life Evangelical Association Inc. seeks 91.7 mhz; 593 w; HAAT: 366 ft. Address: P.O. Box 3102, 26101. Principal is nonprofit educational institution headed by Curtis Dehmlow. It has no other broadcast interests. Filed June 21.

■ ***Petersburg, Va.**—Virginia State University seeks 91.3 mhz; 100 w; HAAT: 120 ft. Address: Hayden St., Petersburg, Va. 23803. Principal is educational institution headed by Dr. Hugo A. Owens, rector. It has no other broadcast interests. Filed June 21.

New TV's

■ **Troy, Ala.**—Lynn W. Baker seeks ch. 67; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 511 ft.; ant. height above ground: 376 ft. Address: 512 Cherokee St., Marianna, Fla. 32446. Principal has no other broadcast interests. Filed July 9.

■ **Anchorage**—Fireweed Television seeks ch. 5; ERP vis. 100 kw; aur. 10 kw; HAAT: minus 354 ft.; ant. height above ground: 61 ft. Address: 2518 Loussac Dr., 99503. Principal is owned by William Hatley (75%) and Carol Schatz (25%). It has no other broadcast interests. Filed July 10.

■ **Gulf Breeze, Fla.**—Sabine Broadcasting seeks 95.3 mhz; 1.25 kw; HAAT: 492 ft. Address: 105 N. S St., Pensacola, Fla. 32505. Principal is owned by Gaynell L. Fordham, who has no other broadcast interests. Filed July 10.

■ **Inverness, Fla.**—Nancy Sharp seeks ch. 64; ERP vis. 87.1 kw; aur. 14.12 kw; HAAT: 340.97 ft.; ant. height above ground: 364.67 ft. Address: 7473 Overton Dr., Leesburg, Fla. 32748. Principal has no other broadcast interests. Filed July 8.

■ **Tallahassee, Fla.**—Board of Regents on Behalf of Florida State University seeks 89.7 mhz; 272 w; HAAT: 170 ft. Address: 107 W. Gaines St., Tallahassee, Fla. 32301. Principal is educational institution headed by Bernard F. Slinger, president. It owns one AM, six FM's and three TV's. Filed July 9.

■ **Billings, Mont.**—H&W Broadcasting seeks ch. 14; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 549 ft.; ant. height above ground: 295 ft. Address: P.O. Box 381, Syracuse, N.Y. 13021. Principal is Edward Hopkins (10%) and Barbara Wilson (90%). It has no other broadcast interests. Filed June 25.

■ **Albuquerque, N.M.**—T&L Enterprises seeks ch. 41; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 3,929 ft.; ant. height above ground: 70 ft. Address: 69 Beryn, Buffalo, N.Y. 14201. Principal is owned by Michael Thurman and John Lee. It has no other broadcast interests. Filed June 27.

■ **Albuquerque, N.M.**—Graciela Olivarez seeks ch. 41; ERP vis. 26.5 kw; aur. 2.65 kw; HAAT: 4,144 ft.; ant. height

FCC Review Board Actions

Reversed. Reversing initial decision, FCC Review Board has granted application of Urban Broadcasting Systems for new UHF television station on ch. 61 in Houston denying competing applications of Houston Family Television Ltd., SMJ Television Co. and Alliance Broadcasting Co. Ltd. ALJ John Conlin had granted application of Alliance on integration, comparative coverage and specialized programming grounds. Board, however, said ownership arrangements underlying Alliance's integration credit had been "fatally fluid and informal when they should have been firm, thereby destroying Alliance's integration preference and its comparative superiority." Urban then prevailed on diversity and integration grounds. According to initial decision, Charles Edward Walker, black resident of Sherman Oaks, Calif., is sole general partner of Urban. He is freelance film producer who had limited partner interest in applicant for ch. 30 in San Bernardino, Calif. But he agreed to get rid of that interest if granted final authority for Houston TV.

Orange Park, Fla., UHF. FCC has upheld Review Board decision granting application of Clay Television Inc. for new TV on ch. 25 in Orange Park, Fla., and denying competing application of Orange Park Florida TV Inc. Board had found latter to be unqualified because its proposed facilities created short-spacing problem. According to FCC application, Charles R. Fellows is president and 12.5% owner of Clay Television, which is owned by four others. Fellows was Jacksonville, Fla.-based recruiter for U.S. Air Force. He had no other media interests.

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above ground: 106 ft. Address: 3908 Parsifal NE, 87111. Principal owns LPTV K48AM Albuquerque. Filed July 11.

■ Greenville, N.C.—East Coast Media Limited seeks ch. 38; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 504 ft.; ant. height above ground: 473 ft. Address: 417 Nash St., 27834. Principal is owned by Pearl Tyler (100% general partner) and James E. McManus and his wife, Chel (50% each limited partners). McManus owns WBXQ(AM) Greenville, N.C. Filed July 3.

■ Greenville, N.C.—Winard Broadcasting seeks ch. 38; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 275 ft.; ant. height above ground: 274.5 ft. Address: 1101 Wakefield, Greensboro, N.C. 27410. Principal is owned by Dr. James C. Wingate, who has no other broadcast interests. Filed July 2.

■ Bethlehem, Pa.—Ashford Communications seeks ch. 60; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,057 ft.; ant. height above ground: 615.5 ft. Address: 521 Cortland, Syracuse, N.Y. 13205. Principal is owned by Mary Ashford, who has no other broadcast interests. Filed June 27.

■ El Paso—Liquico Television Ltd. seeks ch. 65; ERP vis. 1,000 kw; aur. 100 kw; HAAT: minus 151 ft.; ant. height above ground: 95.5 ft. Address: P.O. Box 1797, Syracuse, N.Y. 13021. Principal is owned by Berton Mowers (60%), Betty Boozer (20%) and Jerry Zahn (20%). It has no other broadcast interests. Filed June 25.

■ Longview, Tex.—Ashley Broadcasting seeks ch. 54; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,529 ft.; ant. height above ground: 1,524.5 ft. Address: 2801 Bill Owens Pkwy., 75605. Principal is owned by Ramona Ashley who has no other broadcast interests. Filed June 25.

■ Danville, Va.—Danville Broadcasting seeks ch. 24; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 294 ft.; ant. height above ground: 654 ft. Address: 955 Sylvan Pl., Atlanta, Ga. 30310. Principal is owned by M. Leslie Thurman, who has no other broadcast interests. Filed June 27.

■ Grundy, Va.—Crescendo Communications seeks ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 751 ft.; ant. height above ground: 274.5 ft. Address: 10 Seventh St., Buffalo, N.Y. 14201. Principal is owned by Bobbi Tolliver, who has no other broadcast interests. Filed July 3.

Facilities Changes

Applications

AM's

Tendered

- KCFA (1020 khz) Eagle River, Alaska—Seeks CP to increase nighttime power to 10 kw. App. July 15.
- WEXY (1520 khz) Oakland Park, Fla.—Seeks CP to increase daytime power to 5 kw. App. July 15.
- WGKA (1190 khz) Atlanta—Seeks CP to increase power to 10 kw-D and change TL. App. July 12.

Accepted

- KNBY (1280 khz) Newport, Ark.—Seeks CP to make changes in ant. sys. App. July 15.
- KTNN (660 khz) Window Rock, Ariz.—Seeks MP to change TL. App. July 15.
- WFEN (1160 khz) Fenton, Mich.—Seeks MP to change TL. App. July 15.
- WWLS (640 khz) Moore, Okla.—Seeks CP to make changes in ant. sys. App. July 15.
- WKJB (710 khz) Mayaguez, P.R.—Seeks CP to increase nighttime power to 750 w. App. July 12.

FM's

Tendered

- New (101.9 mhz) Pearl City, Hawaii—Seeks CP to change ERP to 100 kw. App. July 11.
- *KSDB-FM (88.1 mhz) Manhattan, Kan.—Seeks CP to change freq. to 91.9 mhz. App. July 16.

Accepted

- WPLR (99.1 mhz) New Haven, Conn.—Seeks mod. of lic. to change SL to 1191 Dixwell Ave., Hamden, Conn. App. July 12.
- *WMNR (88.1 mhz) Monroe, Conn.—Seeks CP to change ERP to 4,076 kw; change HAAT to 402 ft., and relocate tower. App. July 16.

- KLYF (100.3 mhz) Des Moines, Iowa—Seeks mod. of lic. to operate aux. ant. sys. for aux. purposes only. App. July 15.
- KXLK (105.3 mhz) Haysville, Kan.—Seeks mod. of CP to change TL and change HAAT to 993 ft. App. July 15.
- *KMUW (89.1 mhz) Wichita, Kan.—Seeks CP to change ERP to 100 kw and change HAAT to 439 ft. App. July 15.
- WVEZ (106.9 mhz) Louisville, Ky.—Seeks mod. of lic. to install new transmission sys. App. July 15.
- *KCWA-FM (89.9 mhz) Arnold, Mo.—Seeks mod. of CP to change to non-DA. App. July 15.
- *KSMU (91.1 mhz) Springfield, Mo.—Seeks mod. of CP to change HAAT to 343.44 ft. App. July 16.
- *KANW (89.1 mhz) Albuquerque, N.M.—Seeks CP to change ERP to 22 kw and make changes in ant. sys. App. July 15.
- *WFRW (88.1 mhz) Webster, N.Y.—Seeks mod. of CP to change ERP to 18.62 kw; change HAAT to 337 ft., and make changes in ant. sys. App. July 15.
- WQKT (104.5 mhz) Wooster, Ohio—Seeks mod. of lic. to install new transmission sys. App. July 15.
- KELI-FM (92.1 mhz) Broken Arrow, Okla.—Seeks mod. of lic. to move SL to 6931 South 66th East Ave., Tulsa, Okla. App. July 15.
- *KRVM (91.9 mhz) Eugene, Ore.—Seeks CP to change TL and change HAAT to 762 ft. App. July 12.
- *WFCH (88.5 mhz) Charleston, S.C.—Seeks mod. of CP to change ERP to 29.6 kw; change HAAT to 306 ft., and move SL to U.S. Route 17, near Mount Pleasant, S.C. App. July 12.
- KODK (92.7 mhz) Kingsville, Tenn.—Seeks mod. of lic. to install new transmission sys. App. July 11.
- *KBWC (91.1 mhz) Marshall, Tex.—Seeks CP to change HAAT to 65 ft. App. July 12.
- *WPNE-FM (89.3 mhz) Green Bay, Wis.—Seeks CP to change ERP to 100 kw. App. July 16.
- *WHLA (90.3 mhz) La Crosse, Wis.—Seeks CP to change ERP to 100 kw. App. July 16.
- *WGNV (88.5 mhz) Milladore, Wis.—Seeks mod. of CP to change TL; change ERP to 25 kw, and change HAAT to 330 ft. App. July 16.

Actions

AM's

- KFLR (1230 khz) Phoenix—Granted app. to make changes in ant. sys. Action July 2.
- KCNO (570 khz) Alturas, Calif.—Granted app. to make changes in ant. sys. Action July 2.
- KTRB (860 khz) Modesto, Calif.—Granted app. to make changes in ant. sys. Action July 5.
- KCOL (1410 khz) Fort Collins, Colo.—Granted app. to increase day power to 5 kw; install DA-2, and change TL. Action July 3.
- WFFG (1300 khz) Marathon, Fla.—Granted app. to make changes in ant. sys. Action July 2.
- WGFS (1430 khz) Covington, Ga.—Granted app. to increase power to 5 kw. Action July 5.
- WIVS (850 khz) Crystal Lake, Ill.—Granted app. to increase power to 5 kw and make changes in ant. sys. Action July 8.
- WMIN (1030 khz) Maplewood, Minn.—Granted app. to change daytime TL and make changes in ant. sys. Action July 2.
- WMPA (1240 khz) Aberdeen, Miss.—Granted app. to make changes in ant. sys. and reduce power to 770 w. Action July 2.
- KEPB (750 khz) El Paso—Granted app. to operate by remote control from main SL. Action July 10.

FM's

- KQLH (95.1 mhz) San Bernardino, Calif.—Granted app. to make changes in ant. sys. Action July 3.
- WPLR (99.1 mhz) New Haven, Conn.—Granted app. to move SL to 1191 Dixerll Ave., Hamden, Conn. Action July 11.
- KRTR-FM (96.3 mhz) Kailua, Hawaii—Dismissed app. to change HAAT to 2,145.12 and make changes in ant. sys. Action July 10.
- *WSIE (88.7 mhz) Edwardsville, Ill.—Accepted for filing app. to make changes in ant. sys. Action June 26.
- WYMG (100.5 mhz) Jacksonville, Ill.—Dismissed app.

- to change HAAT to 492 ft. and change TL. Action July 3.
- WQTZ (92.7 mhz) Decatur, Ind.—Accepted for filing app. to change ERP to 2 kw and change HAAT to 397.5 ft. Action June 26.
- WBUT (93.3 mhz) Kendallville, Ind.—Granted app. to change TL; change ERP to 50 kw; change HAAT to 492 ft., and make changes in ant. sys. Action July 1.
- KBJJ (107.1 mhz) Marshall, Minn.—Granted app. to change TL; change HAAT to 242 ft., and make changes in ant. sys. Action July 9.
- *New (90.7 mhz) Batavia, N.Y.—Granted app. to change ERP to .92 kw and make changes in ant. sys. Action July 10.
- *WAUP (88.1 mhz) Akron, Ohio—Granted app. to change ERP to 3.3 kw; change HAAT to 803.4 ft., and make changes in ant. sys. Action July 2.
- WKBN-FM (98.9 mhz) Youngstown, Ohio—Dismissed app. to change aux. ERP to 38.6 kw. Action June 3.
- *WZZE (88.7 mhz) Glen Mills, Pa.—Granted app. to change TL; change ERP to .018 kw; change HAAT to 183.68 ft., and make changes in ant. sys. Action July 10.
- KNIF (95.3 mhz) Gilmer, Tex.—Dismissed app. to change ERP to .9 kw and change HAAT to 520 ft. Action July 5.
- KGKL-FM (97.5 mhz) San Angelo, Tex.—Granted app. to construct new tower. Action July 9.
- WERR (104.1 mhz) Utuado, P.R.—Dismissed app. to change TL; change ERP to 25.5 kw, and change HAAT to 1,968 ft. Action July 3.

Call Letters

Applications

Call	Sought by
New FM	
WMFM	Thomas William Hickman III, Petal, Miss.
New TV	
KZAR-TV	Morro Rock Resources Inc., Provo, Utah
Existing AM's	
KRKO	KGHX Pacific Rim Broadcasters Inc., Fairbanks, Alaska

Summary of broadcasting as of June 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,792	170	4,962
Commercial FM	3,801	418	4,219
Educational FM	1,194	173	1,367
Total Radio	9,787	761	10,511
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	374	222	596
Educational VHF TV	113	3	116
Educational UHF TV	185	25	211
Total TV	1,214	273	1,479
VHF LPTV	218	74	292
UHF LPTV	127	138	263
Total LPTV	345	210	546
VHF translators	2,869	188	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	2,835	166	3,002

* Includes off-air licenses.

WHEZ	WBUC Tri State Broadcasting Co., Portage, Mich.
Existing FM's	
KRKO-FM	KRKR Pacific Rim Broadcasters Inc., Fairbanks, Alaska
KXMG	KOPO Cactus Broadcasting Limited Partnership, Marna, Ariz.
WYFA	WWGA Bible Broadcasting Network Inc., Waynesboro, Ga.
KLTY	KJIM Statewide Broadcasting of Dallas Inc., Fort Worth

Grants

Call	Assigned to
New AM	
WWEW	Charles J. Wingate, Collierville, Tenn.
New FM's	
WWTM	DCS Radio Associates, Harbor Beach, Fla.
*WFTI-FM	St. Petersburg-Tampa Community Radio Inc., St. Petersburg, Fla.
*WYFS	Bible Broadcasting Network Inc., Savannah, Ga.
*KZRW	Idaho Educational Broadcasting Foundation, Payette, Idaho
*WOAL-FM	Alice Lloyd College, Pippa Passes, Ky
KJKJ	KJ Radio Inc., Grand Forks, N.D.
*WCVV	Belpre Educational Broadcasting Foundation, Belpre, Ohio
*KKVO	Altus Educational Broadcasting Foundation, Altus, Okla.
*KEJC	Oklahoma Educational Broadcasting Foundation, Vinita, Okla.
*KJVS	Charity Educational Broadcasting Foundation, Baker, Ore.
*KCTJ	Great Plains Educational Broadcasting Trust, Mitchell, S.D.
*KACU	Abilene Christian University, Abilene, Tex.
*KDTD	Caprock Educational Broadcasting Foundation, Plainview, Tex.
KPRQ	Dart Inc., Price, Utah
*KJVH	Nathan Educational Broadcasting, Longview, Wash.
Existing AM's	
WEIZ	WDAK Radio Columbus Inc., Columbus, Ga.
WURS	WEZG Lorenz Broadcasting Corp., North Syracuse, N.Y.
WCGM	WDOZ Dove Inc., Maryville, Tenn.
KFNA	KAMA El Paso County Broadcasting Co., El Paso
KAMA	KEPB El Paso Hispanic Broadcasting Co., El Paso
Existing FM's	
WEIZ-FM	WEIZ Chattahooches Broadcasting Co., Phenix City, Ala.
KXMK	KUUL Madera Broadcasting Inc., Madera, Calif.
KAVS	KDOL-FM Golden Desert Broadcasting Corp., Mojave, Calif.
WSTF	WCKS Capitol Broadcasting Co., Cocoa Beach, Fla.
WXRK	WKTU Sagittarius Broadcasting Corp., New York
KNLT	KUJ-FM KUJ Limited Partnership, Walla Walla, Wash.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Wisconsin - 50 miles from Milwaukee. AM/FM in medium to small market (100,000 population). Very nice city - you will like it here! I need a general manager or operations manager with ability to direct sales activities. Experience in programming, sales, automation, promotions, and computers would be desirable. If you are a radio pro and have good people skills, you will like our operation. I have the top ARB rated station here - billing the most dollars. I have a "hands off" attitude toward my managers; if they can do the job, I leave them alone. Interested? Box R-31.

A growing New England group looking to hire an experienced general sales manager and general sales manager. Must have a strong sales background and excellent management abilities. Equity possible. Grow with us. Contact Turner Porter 603-772-4757. EOE.

General manager with proven track record. Major market in Northwest. Equity opportunity available. Base salary plus percentage of bottom line. All inquiries confidential. Resume to Maines Broadcasting, Inc., P.O. Box 1513, Midland, MI 48640.

Gen. mgr. Small market. SE of Austin, TX seeks high yield mgr. Must have intense desire to succeed & history that reflects it. Great opportunity for creative sales mgr. looking to move up. Box R-64.

Earn \$50,000 a year...or more! If you have a professional radio background, can accept compensation based on productivity, and are able to communicate with top broadcast management, we have a dynamite new service you need to know about. We'll furnish all the leads you can work...as fast as you can cover them. Call Bob Manley to 806-358-8316.

Program director for New Hampshire Public Radio. Be part of a growing and entrepreneurial station. Must have strong organizational, supervisory, and interpersonal communication skills, knowledge of classical music, jazz, and audience research, suitable on-air presence, minimum of three years in related field. Competitive salary and benefits. Concord is within an hour of Boston, ocean, and mountains. Resume and air-check to Marjon van den Bosch, General Manager, WEVO-FM, 26 Pleasant, Concord, NH 03301 by August 5. EOE/AA.

Tartan consultants, Inc. seeks GM's, GSM's, engineers, PD's, news for radio/TV positions in Northeast. No registration fees. 603-431-1481.

Looking for a selling GM or GSM ready to move up. We will furnish expert programming for this FM station if you supply the sales. If you don't like to sell, don't answer this ad. Do the job and you've found a young company with whom you can grow. Resume and salary requirements to Box R-107.

General manager—successful Northeastern small market AM/FM looking for GM who'd like to make \$40,000+ annually. Resume and related information to: Box R-120.

General sales manager. Good guarantee, great potential at young group's newest acquisition in Bridgeport, CT. Leaders and self-starters only! Let's grow together. EOE. Resume to: Bob Pantano, P.O. Box 1700, Bridgeport, CT 06601.

HELP WANTED SALES

Southern California: AM/FM combo, top 100 (12 station market), seeking professional salesperson with background in direct/agency sales. Salary plus commission, established list, expenses, and other benefits. Contact Gary Conrad, KGE0/KGFM, Box 260, Bakersfield, CA 93302. 805-327-3587. EOE.

South Florida—need experienced, and professional creative street salesperson (no managers) who want to make some really big money. This is a dynamic, fast growing and competitive market. All replies held in strictest confidence. Send resume to Box 278, Fort Myers, FL 33902. EOE.

Account executive. At least one year experience. Send cover letter/resume to Michael Hewitt, KAFY-Radio, 1527 19th St., Backersfield, CA 93301. EOE.

Aggressive, hardworking salespeople needed for AM-FM that will be competitive in the Albany market. Excellent Incentives, growing group. Resume, references to: Jeff Weber, General Manager, WKOL/WMVQ, P.O. Box 3, Amsterdam, NY 12010. EOE.

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.

San Antonio's hottest new AC, KSMG is holding open an exceptional list for highly motivated sales people with proven track record. Great opportunity for self-starter who can take advantage of outstanding local acceptance. Substantial starting income and benefits for top professional who can help us reach our financial goals. Call Joyce Scheer, Sales Manager, MAGIC 105 FM, 512-646-0105. EOE.

WKIK, Leonardtown, MD. Rapidly growing market of 200,000. Sales up 42% in 1984. Came up 60% in latest Arbitron. New owner building on success. Work hard, get paid well. Sales experience preferred. Contact GM, Bob Johnson, 301-475-8937.

Sales manager for college owned commercial AM. Community minded, aggressive sales manager willing to work with student staff. Resume and references to Gregory Pitts, Department of Communications, Louisiana, Pineville, LA 71359. EOE.

Local sales manager for 50,000 watt FM station in Ohio. Minimum 2-3 years experience as a top radio salesperson or sales manager. Excellent opportunity for a person able to accept responsibility. EOE. Send resume only to WDFM, 118 Clinton St., Defiance, OH 43512. Attention A. Kent.

Radio sales school. Increase earnings, improve skills, most complete available. Monthly sessions, positions available \$250/4our days. Metro/Dallas. Results Radio, P.O. Box 851743, Richardson, TX 75085-1743, 214-238-9240.

Fastest growing FM in Lexington, KY looking for aggressive salespeople. Top list available. Must have minimum 2 years experience. Send resume to: President, P.O. Box 11788, Lexington, KY 40578.

Outstanding opportunity for a self motivated entrepreneurial person with some radio station experience. Major national broadcast marketing research firm needs sales representative for our growing radio research division. Unlimited compensation potential for an ambitious convincing person willing to travel in U.S. Send cover letter and resume to Box R-136

Advertising radio sales. Experienced local broadcast sales professionals needed for suburban NYC Market. Super potential selling dominant North Jersey FM Album Rock station and the dominant AM News and Information station. Send resume to WMTR-AM/WDHA-FM, PO Box 1250, Morristown, NJ 07960. Attn: J. Albert Wunder. E.O.E.

Top radio station. top 50 market. Great opportunity for a strong closer ready to move up to the majors. Excellent guarantee and unlimited income potential. Call or write for personal interview. Hank Kestenbaum, General Manager, WKRZ-FM, Box 1600, Wilkes-Barre, PA 18701. 717-823-5000.

Attention radio account executives: Are you ready to move up to TV? Can you close? If you can I want you! Excellent opportunities in major market UHF TV station. Send resume to PO Box 3150, Manassas, VA 22110 or call GSM 703-369-3400.

Looking for aggressive local street salesperson for Westchester county/White Plains, New York premier FM station—WZFM. Upgrade yourself to an excellent local radio market. Earn top dollars with heavy commission plan. Must be available for personal interview at own expense. Call John Zanzarella 914-747-1071. EEO-M/F.

Experienced salesperson: Top position open in small market. Excellent opportunity. Expanding. Send resume and picture to Radio Station KUVR, Box 465, Holdrege, NE 68949.

HELP WANTED ANNOUNCERS

If you're presently working as a program host for an easy listening station in Ohio, Indiana or Michigan, we may have the job you're looking for. Please write Box R-42.

Sunbelt regional class C FM seeks experienced air personality. Send tape and resume to Mellow Media, 9382 South Hill Rd., Boston, NY 14025.

Top rated living area. Long Island morning drive personality. Immediate. Mature sound for adult format. Good pay and benefits. WLIM, Woodside Ave., Patchogue, NY 11772. EOE.

Announcer with Pleasant, authoritative delivery for radio station in beautiful Corpus Christi, TX. EOE. Box R-77.

Northern Indiana adult AC station needs night-time entertainer. Two years' commercial experience minimum. EOE. Air check, resume to Allen Strike, P.O. Box 699, Elkhart, IN 46515.

Classical music announcer/producer: KCFR-FM seeks knowledgeable, personable, relaxed, conversational announcer/producer for classical programming. Duties to include preparing, announcing and producing: 5 to 6 air shifts per week, live and/or taped concert broadcasts, and short music and entertainment features. Minimum 3 years professional experience. Salary to \$19K with generous benefits. Send letter of interest, resume, 3 references (with phone numbers), and a non-returnable demo including air-check and produced feature to: Annette Griswold, KFCR Radio, 2249 S. Josephine, Denver, CO 80210. No calls. EOE/AA.

Disc Jockey—parttime—central Jersey's hottest radio station has an immediate parttime opening for a disc jockey with the eventual possibility of a fulltime spot. We require some broadcasting experience and some production experience would be a plus. If interested in joining our outstanding team of disc jockeys, please send resume along with a tape to: Cristina Ruiz, 605 Mattison Ave., Asbury Park, NJ 07712.

Good speech, voice intelligent, hardworker. Also news, possible sports, etc. WMCR-AM-FM, 237 Gene-see, Oneida, N.Y.

We are seeking a talented individual for air shift and production. We offer pleasant working conditions and above-average facilities for our size market. Please send tape and resume, with references, to: KPAN (Attn, Buddy Peeler), Drawer 1757, Hereford, Texas 79045. Equal Opportunity Employer.

Warm, morning communicator with strong production for 50,000 watt Easy Listening FM. Tape and resume to Gene Walker, WYEZ Box 100, South Bend IN 46624. EOE.

Talk show host. Small market talk experience necessary. Friendly, moderate on-air approach required. No crusaders. EOE M/F. Resume Box R-124.

HELP WANTED TECHNICAL

Chief engineer: applicant must have three years' technical radio experience; previous experience as chief engineer desirable. BS degree in electrical engineering desirable, not essential, based on experience. Must be knowledgeable in AM and FM transmitter operations, with good studio experience; working knowledge of Harris AM and FM transmitters, Kahn Stereo system, multi-track production, Harris 9000 Automation and STL operations desirable. Resume to Joe Schwartzel, General Manager, WINK Radio, P.O. Box 331, Fort Myers, FL 33902. EEO.

Chief engineer wanted for AM/FM market leaders in one of the fastest growing Sunbelt markets. Must have extensive experience, and able to handle people. Major broadcast company. Replies held in strictest confidence. Send resume to Box R-98. EOE.

Chief engineer: for Wisconsin AM/FM station. Knowledge of AM directional, automation, high power FM required. Group owned station with highest quality goals & standards as requirements. Experienced with salary requirements apply to Box R-118.

Chief engineer needed for 2 AM directionals. Must be familiar with directional, 2 way Marti systems. Heavy maintenance a must. Stations located in central Mass and New Hampshire seacoast. Resume & salary requirements to: Gary James, WARE, Box 210, Ware, MA 01082. EOE.

Chief engineer: Immediate opening in large Wisconsin broadcast group. High power FM, AM-DA, automation, STL & RPU experience necessary. Primary responsibility is in Wisconsin Rapids, WI, travel to other group stations required. Excellent salary and benefits. License required. Jack R. Gennaro, WFHR/WWRW, Box 2222, Wisconsin Rapids, WI 54494, 715-424-1300.

Broadcast engineer—radio stations WDHA/WMTT are looking for an energetic and motivated person to fill an opening in their engineering department. Applications should have some previous radio engineering experience; commercial or educational. Resume and salary requirement to C. Cesareo, Box 1250, Morristown, NJ 07960. EOE.

HELP WANTED NEWS

News anchor/reporter wanted for growing major market news staff. Experience required. Solid writing abilities a must. Send air check, resume and writing sample (if available) to KLIF/KPLX Radio, 411 Ryan Plaza Dr., Arlington, TX 76011. Susquehanna Radio is an equal opportunity employer, M/F.

News director needed for two top-rated 24 hr. stations with strong news commitment. WCMR - 5,000 watt sacred music. Broad news experience and strong personable delivery. Stations run on biblical principles. Call Rick Carson 219-875-5166. Resumes to WCMR/WFRN, P.O. Box 307, Elkhart, IN 46515.

News reporter for AM/FM on the coast. Rush T&R to Catherine Sebold, WXQR/WLAS, P.O. Box 760, Jacksonville, NC 28540.

Capital bureau chief. The Florida Network, a full service state radio network based in Orlando, is seeking an experienced reporter to gather, write, produce, and deliver news from Tallahassee. Must exhibit strong professional profile. No phone calls. Send tape and resume to: Jim Phillips, News Director, Florida Network, P.O. Box 740, Orlando, FL 32802.

Anchor/reporter: Large NC market AM/FM, with heavy news commitment. One year experience minimum. T&R to Bill McClement, ND, WFNC/WQSM, P.O. Box 35297, Fayetteville, NC 28303. M/F EOE. 919-864-0293.

News director. Small market - Kansas. Must be experienced in aggressively gathering, writing, and reporting. Minimum two years commercial experience. Generous five figure salary for right person. Send letter outlining your goals and experience, resume, references, salary history, and air check to Loren Clark, 8308 NW 100, Oklahoma City, OK 73132. No phone calls.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Personality. Midwestern FM requires personable communicator for AC format. Community involvement important. Reply to: Box R-108.

Applications and resumes are now being accepted for broadcast persons experienced in sales, announcing and secretarial/traffic positions. Call the Kenai Peninsula's newest radio station at 907-262-6214 for an appointment. Gold Nugget Broadcasting, Inc. DBA-K C S Y, 374 Lovers Lane, Soldotna, AK 99669. EOE.

Executive news producer. Top 20 VHF seeks strong producer, writer, leader with aggressive attitude towards news gathering for number 2 post in news room. Major market producers and medium market news directors encouraged. Resume and cover letter only to Box R-140.

SITUATIONS WANTED MANAGEMENT

GSM medium market will relocate. 13 years experience in local, regional & national sales development. Box R-74.

Background: sales, programming, automation, promotions, computers, management skills. Now managing. Station selling. Available soon to manage your West, Northwest, Rocky Mtn. area station. Box P-91.

General manager with a high level of success built on 20 years in management as a consistent producer. Take charge individual with strong organizational skills. An aggressive achiever with excellent credentials seeking new challenge. Box R-111.

Owners/group managers. Young successful major market sales manager whose been in present position for several years is seeking a general manager's position with a broadcasting company which believes in research, promotion, and sales training. Medium to large, Sunbelt or West Coast markets and turnaround situations preferred. Mutual confidentiality presumed, Write Box R-117.

Tired of pie in the sky? Get a major piece of the real pie (sales, ratings, profits). 25 years success small/large markets. R-135.

General manager—multi-talented. Manage, sell, program - air! Spent three years cleaning up after poor managers. Now seek permanent station and earn part ownership. Southerner - 32 Mason Shriner. Ready to move on serious offer - no "flee's", Mr. B, Rte. 3, Box 89, Adamsville, TN 38310, 901-632-0909.

SITUATIONS WANTED SALES

Radio sales Professional seeks equity position or cash partnership. Reply to Lanny Finfer, 1330 Lily Way, Southampton, PA 18966.

Experienced account executive desires sales or sales managers position, prefer Penna area. Box R-85.

You're expanding group seeking future manager. I'm OM seeking sales position. Four year business degree, major university. Very stable employment record. Box R-141.

SITUATIONS WANTED ANNOUNCERS

Available immediately, hard working, dependable announcer seeking entry level position, any shift, will relocate. Mark 303-659-1080.

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave anytime, 201-777-0749.

Recent broadcasting graduate from Brown Institute, seeks entry level position. Dave 414-258-6085.

Career minded air personality with 19 months experience, medium, small market seeks move up. For more info contact Dave, P.O. Box 2043, Vidalia, LA 71373.

Talented air personality with 15 years in radio seeks job with big band station. Great voice. Call 517-753-2844 or 313-395-2233.

Go anywhere now. Excellent PBP, production, copy, news writing. Phil 319-388-0543 day or night.

Big band format—if your changing or have changed, I have what you need! Fact - communicators who worked the big band era, sell the format better. We know how to put the right music together for top sponsor response, and, if needed, I come with my own big band library. I also can give you experience in management, sales and marketing gained in the health care field. I know how to deal with people. Need a tape, resume? Bob Robins 313-885-3185.

Broadcasting school graduate seeks entry level announcing position at station with easy listening, oldies, or big band formats. I have the credentials to make your station a success and am currently available. Prefer Northeast Ohio area, but will consider all offers. Ralph Gantz, Jr. 216-658-3021.

British broadcaster. Seven years commercial radio experience. Top ratings. Traveling Florida, Atlanta, California and NYC August/September. Interested? For resume and air check call 404-934-9656.

SITUATIONS WANTED NEWS

Informed and innovative newscaster anticipates establishing a career outside of hometown Chicago. For air-check tape and resume, contact Roger at 312-477-5427 after 3 PM.

Experienced sports & news, PBP, excellent writing/delivery skills. Ambitious, professional image. B.A. communications. Rick, 419-592-0706, 592-8060.

Tired of single station markets where my talent goes unappreciated. Solid, exciting PBP, all sports. 3 years on-air exp. 20 years sports knowledge. Know what I'm talking about. Box R-60.

Hardworking female pro. 9yrs. on-air experience, large and small market. Seeks news anchor/reporter position. Will relocate. Box R-34.

Employed central Florida sports director needs new growth. Sportstalk, sportscasts, color, public relations current duties. Also ABC and Florida Network stringer. Small and medium market experienced. Stable with great references. Call 813-294-5665.

Hard working, self starter seeks entry level position. BA in broadcasting plus one years' experience on small market beat. Will relocate. Steve 313-474-2966.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Broadcaster with 21 years experience seeking position as PD or announcer in medium to major market. Box R-102.

Copywriter, ready for a station committed to top-quality commercials. Creative, quick, experienced. Character voices, too! I'll relocate. Tim, 608-784-3725.

TELEVISION

HELP WANTED MANAGEMENT

General sales manager. Northeastern Tennessee, 87th ADI. Send resume to W.H. Lancaster, WJHL-TV, P.O. Box 1130, Johnson City, TN 37601. EOE.

Traffic manager: Successful, two-year old independent seeking creative hard working, task-oriented individual. Will manage staff of three. Traffic experience a must. Columbine Sytem experience a plus. Great opportunity EOE. Contact General Manager, WPMT (TV), P.O. Box 1868, York, PA 17405-1868.

Station Manager with proven sales and administrative ability for station in growing Texas city. EOE Box R-78.

Program Manager. Great opportunity with excellent broadcasting group. We need someone with strong research and programming background to work directly for General Manager in one of our sunbelt Indies. \$25,000 a year is yours if you are the right person for us. Send Resume to Box R-116.

Promotion manager 50-100 range aggressive affiliate seeks dynamic promotion producer with strong leadership skills and endless creative ability. Must have strong writing and production skills as well as working knowledge of co-op and network ad planning. Great job for the right person...move to the Sunbelt. R-132.

Operations manager. Network affiliate, top 40 market. send resume, salary requirements to Box R-137. EOE.

Research director. Network affiliate, top 40 market. Responsibilities include determining needed projects, rating book and programming analysis. Reports to general manager. Requires experience in broadcast research at station, ag-nncy or rep. firm. Send resume/salary requirements to Box R-138. EOE.

Operations director/program manager. New independent serving San Antonio. On-air this fall. Responsible for programming, production, film, and public affairs departments. Knowledge of ratings research helpful. Contact GM, KRRT-TV, Suite 320, 401 W. Commerce, San Antonio, TX 78207.

HELP WANTED SALES

Engineer salesperson. Audio/video engineering equipment manufacturer seeking at least one broadcast engineer to take full charge of technical sales. Situation requires solid understanding of sophisticated signal handling devices and applications, adequate communication skills, neat appearance, and determination to win. Good benefits with great opportunities--in a very high quality of life city within an hour of all outdoor sports. Send resume with salary history to Box P-110 before July 20.

Local sales manager. Top 15 market independent TV station. Multi-station operator offering competitive salary and benefits. We require 5+ years' local TV sales experience. Responsibilities include hands-on selling and management of the local sales effort. This is an opportunity to join a growing company. All replies held in strictest confidence. EOE Box R-5.

General Sales Manager opportunity at rapidly growing NBC affiliate in Raleigh-Durham, 38th market. Applicant must have extensive local and/or national sales experience. Mail resume to: Robert Butler; VP GM; Box 1511, Raleigh, NC 27602. EOE/M-F.

General Sales Manager- Move to the beautiful coast of southeastern Connecticut. A special opportunity for a dynamic results oriented person. Must have independent sales experience, be an aggressive motivator and strong leader. Excellent base salary, override and other ample rewards for performance. This is the start of something big. Send resumes to Jim Kontoleon, WLCT, P.O. Box 991, New London, CT 06320 or call 203-444-2626.

TV company seeks freelance reps. 20% commission for new, contracted clients. Porter Verstelt and Associates/Miami. 305-444-2513.

National sales manager. Houston's leading independent, KTXH-TV, is looking for a dynamite national sales manager. This person will have extensive national experience with strong independent sales background. This position is based in Houston. Send resumes to Matt Reiff, GSM, 8950 Kirby, Houston, TX 77054. EOE.

Wanted: Account executives for independent UHF station in major market, family oriented, major emphasis on local sales. Excellent commissions, benefits package. If you can close, I want you! Send resume to P.O. Box 3150, Manassas, VA 22110 or call GSM 703-369-3400.

Sales ability with solid news background needed in a representative of national story feed. Liberal incentives for adding client stations to our line-up of the country's best news and programming organizations. Must speak the news director's language and understand how to market a program service to this specific prospect. Will consider personable, enthusiastic news man without sales track record. Excellent opportunity for right candidate. Resume and salary history to: Local Program Network, 90 South 11th Street, Minneapolis, MN 55403.

TV account executive. WFSB, a Post-Newsweek Station, seeking creative, aggressive, energetic individual preferably with a minimum of one to two years experience in broadcast sales. Send resume to: Personnel Department, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE

HELP WANTED ANNOUNCERS

Play-by-play and color announcers wanted for major market NBA telecasts. Only announcers with NBA experience will be considered. Send resume to R-28. All applications will remain confidential. EOE.

HELP WANTED TECHNICAL

Chief engineer. Texas Gulf coast station. Varied experience. Minimum 3 years'. Immediate opening. Management background helpful. Must be capable of "hands on" repair. Excellent benefits and salary. Send resume: Box R-35.

Immediate opening in the engineering department for a technical supervisor. Minimum of 4 years of technical experience in the broadcast industry with a strong background in studio repair and maintenance and a working knowledge of RF systems. FCC license required. Send resumes to: Chief Engineer, KTXA-TV, CH. 21, 1712 East Randol Mill Rd., Arlington, TX 76011. An equal opportunity employer.

Master Control- Entry level Position candidate for future openings in production or engineering. WTKK-TV, Box 3150, Manassas, VA 22110. EOE.

Maintenance Engineer- Washington, D.C. area. Experience preferred, technical school required. Opportunity to learn and maintain state-of-art equipment. WTKK-TV, Box 3150, Manassas, VA 22110. EOE.

RF maintenance technician. Top 5 market TV station requires transmitter person with minimum 5 years' major market RF experience. This individual should be experienced in high power transmitters, two way and ENG RF systems. Supervisory and design experience desirable. Familiarity with Harris transmitters and TV equipment helpful. First or General Class Radiotelephone Operator License a must. We are an equal opportunity employer. Box R-67.

Video maintenance engineer & editor/switcher. Minimum 5 years experience. Call Dan Herschede at 615-227-0920. Have references ready.

Engineer: Responsible for master control switching, production engineering and remotes, minimum two years experience in television engineering and production. Two years electronic training at a reputable institute. FCC license required. Send resume and salary requirements to Personnel, WTVI, 42 Coliseum Drive, Charlotte, NC 28205. Close out date July 31, 1985. EOE.

Chief Engineer. Full power UHF start-up to sign on in early 1986 needs Chief Engineer now. Must have supervisory and maintenance experience in studio, transmitter, microwave, engineering operations. B.S. Degree or equivalent experience required. Texas Sunbelt. Send resume to Human Resources Director, Communications Center, 320 North Glenwood, Tyler, TX 75702.

Experienced staff engineer for TV station master control operation. Three years prior experience required. FCC license desirable. Send resume to Charlie Smith, C.E., KRLD-TV, 1033 Metromedia Place, Dallas, TX 75247. EOE.

Assistant Chief engineer for northeast major market independent television station. Position has responsibilities in the areas of maintenance, air operations, production and scheduling of personnel. Applicant should have 5-7 years technical background and 3 or more years experience in a supervisory capacity with a television station(s). Salary commensurate with experience. Box R-86.

Maintenance Technician for public television station with expanded signal coverage throughout Southern California. Must have two years full-time experience in the operation, maintenance, and repair of radio and television equipment at a broadcast television station or equivalent. Salary 16K to 19.5K plus excellent family benefits. Send letter and resume postmarked by 7/20/85 to Winston Carl, Personnel Officer, KVCR-TV/FM, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. AA/EOE.

Maintenance engineer: General Class Telephone License preferred. Will maintain RF-Video-Audio & Solid State equipment. Midwest, middle market affiliate. Send resume to Box R-103. EEO-M/F.

Engineer for TV and Radio operation. Five years minimum in maintenance of FM and TV transmitters and studio equipment. Will be chief of FM. Also needed is engineer for location shooting of network production. Experience with Ikegami cameras and Sony 500AVTR, a plus. Send resume to Chief Engineer, Box 416, Corpus Christi, TX 78403-0416.

KSNT has an opening for an electronics maintenance engineer. Qualified applicants should have experience in ENG gear as well as state of the art digital broadcast equipment. UHF transmitter experience is a plus. General operator license required. Resume to Operations Manager, KSNT, P.O. Box 2700, Topeka, KS 66601. KSNT is an E.O.E.

Leading Chicago film and tape production company seeks experienced, self-starting engineer. This key person will be responsible for maintenance and operation of our 1" edit system, cameras, etc. 5 years experience and college degree preferred. Excellent salary and benefits. Box R-119.

Operation/maintenance technician. Immediate opening with group-owned midwest NBC affiliate. Need General Class FCC license, minimum 2-3 years video and maintenance experience. Extensive knowledge of RCA TCR-100 helpful. Excellent benefits; salary commensurate with qualifications. Resume and salary requirements to Jim Ohmstede, VP/Engineering, KWWL, 500 East Fourth Street, Waterloo, Iowa, 50703. 319-291-1200. EOE.

Videographer: for WXXI-TV, Rochester, NY, a PBS affiliate. Responsible for shooting and editing videotape for documentaries. Must be skilled in operating portable video cameras, 3/4" & 1" videotape recording, playback and editing equipment and location lighting. Minimum one year ENG/EFP production experience required. Resume and salary requirements to WXXI Personnel Dept., P.O. Box 21, Rochester, NY 14601. EOE.

Story editor. Opening for a top video editor with national experience in segment or story editing for assignment to work with PM Magazine. Must be fast and technically proficient with Convergence 104/204, 3/4" and 1" tape. Excellent ability to work with producers required. Send resume and reel to: Varitel Video, Attn: General Manager, 350 Townsend St., San Francisco, CA 94107. No phone calls. tapes will be returned.

Sunbelt state ETV Network has 2 Chief Engineer positions available. Chief Engineer-Transmission: Supervises operation of 4 VHF, 1 UHF transmitter and ten microwave relay stations. Applicant should have education equivalent to BS/EE; 5 years of TV work experience with one year as supervisor. Salary range \$20,878-32,968. Chief engineer-Maintenance/Operations: Supervises technical operations of Network Master Control and Studio Production Control. Applicants should have education equivalent to HS diploma, 2 years electronic training and six years of TV work experience. Salary range \$18,408-29,827. Send letter of application, resume, three references and salary history to Personnel Office: Arkansas ETV Network; P.O. Box 1250; Conway, AR 72032 AETN is an EEO/AA Employer.

Assistant to chief engineer...for Telecommunications Division. Multi-use telecommunications facility on West Windsor Campus includes Public Radio Station WWFM, county-wide Cable TV Network, closed circuit TV, ITFS, TV Studio and control room facilities, five meter TVRO and radio, TV, Telecommunications technology academic programs. Requires maintenance and construction experience in radio and/or TV, BA or AA Degree desirable. Salary \$18,000 to \$23,000, excellent fringe benefits. Respond in writing to: Mercer County Community College, Personnel Services, Dept. WG, P.O. Box B, Trenton, NJ 08690. An Equal Opportunity/Affirmative Action Employer.

Maintenance engineer LA area UHF independent, good facility, work location near beach. Job requires a strong electronics background, maintenance experience with xmit & studio equipment, and some driving. Send Resume to KSCI, 1954 Cotner Ave, LA, CA 90025. Attn: Barry Brooks, Director of engineering. 213-479-8081.

HELP WANTED NEWS

Network affiliate in Honolulu seeks experienced reporter. Must be self-starter with camera presence, good writing skills, ability to dig and desire for self-respect. Send resume, tape and salary requirement to Paul Udell, News Director, KITV, 1290 Ala Moana, Honolulu, HI 96814. EOE.

No. 1 award-winning station needs experienced business/economics reporter to cover dynamic Sunbelt business community. Need 3-5 years on the street plus previous full-time business beat experience. No beginners. Send tape and resume to: Scott Parks, News Director, WIS-TV, P.O. Box 367, Columbia, SC 29202. EOE.

Meteorologists needed for various size markets. AMS seal preferred. Tape, resume, and letter to NEWSPEOPLE, 20300, Civic Center Drive, Suite 320, Southfield, MI 48076.

Weather Anchor. WRBC-TV in Chattanooga is looking for a weather anchor for the station's Monday-Friday newscasts. Strong preference for a meteorologist, but willing to consider others. No phone calls. Send resume and videotape to Lee Meredith, WRBC-TV, 900 Whitehall Road, Chattanooga, TN 37405. An equal opportunity employer.

News Director. Midwest mid 50 market. Management experience required. Must be able to produce, write, and have ability to train young staff. Send resume to Box R-94. EOE.

Co-anchor/reporter Top 30 Midwest network affiliate has opening for co-anchor/reporter for prime evening newscasts. Must have 3-5 years anchor experience, excellent on-air skills, strong writing and reporting abilities. An Equal Opportunity/Affirmative Action Employer. Resume to Box R-91.

News Producer for medium market in sunny Southwest. Writing skills, good news judgement a must. Minimum 1 year producing commercial newscasts. Tape and resume to Adam Bradshaw KVBC-TV 1500 Foremaster Lane, Box 44169, Las Vegas, NV 89116.

Producer. Immediate opening for TV news producer top ten market. 3-5 years experience required. Production and editorial skills a must. Send resume to Box R-97. EOE/M/F.

Producer: Top 30 market seeks at least one producer with unusually strong writing, story development and management skills. Must be imaginative self-starter able to out-cover the competition on big stories and generate story ideas on "slow" days. Solid journalism and production polish both needed. Reply with resume and letter Box R-109.

Sports anchor: Top 30 market seeks weekend sports anchor and weekday sports reporter. We're looking to get better. Must be able to range from high school through pro sports and produce solid, visual sports anchor segments. Must be a story teller with the viewer in mind. Resume and letter, Reply Box R-110.

News photographer: WAVY-TV has an opening for a News Photographer. Minimum 18 months television news photography experience required. Should have knowledge of ENG and microwave. Send resume, audition tape, salary requirements and references to News Director, WAVY-TV, 801 Wavy Street, Portsmouth, VA 23704. We are an affirmative action, equal opportunity employer. M/F.

News producer: #1 Southwest ABC affiliate looking for experienced late news producer. Job demands not only outstanding producing abilities, but strong management and people skills to work with aggressive, first class news team. Perfect opportunity for a strong producer who wants to move into management. Must have at least two years late producing experience. Outstanding salary and benefits with a progressive station group. Resumes only. Box R-129.

News general assignment reporter/anchor and news production director who can switch a tight creative news--Experience required in both positions--Medium market station on the move to #1. Send Resume to Box R-134. An Equal Opportunity Employer.

News Editor. WPBT, Public Television in South Florida, has an opening for a News Editor to work on the national program "The Nightly Business Report." The News Editor is responsible for reviewing and copy editing stories, acting as back-up producer, coordinating series and special event coverage and writing scripts, proposals and promo copy as needed. Minimum of two years experience as a producer, associate producer or copy editor in broadcast journalism, excellent writing and copy editing skills and a background educationally or professionally in business news required. We offer a competitive starting salary and excellent benefits. Send resume to: Personnel, WPBT, P.O. Box 2, Miami, FL 33261-0002. An Equal Opportunity Employer, M/F/H.

Chief News Photographer—Minimum two years experience as a television news photographer. Duties include overseeing five news photographers. Send tape and resume, including salary requirements to James Smith, News Director, KPLC-TV, PO Box 1488, 320 Division, Lake Charles, LA 70602

Investigative reporter: WTOL, the CBS affiliate in Toledo, needs an investigative reporter. This is not a position for beginners. We are looking for someone with several years of reporting experience, and the patience and organizational skills to handle the job: Newspaper experience preferred by not required. Send resume, examples of your work, and salary requirements to Rick Gevers, News Director, WTOL-TV, P.O. Box 715, Toledo, OH 43695. No phone calls please. EOE, M/F.

Meteorologist—northeast station seeks experienced personable weather anchor to join number one team. No beginners. Excellent opportunity for right person to help build a unique weather product. AMS seal desired. State of the art facility and equipment in attractive Central New York community. Tape and Resume to: Personnel, Box 699, E. Syracuse, N.Y. 13057. No phone calls. EOE.

Weather Anchor. Midwestern CBS affiliate is seeking knowledgeable, glib, authoritative weathercaster. Send tape, resume, and salary requirements to Larry Young, News Director, KOAM-TV, P.O. Box 659, Pittsburg, KS 66762. Equal Opportunity Employer.

Washington executive producer with creative energies to invest toward expanding news consortium doing satellite coverage from D.C. Futurist organization creating new communication concepts. Good organizational and people skills a must. Also should have a few years experience as a producer or on assignment desk in market twenties or higher. Resume/salary requirements to: Local Program Network, 90 South 11th Street, Minneapolis, MN.

Sold news background with sales ability needed in a representative of national story feed. Liberal incentives for adding client stations to our line-up of the country's best news and programming organizations. Must speak the news director's language and understand how to market a program service to this specific prospect. Will consider personable, enthusiastic news man without sales track record. Excellent opportunity for right candidate. Resume and salary history to: Local Program Network, 90 South 11th Street, Minneapolis, MN 55403.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Assistant promotion manager. Major market network affiliate is seeking a take-charge individual for the #2 position in department. Must have strong writing, hands-on editing and producing skills. Minimum two years experience in all phases of broadcast promotion including on-air, print and radio. Managerial experience a plus. Send resumes and tapes to: Cyndie Reynolds, Promotion Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733, EOE.

South Florida Affiliate needs creative sports photographer/editor. 1 year experience, minimum. Top-notch operation with visual emphasis. Send tape and resume to: WBBH-TV, 3719 Central Ave., Ft. Myers, FL 33901.

Senior Crew Member at PBS station. Required: minimum of 3 years' hands on experience in broadcast television production, with emphasis upon EFP, remote and studio operations. BA or BS in radio/television preferred. Salary: \$19,000 per year (with some overtime available). Both resume and demo tape must be sent to Crew Chief, KUHT-TV, 4513 Cullen Blvd., Houston, TX 77004. No calls accepted.

Hotshot CMX editor needed for hot shop in beautiful mile high Denver. Our work is the best, so we demand the best. Strong EFX and EDL skills required. Great atmosphere and creative people. Resumes to Box R-63.

Promotion Manager. Chicagoland's hot new Indy needs super promotion person ready to create the market's most aggressive and effective on-air, print and event promotion. Tapes, resumes/portfolios to: Program Manager, WPWR-TV, 4255 Westbrook Dr., Aurora, IL 60505. No novices or calls please! EOE, M/F.

Attention Producers, videographers. Nationally syndicated television program now accepting animal segments on 3/4" tape to begin airing this Fall. Receive on-air credit. Segments include all domestic and wild animals, Pet Heroes, Celebrity Pets. Send to Gale Nemetz, Action Line Group, 1410 15th Street, NW, Washington, D.C. 20005.

Art director: Aggressive station needs person with strong design capabilities. Computer graphics experience mandatory. Must be versed in print, layout and multi-color brochures as well. Send resume to Box R-104. EEO-M/F.

Producer/director: #1 midwest station seeking versatile director. Must be comfortable with clients, news and producing projects. Medium market, DVE experience a must. Send salary requirements and resume to Box R-105. EEO-M/F.

Director. Immediate opening for creative individual. Duties include directing newscasts, studio and field productions, editing, switching, lighting. Send tape/resume to Dave Novak, Production Manager, KQTV, P.O. Box 247, St. Joseph, MO 64506. EOE.

Producer: PTV station KNPB celebrates its second anniversary this September. Top priority for third year is to establish a production department. We are seeking an experienced professional who can develop this department into one that will provide high visibility and professional service to our community. Post-secondary degree preferred. Five years experience. Send resume, sample of writing by 8-30-85 to: Sherri Dangberg, KNPB, P.O. Box 14730, Reno, NV 89507. EOE.

Director of marketing and promotion: Immediate opening for a motivated self-starter to create, organize and coordinate all aspects of station marketing and promotion. Must have minimum of 2 years experience in a television promotion department and possess working knowledge of related production equipment. Leadership qualities mandatory as this is a Department Head position. Marketing experience desired. Send resume and tape to Dennis Williamson, General Manager, KREM-TV, P.O. Box 8037, Spokane, WA 99203. A King Broadcasting Company station. EOE.

Supervisory television production specialist—GM-1071-13. Salary range of \$37,599-\$48,876 per year. The Food and Drug Administration (FDA) is seeking a television production specialist to manage all phases of video production. This involves supervising a staff of 8-10 producers, directors and technicians who are responsible for developing educational media, training courses for the scientific community as well as the general public, and community policy on all aspects of medical devices and radiological health safety and effectiveness. **Qualifications required:** Minimum of six (6) years experience in television, or video production with at least one year of the total experience directly connected with studio maintenance of broadcast quality equipment including RCA and Ikegami cameras, 1" and 3/4" video tape machines; or completion of all requirements for a master's or an equivalent degree, or two (2) full, academic years of graduate education in fields directly related to the production of motion pictures, television, or radio which is equivalent to five (5) years of the required experience. All applicants must possess a current ability to: Design, conceive improvements, and specify equipment purchases for videotape facilities. Instruct staff in the use of a wide variety of specialized videotape equipment. Develop, design, construct, and test a wide variety of electronic systems used for television production. Direct broadcast quality T.V. programs. A resume or U.S. Government Personal Qualifications Statement Form (SF-171), which can be found at any U.S. Government Personnel Office, should be sent by October 1, 1985 to Mr. Jeffrey Dowell, Division of Human Resources Management (HFA-425), Food and Drug Administration, Parklawn Building, Room 4B-21, 5600 Fishers Lane, Rockville, Maryland 20857. For further information Mr. Dowell can be reached on 301-443-5490. FDA is an equal opportunity employment employer. This position is covered by the Performance Management and Recognition System. Therefore, the incumbent may be eligible for merit increases and performance awards. Fringe benefits are considerable.

Creative writer/producer needed for commercial and program development in Peoria. Must have strong writing skills, knowledge of production, and ability to work with clients and staff. Send resume and tape by July 31, 1985, to: Personnel Director, WHOI-TV, 500 N. Stewart, Greve Coeur, IL 61611. EOE.

Take charge commercial producer/director wanted for NBC affiliate in sunny Southwest Florida. 1" field experience and editing a must. Copywriting experience helpful. E.O.E. Send resume to Lisa Faas, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33901. No phone calls.

Graphic Designer—Major market South Florida VHF seeks designer with strong electronic graphic skills and experience preparing comps and mechanicals for print ads and sales pieces. Design degree and three years broadcast design experience preferred. Send resume and salary requirements to Box R-131.

Promotion Manager. Network affiliate, Top 40 market. A creative decision maker. Must be experienced in the creation and execution of campaigns for all media, including on-air promotion and ad agency direction. Send Resume/Salary requirements to Box R-139. EOE.

Producer to join booming Sun Belt shop. Want solid journalist, inventive presenter, sharp writer, with strong administrative and people skills. Two years experience minimum. E.O.E. Send resume and tape to News Director, WBBH, 3719 Central, Ft. Myers, FL 33901. No phone calls.

One-man band reporter/photographer. Needs strong shooting skills, proven reporting ability, at least one year as pro. Work flextime week (four 10-hour days) in delightful Sun Belt market. E.O.E. Write News Director, 3719 Central, Ft. Myers, FL 33901. No phone calls or tapes.

Producer/Director—Creative, versatile individual needed to direct news, special projects, commercials, etc. Writing experience preferred. Send resume, tape and salary requirements to Peter Kent, Creative Services Manager, WXX-TV, 21 Buford Rd., Richmond, VA 23235. EOE.

KTVN-TV has an immediate opening for the position of electronic graphics coordinator. Responsibilities include all station graphics and design for newscasts, promotion, and commercial production. Applicants must have at least 2 years college and 2 years experience in electronic graphics design and operation. Send resume to David Fete, Operations Manager, KTVN-TV, 4925 Energy Way, Reno, NV 89502. EOE.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

TV Producer director-The University of Toledo seeks applications for a TV Producer/Director for the University instructional television operation. Must have production experience in instructional television as demonstrated in resume tape (3/4 or 1/2") with applicant's contribution specified. Responsibilities include developing, producing, directing and editing instructional programs in 1/2" format. Master's in relevant field required. Twelve-month contract, faculty rank, salary \$18,000. Consideration of applications beginning August 5, 1985 until position is filled. Send detailed resume, three names of reference, and resume tape to: Mrs. Barbara Avery, Secretary, Search Committee for TV Producer/Director, University Libraries, The University of Toledo, 2801 West Bancroft Street, Toledo, OH 43606. An Equal Opportunity Affirmative Action Employer.

Television photographer/editor. ENG photographer/editor needed for production of videotapes for government cable television channel. 2-3 years of ENG/EPF experience preferably in commercial or public television station. Directing/technical directing experience desired. Starts at \$23,088 with good benefits. Obtain application forms from J. Senitz, City of Phoenix, Personnel Dept., 300 W. Washington, Phoenix, AZ, 85003 or call 602-262-6277. Applications must be completed and returned by August 2, 1985. Equal Opportunity Employer.

Director of Development. L.I. public TV station seeks candidate to design, execute and administer all fund raising and public relations activities, including long-range planning and development. Management experience in public TV (or related fields) of at least five years required, with emphasis on development and/or public relations. Direct experience in on-camera fund raising and TV auctions highly desirable. Bachelors degree required. Salary open. Resumes to: President and General Manager, WLW/Channel 21, 1425 Old Country Road, Plainview, New York 11803.

Team Oriented Television Artist. Design/develop visual elements for television with a strong emphasis in instructional and public affairs programming. Strong illustration skills. Final candidates will be required to submit portfolios. B.A. or B.F.A. required. 4-5 years experience in television or related media. Deadline: August 15, 1985. Contact: Rosemary Jacobson, University of Wisconsin-Stout, Menomonie WI 54751.

Executive editor needed to help innovate and direct future editorial mission of growing national news feed. Our forty member consortium consists of the nation's best news and local programming organizations. We want an experienced, take-charge creative manager with lots of ideas and initiative, backed by at least five years of news and/or programming experience. Must understand CMX editing systems and have strong editing background, though hands-on is minimal. Resume/salary requirements to: Local Program Network, 90 South 11th Street, Minneapolis, MN 55403.

Daily magazine show co-hosts who can write, produce and deliver on camera. Year round production under the sun. Send resume and audition cassette to: Magazine Producer, Ste. 310, 424 West Commonwealth, Fullerton, CA 92632.

SITUATIONS WANTED MANAGEMENT

GM/GSM. Heavy independent experience at country's best, sign-ons, programming, promotions, sales. Best credentials in the industry, presently employed, GM Indy. Box R-75.

Current GSM in medium market ready to move up in rank or market size. Proven track record in both local and national sales management. Will consider NSM in top 50 market. Box R-84.

SITUATIONS WANTED TECHNICAL

Switcher trainee. I have a general radio telephone license plus bachelor's degree in Radio-TV. Call Martin Garbus at 818-842-3364 or write 1233 Alta Paseo, Burbank, CA 91501.

Director of Engineering. Very creative, with impressive list of completed projects seeks new challenge. Heavy experience in technical management, video/audio systems engineering, VHF/UHF hi power transmitters, computer applications & programming, new construction, license filings. Now D.O.E. for two television stations in top 50 markets, managing 35 engineers & million dollar budgets. Inquire with confidence to: Director of Engineering Office, 8530 Wilshire Blvd., Suite 309, Beverly Hills, CA 90211, 213-854-5316.

Maintenance engineer. FCC 1st, Associate Electronics, MBA. Six years electronics maintenance experience. I am seeking a challenging position in a television station or post production company as a Maintenance Engineer. Willing to relocate. Write to: Al Chaney, 1415 Oak Nob Way, Sacramento, CA 95833, or call 916-922-3456.

SITUATIONS WANTED NEWS

Experienced journalist looking for opportunity in sports, news, producing or entertainment news. Box R-50.

News director. Eleven years TV, six years as news director. Seven years radio news. Proven leadership, co-operative attitude toward station goals, solid professional references. Stable, family man. Call Kevin Kelly, 803-579-3864.

Assignment editor. 4 years of contacts, research, logistics. Seeking another market, another challenge. Top 100. Box R-65.

Intelligent Sportscasting. Ivy educated sports attorney. Collegiate three letter man. Attractive, articulate, knowledgeable, sports nut. Happy to send tape. Please reply to Box R-68.

Gamble & Win! Communication Studies graduate with professional photographic skills looking for ENG-/sports related camera career. Intelligent, motivated and dedicated to excellence. Will relocate. 818-444-8014.

Assignment editor in 25 person newsroom acting as assistant news director without the title or pay looking for new challenge. Seeking a news director or assistant news director position at serious news organization. Box R-82.

Anchor/reporter. Attractive, articulate, black female journalist. Presently working in 70's market, seeking similar position in larger market. B.A. degree, 2-years on-air experience. For tape, resume, write Box R-106.

Sports/news reporter. 4 years radio-TV experience. Young but accomplished news and sportswriter, interviewer, and PBP announcer seeks entry level position. I can do it all! Tape available. Bobby 312-339-6740.

TV Weatherman. Will consider fulltime/parttime. Have forecast, will travel. 602-297-4408.

Recent meteorology graduate seeking entry level position in television weather. Some broadcasting experience. Available immediately. Contact Bob Russell: 240 Raymond, Florissant, Missouri 63031. 314-837-6906

Young sportscaster seeks 1st job. Trained with top affiliates in markets #5 & 20, Cal-Berkeley grad. Talented & can't miss Demo & references avail. Will go anywhere. John 916-482-4295. 3445 Concetta Way Sacramento, CA 95821.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Have gear, will travel. Videographer-journalist working as anchor in major European market seeks position as production, documentary, or feature videographer. Available immediately. Experienced, degrees. American. Call evenings, 712-362-5753; (011 43 222) 52 50 253.

Maturity. Experience. Creativity. Looks. Awards. Female broadcaster with 1 1/2 years' experience as news reporter in top 50 market and 2 years' as producer/co-host of PM Magazine seeking an anchor/reporter position on a news-information program. 219-749-1402.

Three years in development department at international TV production company, two in publicity. Looking for position in promotion or programming. Energetic, enthusiastic; willing to relocate. Call 213-655-9164.

Director/producer. Past three years in corporate tv, seeks return to broadcast, small or medium market. Heavy experience multi-camera remote and studio production. Came up through the engineering ranks, no fancy degree, just solid work and positive attitude. Prefer east coast but will consider anywhere. Let's talk. 201-785-3294 evenings.

I am a law professor who has appeared regularly on programs in a top ten market and has production credits for a P.B.S. documentary. I am seeking a position as a legal news analyst, consumer or investigative reporter for news or feature program. Will supply tapes on request. R-133.

Broadcast Researcher. Very knowledgeable about Spot TV Network, Program Syndication, etc. seeks position in television advertising industry. Possesses excellent management skills, analytic talent and achieves results. Call 718-539-4373.

Hello. August graduate with B.A./Radio-Television-Film requests entry-level television production position. Production/Programming internships with network O & O/Cable stations, Chicago market. Intelligent, ambitious, enthusiastic with film, theater, and art knowledge. Will relocate. Please write Box R-125.

ALLIED FIELDS

HELP WANTED TECHNICAL

Consulting engineer(s). Major Washington firm seeks engineer(s) with 3-5 years of experience in broadcast industry, particularly involving AM DA systems. BS in EE or Physics required; EIT or PE registration desirable. Competitive salary and benefits for the right individual(s); EOE M/F. Send resume and salary requirements to Box R-101.

Chief broadcast engineer needed to oversee and maintain the performance of high-power FM public radio station KUMR. An associate's degree with emphasis in electronics or an equivalent combination of education and experience from which comparable knowledge and abilities can be acquired is necessary. Two to three years of broadcast equipment repair and maintenance and possession of valid first class or general class FCC radiotelephone license are required. Salary range: \$20,786 - \$27,715. Deadline for receipt of completed applications: August 23, 1985. For application forms, contact: Personnel Services, G-1 Parker Hall, University of Missouri - Rolla, Rolla, MO 65401, or call 314-341-4241. UMR is an Affirmative Action/Equal Opportunity Employer.

HELP WANTED NEWS

Looking for a job? Professional Broadcasters can help. Box 66173-B, Roseville, MI 48066.

News director and operations manager for college owned commercial AM radio station. News director will supervise student reporters and will anchor morning news. Operations director will handle daily station operations and supervise students. Professional experience and minimum BA in appropriate field. Masters and teaching ability highly desirable. Resume and references to: Gregory Pitts, Department of Communications, Louisiana College, Pineville, LA 71359. EOE.

HELP WANTED PROGRAMING

Wanted: Placement director for nationwide California based broadcast employment agency. Previous broadcast experience required. Salary to \$24K. Send resume to: Box R-115.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash - highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media. 404-324-1271.

Collins 21-E/AM, 100w to 20kw channel 12 or 16 transmitter. 402-534-2071.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

TV Transmitter Harris BT18H parallel VHF high band rated 38 KW. 13 years old. Presently in use. Available August 1, 1985. Call Chief Engineer, WJCT Jacksonville, FL 904-353-7770.

New TV start-ups. Fast, cost effective construction. Top quality equipment at lowest costs. Business plans, financing available. Quality Media, 404-324-1271.

New UHF transmitters. Silverline 60kw high-efficiency UHF transmitters, dual exciters, Pulsar, all standard, at an amazing price. Quality Media, 404-324-1271.

Used TV transmitters- 30 and 60 kw UHF, Dual 38 kw Harris Hi-Band VHF, 1kw Emcee UHF LPTV, call for your needs. Quality Media Corporation, 404-324-1271.

RCA TCR-100 2" cart - (2) available with 2,000 tapes. Call for details and low price. 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.

Used 660ft. tower inside ladder, very heavy, ideal for TV, Class C FM, etc. Excellent condition, can re-erect this area \$40,000.00 Buzz or Gary DeJarlais. Phone 507-895-2285.

50KW AM, CONTINENTAL 317 C1(1968), upgraded in part to C2 by factory in 1981, on air, full power, many spares, w/FCC proof. Call M. Cooper/Transcom Corp., 215-379-6585.

Class A FM equipment package, complete including 300ft. tower, studios, audio and monitors. "UNDER \$50,000" Call Transcom Corp., 215-379-6585.

20KW FM & 5KW AM, CCA 20,000DS (1972) w/exciter and stereo, on air w/FCC proof. Gates BC5P excellent cond. 125% Mod., spares & FCC proof. Call M. Cooper/Transcom Corp., 215-379-6585.

Nagra Audio recorders for sale. 3 Nagra III, 2 power supplies, 1 leather carrying case. Call Phil Lefkowitz, I&L Limited. 919-929-2483.

New and used radio broadcast and microwave towers. Complete nationwide sales and service, erection specialists. Bonded, with 25 yrs. experience (Turn-key Operations), T.M.C.I., 402-467-3629.

Optimod 8000-A-FM, excellent, \$2200. Potamic Instruments Audio Proof Set, like new \$2600.00. 402-534-2071.

5,000W-FM transmitter, Gates, excellent, \$9800.00. RCA-BTE10B-FM exciter, \$300.00. 402-534-2071.

ITC three deck stereo playback. Excellent condition. \$1,750. (two three-deck units to sell) Allen Power, WESC, 803-242-4660.

New manufacturer of UHF, LPTV, FCC type accepted solid state transmitters has three 100 watt prototype units for sale. New warranty, \$13,500 each, immediate delivery, call CommTele anytime 713-479-1614.

Acrodyne model T, 230V/VH Channel 7 100 watt transmitter; w/power supply, translator, and amplifier; enclosed in metal stack cabinet w/built in McClean Laboratories exhaust fan; RCA color modulator; SCALA antenna system (Ch. 7) HDCA-5 type Yagi, including eight (8) HDCA five element dipole reflector assemblies w/75 ohm two-way power divider (50-50); approximately 50 ft. Andrew HJ-50 (FCC-78-50J) transmission line w/connectors; three (3) sections (10 ft. each) ROHN type 45G tower; three (3) sections (10 ft. each) antenna pole; Tectronic type 528 waveform monitor; Tectronic NTSC Vectorscope 1420; RCA distribution amplifier V210 DA. For information contact Federal Deposit Insurance Corporation, P.O. Box 15154, Knoxville, TN 37901. 615-544-4686. FDIC reserves the right to refuse any or all bids. Written bids will be accepted until July 19, 1985.

VPR-3s, VPR-2Bs, TR-600s, HL-79As, Sony BVH 1100s, TK-29, TP-7s, TK-760s, TP-66s, Vital VIX-114-3, Quantel VEP-5000. Call Media Concepts 919-977-3600.

Mobile vans - two 14' cube vans. Five triaxed cameras, VPR2B's with slo-mo, GV1600, Chyron 4000, GV400 routing, Yamaha console, RTS intercom, generators, Tek & Conrac monitoring. Complete and ready for use. Excellent condition. Gerstenslager 38' van. Three axle. Recently rebuilt, new interior, RCA TK760 and TK76 cameras. Sony VO2860/2260/RM440. Sony VO4800. Angenieux 25X and Fuji .22X lenses. Tek 465, 475 and 7603 scopes. Studio lighting-grid power fixtures. Call Jack Taylor, WVSCO, 215-367-2800.

BMS portable microwave transmitting system, nearly new, including antenna and battery pack. 315-683-5669.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

Attention radio stations with a dish. Looking at Sat-Corn IR, a proven winner coming your way Sept. 1--America's first and most successful Syndicated Real Estate 2-way talk show will be fed live each Sunday at 11am EST-Barter Basis with excellent local avails perfect for your Real Estate, Builders, Developers and Financial Clients. Stations now being cleared on a first come, first served, exclusive market basis. Get your piece of the Real Estate Advertising Dollar in your marketplace! First 50 markets cleared report 100% sales of local avails with a waiting list--play it live or tape-delayed. Hosted by America's only nationally syndicated TV & radio personality covering the world of real estate, who has appeared on ABC's Nightline, and is currently seen weekly on PBS stations nationwide. The show will be cross-promoted on TV, with a heavy national campaign to attract listeners and advertisers. To clear your station, call Diana Cailand 202-662-8900, or write Inside Real Estate, Suite 1267, National Press Building, Washington, D.C. 20045.

MISCELLANEOUS

Time sales training manual: Improve sales performance. Everything salespeople should know: technical information, attitude, organization, follow-up, packaging, independent television, specials, prospecting. Written by professional with 20 years experience. Antonelli Media Training Center. 212-206-8063.

Job hunters! "How to Find That First Broadcast News Job." Handbook praised by TV/Radio Age and top broadcasters. For info, write: Dr. Richard Labunski, P.O. Box 85224, Seattle, WA 98145.

RADIO

Help Wanted Management

PBS

Vice President and General Counsel

PBS is seeking Vice President and General Counsel. As a member of senior management, the general counsel reports directly to the President and is responsible for managing the legal affairs of the Corporation and will play a lead role in substantial business negotiations. PBS provides national program distribution and related services to the nation's public television stations. Its principal offices and satellite distribution facilities are located in Metropolitan Washington, D.C.

Position requires person who can work effectively with diverse station membership, Board of Directors and staff of a dynamic communications enterprise. Candidates should have law degree; Bar membership; and substantial legal experience in senior position of a corporation, law firm or government agency. Demonstrated record of success in prior work essential.

PBS offers a competitive benefits package and salary commensurate with experience.

Please send resume including salary requirements in confidence to:



Mr. Michael Hobbs
Corporate Secretary
475 L'Enfant Plaza, S.W.
Washington, D.C. 20024

Help Wanted Management Continued

TOP 10 GSM

If you are currently a General Sales Manager or Local Sales Manager in a top 30 market and are interested in moving to a Top 10 Northeastern market, send your resume and earnings history to V.P., G.M.

We're part of a major group. Minorities are urged to apply. EOE/M-F. Write box R-95, Broadcasting, etc.

RADIO GROUP HEAD

Growing East Coast group needs an experienced radio person to run 8 station group. If you have radio group management experience and have a successful record in radio station management in medium and major markets, we would like to hear from you.

Competitive compensation and benefits and the opportunity to advance your career by making a good group even better.

EOE/M-F. Resume to Box R-100.

Help Wanted Announcers

ANNOUNCERS/DEEJAYS

South Central Pennsylvania AM Daytime Station looking for personnel with on-air personality and humor... some talk show capability... inquiries, tapes and resumes to STATION, BOX 71, LEBANON, PA. 17042

Help Wanted News

DIRECTOR OF NEWS AND INFORMATION SERVICES

Public radio station, WBST has an opening for a person to oversee and direct the development, programming, assembly and delivery of all news and public affairs information programming functions of the station. BS degree in telecommunications or related area plus 3-4 years broadcast experience in varied phases of news and information programming required. Application deadline 8/3/85. Send resume to:

Personnel Services Office
BALL STATE UNIVERSITY • Muncie, IN 47306
An Equal Opportunity/Affirmative Action Employer

Help Wanted Sales

ADVERTISING Account Executive

Lappin Communications, Fla., Inc. is expanding and has an immediate opening for an experienced account executive with management potential.

WE OFFER:

- EXCLUSIVE FORMAT
- HIGHLY VISIBLE PROMOTIONS
- AGGRESSIVE SALES SUPPORT PROGRAMS

THE MOST ATTRACTIVE
COMPENSATION PACKAGE IN SOUTH
FLORIDA.

YOUR QUALIFICATIONS MUST INCLUDE:

- TWO YEARS EXPERIENCE SELLING
DIRECT AND AGENCY ACCOUNTS
- SUCCESSFUL, DOCUMENTED
TRACK RECORD
- REFERENCES

Send resume to or call:

Joseph Nuckols
Vice President/General Manager
Lappin Communications, Fla., Inc.
WNJY-FM
P.O. Box 10386
West Palm Beach, FL 33404
(305) 842-5616

EQUAL OPPORTUNITY EMPLOYER

LAPPIN COMMUNICATIONS
WNJY — FM WMAS AM-FM
Palm Beach, FL.,
Springfield, Mass.

Help Wanted Programing, Production, Others

"DON'T FIX WHAT ISN'T BROKEN." WRONG!

We can make WICC Radio even better. We're a ratings leader but believe that we can build an even stronger share of audience. It'll require creative excellence.

The Operations Manager we're looking for will love the challenge and have the experience and skills to lead a large professional staff.

WICC Radio programs full service in Bridgeport/Fairfield County, CT. and is part of Tribune Broadcasting. Excellent compensation for the right person. Send resume to Ray Gardella, Vice President, General Manager, WICC Radio, 177 State St., Bridgeport, CT. 06604.

Situations Wanted Management

EXPERIENCED GENERAL MANAGER

Former G.M. of one of country's most successful radio stations now seeking a position as general manager of AM or FM. Prefer Chicago or St. Louis but will consider other major markets. Outstanding track record and credentials. Available Aug. 1. All replies in strict confidence. Top references—Reply Box R-122

Situations Wanted Announcers

Western Colorado - New Mexico
Texas - Arizona

SMALL OR MEDIUM MARKET?

Former top-rated major league personality-PD. Successful ad-agency owner & Radio Sales Mgr. desires comfortable community to raise youngsters; location, area, lifestyle very important! Challenges? Super—but no big cities' rat-race! Radio management for absentee owner? AC/MOR Mornings? Talk show? Radio/TV News or Sports? Anything/Everything (except engineering) *professional*. Box R-126.

THE GIANT KILLERS morning team can we kill one for you? Box R-93

OWNERS/MANAGERS

Have a championship season with this veteran husband/wife morning team. Looking for an FM home. We'd also like to program a cost efficient package. Let us make you a winner.

513-429-4845

Situations Wanted Programing, Production, Others

OWNERS & GM'S

Interested in "Talk" or "News-Talk"? ... Philadelphia's STAN MAJOR invites you to read his article on "talk" in the July RADIO ONLY magazine ...

Copies available by calling
215-825-8592
Stan Major/Talk Programmer
38 Barclay Court
Blue Bell, Pa. 19422

TELEVISION

Help Wanted News

DOCUMENTARY TYPE PRODUCTION

We are former broadcast journalist using the latest production technology to produce video-based marketing and training packages for business and industry. Join us, and put your writing and producing skills to work in an exciting, challenging environment. Minimum of five years TV news experience required. firm Salary and benefits package commensurate with experience. Send resume, references, and tape to:

VIDEO, LTD.
200 Guaranty Bank Building
Cedar Rapids, Iowa 52401
EOE/M-F

Help Wanted Technical



MUTUAL BROADCASTING SYSTEM, INC.

FIELD SERVICE TECHNICIAN

Mutual Broadcasting System, Inc. (MBS), a leader in network broadcasting technology, has an opening in its Crystal City, Virginia, headquarters for a Field Service Technician.

Position will be responsible for installation and maintenance of MBS FM broadcast equipment at radio stations nationwide, and will advise and assist local engineers concerning FM SCA broadcasts.

Individual must have 2-3 years experience with FM broadcast transmitters and experience with satellite receiver systems is desirable. Extensive travel is required, sometimes on short notice.

MBS offers complete Company-paid medical benefits, including dental, and a pleasant working location.

Interested applicants are invited to submit resume and salary requirements to:

MUTUAL BROADCASTING SYSTEM, INC.

1755 S. Jefferson Davis Highway
Arlington, Virginia 22202
Attn: Human Resources Department
An Equal Opportunity Employer M/F

Help Wanted News Continued

NEWS WRITERS

CNN is searching for news writers with two or more years of news experience to join our Peabody award winning staff in Atlanta. Send sample of recent broadcast copy, a resume including date of availability and five references to:

Ken Chamberlain
CNN
1050 Techwood Drive,
NW
Atlanta, GA 30318

No telephone calls. CNN is an equal opportunity employer.

Help Wanted Management

AUDIENCE PROMOTION MANAGER

KYW-TV Philadelphia

KYW-TV is looking for a No.2 person for their Creative Services Department.

If you have excellent writing/producing skills with administrative and supervisory experience, contact Brian O'Neill, Creative Services Director KYW-TV, Independence Mall East, Philadelphia, PA. 19106

Do it today.

KYW-TV 3 W GROUP

An equal opportunity employer.

Help Wanted Announcers

WANT TO BE A VJ IN BOSTON?

Channel 66 is looking for radio DJ's who want to join our live major market music video operation. Send us your video audition tape or sit in front of a home VHS camera and tell us about yourself in 3 to 4 minutes. Send tape and resume to:

Program Director
WVJV-TV

P.O. Box 9166

Framingham, MA 01701
No phone calls please.
WVJV-TV is an EOE.



TOP 25 ANCHOR

ABC affiliate seeking individual with 5 years FT anchor experience with excellent news writing skills and demonstrated ability to analyze/interpret as well as cover breaking stories and meet deadlines. All inquiries will be held in confidence. Reply by mail (no phone calls) with tape/resume to Dana James, Personnel Mgr., KATU. P.O. Box 2, Portland, OR. 97207. EOE, M/F.

PROMOTION MANAGER

Major market affiliate looking for creative, aggressive, hands-on Promotion Manager. Minimum 3 years experience in broadcast promotion or agency. Send resume, references to Box R-114. Confidentiality assured. E.O.E.

Help Wanted Programing, Production, Others

PRODUCTION MANAGER

Top 10 market. Growing Network affiliate seeks aggressive individual to build a production facility with internal and commercial capabilities. Experience managing people and resources a *must*. Successful candidate will be able to work easily across department lines. Send information about your background as well as your future plans. E.O.E. Box R-112

PRODUCTION MANAGER

WXIX-TV, Cincinnati has immediate opening for sales oriented Production Manager to lead award winning staff and market state-of-the-art production facilities to agencies and industrial accounts. Ideal applicant should have production knowledge, sales skills, be creative and have experience in managing highly talented staff. Resume and other materials to:

Bill Jenkins
V.P./Gen.Mgr.
WXIX-TV

10490 Taconic Terrace
Cincinnati, Ohio 45215

WXIX-TV is a Malrite Communication Group Station.
E.O.E. M/F

TV NEWS DIRECTOR/ ANCHOR

Top 100 Market. Talented on-air journalist with experience managing people. If you have these combined talents, send resume with all the facts plus salary requirements to: Box R-127. EOE/M-F

Help Wanted Sales

LOCAL SALES MANAGER

Sunbelt ABC needs a strong Local Sales Manager. Candidates must be well versed in co-op, vendor, Starch, and TV-B materials, and be able to document your success. If you are a proven leader with a minimum of two years experience as a L.S.M. and are looking for an opportunity with a group owned station, please send your resume to:

KEN BAUDER, General Sales Manager
WTLV-TV 12
P.O. Box TV-12
Jacksonville, Florida 32231

No phone calls please.

EEO



A Harte-Hanks Television Station



NEWS DIRECTOR

Number One News Station in top 20 market seeks News Director. Our News Director is being promoted to Station Manager. Applicants must have at least three years previous news management experience, strong people skills, good news instincts and experience with budgets. Previous producing and assigning experience helpful. Send resume to: Pete Langlois, Station Mgr., KCRA-TV, 310 Tenth St., Sacramento, CA 95814-0794. KCRA-TV is an equal opportunity employer M/F.

PHILIPS IS EXPANDING

CAMERAS, TRANSMITTERS, SALES ENGINEERS

Success of the LDK-6 family of computer-controlled cameras, and the Philips/Pye Tv television transmitters, creates need for expansion of our direct sales force. Broadcast sales experience with both products desirable; minimum of one is essential.

Join a leading long tenured sales force with a major customer-oriented company. PTSI is a North American Philips company; in Fortune top-100. Attractive incentive and corporate benefit package.

Send resume, salary history, relocation flexibility, to Marketing Manager, Philips Television Systems, Inc., 900 Corporate Drive, Mahwah, New Jersey 07430.

Help Wanted Programing, Production, Others Continued

NEWS PRODUCERS

CNN has openings for line news producers at its Atlanta Headquarters. If you have at least 3 years of experience producing news programs and are ready for the challenge of producing network news programs, send your best video tape, a resume and five references to:

Ken Chamberlain
CNN
1050 Techwood Drive,
NW
Atlanta, GA 30318

No telephone calls. CNN is an equal opportunity employer.



ASSOCIATE PRODUCER

We're looking for a creative self-starter who can generate ideas, book great talkers, produce clever studio demonstrations and, in general, do everything it takes to produce the top-rated afternoon show in the country. At least six months experience with a similar studio-based show is a must.

Please send a letter, resume and tape to: KSTP-TV, Dpt. AP, Attn: Elen Rakietne, 3415 University Avenue, Minneapolis, MN 55114.



Equal Opportunity Employer
M/F

Help Wanted Technical

ASSISTANT CHIEF ENGINEER

Major east coast CBS affiliate has opening to replace retiring A.C.E. Strong administrative abilities, FCC license and familiarity with studio and transmitter equipment necessary. Budgeting and future equipment planning knowledge desirable. An EEO employer. Box R-69.

Situations Wanted News

LEGAL REPORTER

Young, ambitious, imaginative lawyer-journalist, with more than five years' newspaper experience as legal affairs writer for a major metro daily, anxious to move into television. Have also done general assignment, government, feature and suburban reporting. Write Box P-153.

Situations Wanted Programing, Production, Others

EXPERIENCED TV PROGRAM DIRECTOR

Corp officer, and ind. producer/director/writer would like to do it all for your station, corp., or cable operation. Am stable, imaginative, and responsible. PO Box 691271, Los Angeles, CA 90069.

TV TRAFFIC MANAGER

Major market. Sun-belt. Network affiliate. Needs experienced Traffic Manager. Familiarity with Bias helpful. People skills and ability to manage inventory necessary. Send resume and salary history to Box R-123. E.O.E.

For Fast Action Use BROADCASTING'S Classified Advertising

ELECTRONIC/AUDIO ENGINEERS WE NEED YOU AT THE MOTHER CHURCH!

If you are a member of The Mother Church seeking new ways to serve the Cause of Christian Science and you have solid engineering experience you may want to consider the following opportunities. We have immediate openings in these areas:

BROADCAST ENGINEERING

Chief Engineer to manage broadcast engineering functions, facility usage, and equipment purchase and installation for complete audio/video broadcast studios. Experience in broadcast engineering and management needed.

Audio Engineers to support the production of several daily radio broadcast programs. These positions require solid engineering experience at a radio station and/or sound studio, and a willingness to work irregular hours against critical deadlines.

Electronic Maintenance Engineer is needed to maintain all studio and broadcast equipment including audio sound consoles and multi-track recording equipment and to design and modify equipment to meet special needs.

If you are interested, please write for an application to:
The First Church of Christ, Scientist
Personell Department, C13
Christian Science Center
Boston, MA 02115

Or call toll-free: 1-800-225-7090, ext. 3856
In Alaska call collect: (617) 262-2300, ext. 3856

MOREHEAD STATE UNIVERSITY COLLEGE OF ARTS AND SCIENCES

TV PRODUCER

Morehead State University is seeking highly qualified candidates for the non tenure track position of TV Producer. **RESPONSIBILITIES:** Assist the coordinator in activities and functions of television production facilities including studio, remote and electronic field production and the broadcast of the university access channel to the local cable system. Assist in the creation and dissemination of instructional educational, informational and promotional programming for use by the university, commercial broadcasters, and cable systems in the region. **QUALIFICATIONS:** Minimum of a Bachelors degree in R-TV with an emphasis in television production. Minimum of one year experience in the television production for commercial of public TV, university TV facility or equivalent. Send letter of application, resume, three reference letters and examples of work no later than August 9, 1985 to



Office of Personnel Services
MOREHEAD STATE UNIVERSITY
HM 101
Morehead, KY 40351
MSU is an EEO/AA employer

ALLIED FIELDS

Help Wanted Programing,
Production, Others

MEDIA PRODUCTION MANAGER

University of Michigan Media Resources Center has immediate opening for strong, creative professional production manager, to be responsible for management of program/production staff and to produce instructional, broadcast quality TV. Masters degree preferred and professional experience necessary. The University of Michigan is an equal opportunity, affirmative action employer. Resume and other materials should be sent to Frederick M. Remley, Director, Michigan Media, University of Michigan, 400 Fourth Street, Ann Arbor, Michigan 48103. Closing date for resumes August 31, 1985.

A non-discriminatory, affirmative action employer.

Help Wanted Sales

REGIONAL ACCOUNT REPRESENTATIVE

Fortune 500 Company Subsidiary; Leader in the industry; producing Station ID's, Sales and Production Libraries, Music Commercials and Television Commercials, has opening for Sales Representative.

Candidates must have successful track record in Radio and TV Sales, Advertising Agency sales, or related fields. Position requires extensive travel. Company provides excellent salary, commission plan, plus company automobile, full expenses and outstanding benefits.

Please send resume and salary history to: Jack Adkins, V.P./Director Human Resources, Media General Broadcast Services, Inc., 2714 Union Avenue Extended, Memphis, TN 38112. EOE, M/F.



Business Opportunity

WANTED

Investor for major market FM radio station. Opportunity for participation in management and operation. Write to: G.T.I., Suite 208, 44 Broad St., Atlanta, GA 30303.

Employment Services

GM, SM, SALES REPS

Move up to one of our client station or groups. Only outstanding candidates with superior track records will be considered. We are the Southeast leader specializing in broadcast placement nationwide. Positions now available for medium market professionals. Mail resume and salary requirements to Director, Media Division, Harvest Personnel, P.O. Box 50505, Columbia, S.C. 29250.

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 \$21! 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

For Sale Equipment

FOR SALE

RCA TCR 100A 2" CART

8000 Series serial #. Includes 300 carts, air system less tank, SPU100A, EPIS, spare head. Excellent condition. AVAILABLE IMMEDIATELY. Call Marc Bressack for details and price: (201) 767-1000.

A.F. Associates Inc.
100 Stonehurst Court
Northvale, NJ 07647.



Miscellaneous

VENTURE CAPITAL DEBT FINANCING

For broadcasters
Sanders & Co.
1900 Emery St., Ste. 206
Atlanta, GA 30318
404-355-6800

For Sale Stations

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS

"Specializing in Sunbelt Broadcast Properties"
5050 Poplar - Suite 1135 - Memphis, TN 38157

EXCELLENT NET FOR OWNER/OPERATOR

Seeking community-minded, enthusiastic buyer for established AM Daytimer in attractive & growing small market of Texas. Long-time owner wishes to retire from broadcasting. Asking approx. 2.2X Gross, 6.5X Cash Flow. Terms and price negotiable. Reply with qualifications to Box R-125.

- AM/FM, near Birmingham. Good billing Positive cash flow \$720,000. Terms.
- 3 TV stations within top 7 markets \$50,000,000 each. Qualified principals only.
- Daytimer, Chattanooga area. Profitable "discount coupon" company included. \$390,000. \$20,000 D.P. to qualified buyers.
- Class C covering 488,000 people in state capitol in MS \$2.5 million. Terms.

Business Broker Associates
615-756-7635, 24 hrs.

For Sale Stations Continued

H. ERWIN THOMPSON ASSOCS.

SC SMALL	AM	\$160K	\$40K
NC MOUNTAIN	AM	\$400K	CASH
MW MEDIUM	FM	\$512K	\$256K
SC COAST	AM/FM	\$672K	NET
SC LARGE	AM	\$490K	CASH
GA SUBURBAN	AM	\$700K	NEG
NY SUBURBAN	FM	\$2.7M	CASH
NC COAST	FM	\$700K	NEG
NC COAST	AM/FM	\$450K	NEG
NC RESORT	AM	\$350K	CASH

Contact: "Tad" Fogel
1705 Oak Street, Suite 1
Myrtle Beach, SC 29577
803-626-7627

ATTENTION GROUP OWNERS

Full power Top 50 U serving Penna Counties. On cable to over 350,000 households. 1M potential in 2 years.

Current 720K net. Asking less 10X.

Fully equipped—1 1/2 acres land.

* 4M tax credits available to buyer. Call Ben Bowers 215-921-9181.

Media Mark Corporation

P.O. Box 1739 • Hot Springs, AR 71902

IOWA — Unusual AM situation. Only station in county against a weekly newspaper. A great owner/operator opportunity for community minded broadcaster. \$45,000 down will handle.

Media Brokers • 501-525-4600

AM DAYTIMER

New Bern, NC
Sweetheart deal
Call R.T. Wardell
919-633-2406

NO WAITING

Be on the air in a few weeks—already granted C.P. Format Spanish-Religion—News Talk. You'll never get in big market radio quicker or less expensively. (512) 546-4106. PRW & Associates, Box 3127, South Padre Island, TX 78597.

MINNESOTA 1,000 WATT

Daytime Radio Station. PSA and PSSA authority. FM frequency available. Reply to Box R-96.

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

POWER FM

AM/Class B FM \$2,250,000 Northeast
AM/Class C FM \$1,400,000 New England

8 Driscoll Dr., St. Albans, VT 05478
802-524-5963
GEORGE WILDEY 207-947-8083 (ME)

A GREAT PLACE TO BE

Regional Class C FM in stable Montana metro market. A proven winner with excellent terms to qualified buyer. Attractive real estate included. Reply to R-130.

**FOR LEASE WITH OPTION
TO BUY OR FOR SALE**

AM, 500 watt, daytimer, Anamosa, Iowa. \$128,000 net billing. Approximately \$9600 expense per month without debt retirement. Schaffer Automation. Country format. Net lease \$2000 per month/sale \$185,000 w \$15,000 down payment, 10 year amortization, 5 year balloon, interest 10.5%, payments \$2293.90 per month. (real estate not included) Qualified buyers call Steve Goldin 319-895-8444.

RADIO STUDIO & OFFICES FOR SALE

1400 sq. ft. modular building. Full AC, studio, automation room, news, engineering, full kitchen & bath, offices, total 9 rooms. Specifically built as radio facility. Easily relocated. Call Jack Spring, KRXX 619-254-2951.

Dan Hayslett

dh **Media Brokers**
RADIO, TV, and CATV
(214) 691-2076
10509 Barry Knoll Dr., Dallas 75239

JAMAR RICE CO.

Media Brokerage & Appraisals

William R. Rice
William W. Jamar
(512) 327-9570

950 West Lake High Dr. Suite #103 Austin, Tx 78746

For Sale Stations Continued

**NORTH CENTRAL TEXAS
CLASS A FM STATION**

New station, state of the art equipment from the microphone to the elements. Centrally located, strong small market. Easily negotiable terms. Call W.W. Best, 817-937-6305 or 817-937-6551.

Top-10 Market

Class B FM. Excellent technical facility. Breakeven, mid ratings—\$12,000,000 cash. Principals only. Box R-113.

**COLORADO CLASS C FM
FOR SALE
\$500,000
CALL (202) 861-0960**

**SOUTHWEST
FM CLASS C CP
MEDIUM MARKET
BOX R-128**

SOUTH CENTRAL VIRGINIA

2,500 watt daytimer with new semi-automated satellite programming. Docket 80-90 FM for community. Perfect small market opportunity for owner operator. Present owners have demanding business interests in another part of the state. Includes building and 2.25 acres. Priced to sell at \$275K. Write owners at Route 1, Box 273, Troutville, VA 24175.

Media Mark Corporation
P.O. Box 1739 • Hot Springs, AR 71902

NEW MEXICO CP FOR SALE

Media Brokers • 501-525-4600

**BROADCAST
INVESTMENT
ANALYSTS**

**ASSET APPRAISALS
VALUATION STUDIES
BUSINESS PLANS
FEASIBILITY STUDIES**

P.O. Box 17307
Dulles International Airport
Washington, DC 20041
(703) 378-7766



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

Class C FM with companion AM located in well-defined Sunbelt market. Growth potential. \$1.8 million with \$500,000 and terms available to qualified buyer.

508A Pineland Mall Office Center. Hilton Head Island, South Carolina 29928 803-681-5252

Location	Size	Type	Price	Terms	Contact	Phone
NC	Med	AM/FM	\$1250K	\$350K	Mitt Younts	(202) 822-8913
MI	Med	AM/FM	\$1008K	\$300K	Burt Sherman	(312) 272-4970
ME	Reg	AM/FM	\$900K	Terms	Ron Hickman	(401) 423-1271
CA	Reg	FM	\$795K	\$250K	Eliot Evers	(415) 387-0397
OK	Med	AM/FM	\$650K	\$150K	Bill Whitley	(214) 680-2807
UT	Sm	AM/FM	\$575K	Terms	Greg Merrill	(801) 753-8090
MO	Sm	AM/FM	\$535K	\$115K	Bill Lytle	(816) 941-3733
OK	Med	FM	\$500K	\$125K	Bill Whitley	(214) 680-2807
OK	Sm	FM	\$350K	Cash	Bill Lytle	(816) 941-3733
TX	Sm	FM	\$275K	Terms	Bill Whitley	(214) 680-2807



CHAPMAN ASSOCIATES

nationwide media brokers

For information on these properties, please contact the Associate shown. 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.

Wilkins and Associates

Media Brokers

FL	AM Full Time	\$1.2 Million	CASH
NC	AM Full Time	\$450,000	TERMS
PA	FM	\$350,000	CASH
IL	AM Full Time	\$500,000	20%
CT	AM Full Time	\$800,000	35%
TN	AM	\$350,000	TERMS
VA	AM/FM	\$450,000	30%
IN	AM	\$35,000	DOWN PAYMENT
AL	AM/FM	\$225,000	25%
AR	AM/FM	\$335,000	15%
SC	AM	\$35,000	DOWN PAYMENT

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404 956-0673 Hal Gore, V.P.

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

Penny Springer has been named president and general manager of RGR Broadcasting's WIGS-AM-FM Gouverneur, N.Y., succeeding her husband, Herb, who died in auto accident May 2 ("Fates & Fortunes," May 13). **Burton Schapiro**, president and general manager of RGR's WTPL-FM Tupper Lake, N.Y., succeeds Herb Springer as chairman of RGR.

Robert Thompson, VP and general manager, WUTR-TV Utica, N.Y., joins WNCT-TV Greenville, N.C., as VP and general manager.

Richard Harlow, general sales manager, WMFR(AM)-WMAG-FM High Point, N.C., named VP and general manager.



Trimble

E.D. Trimble, VP and general manager, KDVR(TV) Denver, joins KHTV(TV) Houston as VP and general manager.

Gary Rodriguez, VP and general manager for KBEQ(FM) Kansas City, Mo. joins KHTT(AM)-KSJO(FM) San Jose, Calif., in same capacity.

Norm Hankoff, from Fred Hall Productions, Windsor, Calif., joins KTHO(AM)-KZFR(FM) South Lake Tahoe, Calif., as president and general manager.

Tom Forsman, sales manager, KEZE-FM Spokane, Wash., joins KUDY(AM)-KQSP(FM) there as general manager.

Jack Adamson, president of Los Angeles/San Francisco division, Bonneville International Corp., named senior VP of Bonneville.

Clark Cipra, secretary-treasurer-controller, KAAL(TV) Austin, Minn., named president and general manager.

Jerry Braet, VP and station manager, KCOP-TV Los Angeles, joins KUTP(TV) Phoenix as general manager.

Jeff Weber, general manager, KMXL-FM Logan, Utah, joins WKOL(AM)-WMVQ(FM) Amsterdam, N.Y., as general manager.

Alan Miller, general manager, WMBG(AM)-WQKS(FM) Williamsburg, Va., joins WRAP(AM) Norfolk, Va., in same capacity.

John Powell, executive VP and general manager, KHAS(AM) Hastings, Neb., retires Aug. 1 after 29 years with licensee, Nebraska Broadcasting Co.

Pat Eileen O'Meara, head of public relations, communications and community service, noncommercial WXEL-FM West Palm Beach, Fla., named station manager.

Benny Wilson, crew chief and installation supervisor, Cableguard Inc.'s Tucson, Ariz., system, named operations manager. **Mike**

Reber, new construction supervisor, Cableguard's San Antonio, Tex., operation, named operation manager.

Monty Beal, news director, KXOF(FM) Bloomfield, Iowa, named operations director.

Charles Wilkins, personnel manager, Hollingsworth & Vose, Boston, joins WNEV-TV there as director of employe relations.

Lee Salzberger, VP, programing and research, Belo Broadcasting Corp., Dallas, named VP, administration.

Gail Arnall, telecommunications consultant, joins Public Broadcasting Service, Washington, as director of national narrowcast service. **Stephen McGowan**, broadcast research analyst, research and planning department, National Association of Broadcasters, Washington, joins PBS there as senior research associate, research department.

Howard Lowe, director of operations, KVIE(TV) Sacramento, Calif., joins WLIW(TV) Garden City, N.Y., as director of broadcasting.

Bryan Kneeland, VP and general manager, Centel Cable Television of Iowa, named controller of Centel Communications Co., Chicago.

Anthony Campbell, senior pastor, Russell Street Missionary Baptist Church, Detroit, joins noncommercial WTVS(TV) there as director of metropolitan development.

David Creagh, from noncommercial KLON(FM) Long Beach, Calif., joins noncommercial WJHU-FM Baltimore as general manager.

Lillian Perez, member of business department, WPVI-TV Philadelphia, named credit manager.

Marketing

Bill Behrmann, senior VP and media director, Ogilvy & Mather, Chicago, and **Al Mager**, senior VP, group director, O&M, Chicago, named to management council.

Gerald Luedke, VP, finance and administration, Cunningham & Walsh, joins Dancer Fitzgerald Sample, San Francisco, as VP, finance and operations.

John Lucci and **Scott McNamara**, VP's, Dancer Fitzgerald Sample, New York, named creative group heads.

Named media supervisors, Needham Harper Worldwide, Chicago: **Vicki Lichtblau** and **Jeff Rezuto**, media planners, and **Emily Vrkljan**, media planner-buyer.

Carl Teitelman, from SSC&B, New York, joins Kenyon & Eckhardt there as account supervisor.

George Cline, from The Bloom Companies, Dallas, joins Siddall, Matus & Coughter, Richmond, Va., as VP, account supervisor.

Named senior VP's, Doyle Dane Bernbach, New York: **William Mattes** and **F. Michael Perkins**, VP's, management supervisors, and



Mattes



Perkins

Harold Scutt, VP, director of personnel.



Scutt

Keith Jespersen, VP, client services, Russ Reid Co., Pasadena, Calif.-based advertising agency and production company, named executive VP. **Terry Calvin**, VP, operations, Russ Reid Co., named VP, chief operating officer.

IMMEDIATE CAREER OPPORTUNITIES

We are in immediate need of aggressive broadcast professionals.

Radio talk show hosts
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Richard Wolk, VP, television sales, WTAE-TV Pittsburgh, resigns.

Daniel Rank, national media manager, Stroh Brewing Co., Detroit, joins Needham Harper Worldwide, Chicago, as associate group director.

Anita Boro, from Ogilvy & Mather, Chicago, joins Kelly, Scott & Madison there as senior media planner-buyer.

Robert Rice Jr., director of marketing, Advertising Media Services Unlimited, Los Angeles, joins Chinese World Television there as director of international advertising. CWT broadcasts Chinese language programming to four U.S. cities: San Francisco, New York, Chicago and Los Angeles.

Lou Conover, from Seltel, Dallas, joins Avery-Knodel there as manager.

Terry Volbert, account executive, KTCZ-FM Minneapolis, joins Republic Radio there as manager.

Charles Curran, from own company, Charles Curran, Co., New York Spanish-language television sales representative, joins John Blair and Co. there as manager, domestic sales, for BlairSpan, subsidiary that produces and distributes Spanish-language programming.

Appointments, Media General Broadcast Services, New York: **Lorraine Lamb**, from Ted Bates Advertising, New York, to buyer; **Harve Lee Kushner**, from Ted Bates, to senior account executive; **Adrien Seixas**, senior buyer, Wells, Rich, Greene, New York, to major markets senior buyer, and **Debbie Ebbin**, from Foote, Cone & Belding, New York, to senior buyer.

James Everett, account executive, Chicago Interconnect, CBS Spot Cable Sales, joins Cable Networks Inc., Chicago, as account executive.

Bernie Kvale, VP and general manager, WFYR(FM) Chicago, joins Mutual Radio Network there as Midwest sales manager.

Stephen D. Cline, VP, J.D. Mathis & Co., Baltimore, named senior VP. **Peggy Crossley**, freelance writer and editor, joins J.D. Mathis & Co. as copywriter.

Bill Stanton, from Harrington, Righter & Parsons, Chicago, joins Petry there as account executive, broncos sales team. **Alan Kass**, account executive, Katz American Television, New York, joins Petry there as account executive, roadrunners team. **Kathy Brown**, client service executive, A.C. Nielsen, Dallas, joins Petry there as account executive.

Stephen Barry, director of sales, UVM Corp., Indianapolis, joins WPTY-TV Memphis as general sales manager.

Anne Lent, national sales manager, WROC-TV Rochester, N.Y., named general sales manager.

Elsie Sacra, account executive, WNOL-FM Norfolk, Va., named general sales manager.

Victoria Mann, account executive, KTIM-AM-FM San Rafael, Calif., named general sales manager.

Thom Brown, account executive, WAZY-FM Lafayette, Ind., named sales manager.

Kathy Robinson, regional sales manager, WSBW-FM Kankakee, Ill., named VP and head

of new Chicago Heights regional sales office.

Kirk Jackson, account executive, WCIX(TV) Miami, named local sales manager.

Randy Pratt, local sales manager, KTUL-TV Tulsa, Okla., named national sales manager.

Jay Van Riper, marketing manager, Group W Cable, Tampa, Fla., joins Copley/Colony Cablevision of Costa Mesa, Calif., as sales manager.

Beverly Feller, account executive, WQEQ(FM) Freeland, Pa., named local sales manager, WXPX(AM) West Hazleton, Pa.-WQEQ(FM) Freeland, Pa.

Joanne Cini, from ABC Spot Sales, New York, joins ABC-owned WXYZ-TV Detroit as national sales manager. **Joe Trondle**, Detroit sales manager, ABC Spot Sales, joins WXYZ-TV as local sales manager.

Francisco Gonzalez-Abreu, designer, WLTV-TV Miami, named art director.

Pat Fogarty, from WKRN-TV Nashville, joins WSBT-TV South Bend, Ind., as account executive.

Richard Selah, from *Dallas Times Herald*, Dallas, joins WOWT(TV) Omaha as account executive.

Linda Savage, account executive, WTAE-TV Pittsburgh, joins WHEC-TV Rochester, N.Y., as account executive.

Nancy Davies, executive news producer, KGMB-TV Honolulu, joins WLEX-TV Lexington, Ky., as account executive.

Deborah Denechaud, from WGNO-TV New Orleans, joins WVUE-TV there as account executive.

Richard Walton, director of marketing, non-commercial WHYI-TV Philadelphia, joins noncommercial WXEL-FM-TV West Palm Beach, Fla., in same capacity.

Programing

Lana Freistat, VP, television development, Leonard Goldberg Co., Los Angeles, joins Paramount Pictures Corp. there as VP, comedy, Paramount Television Network. **Eric Schotz**, producer, *Eye on L.A.*, KABC-TV Los Angeles, joins Paramount there as line producer, *America*.



Affe

Richard Heller, VP, comedy development, Columbia Pictures Television, Los Angeles, named senior VP, comedy development. **J. Charles Shackelton**, director, West Coast personnel, Columbia Pictures Industries, Burbank, Calif., named VP, human resources, West Coast, filmed entertainment. **Edward Sause**, controller-motion pictures, filmed entertainment, Columbia Pictures Industries,

Los Angeles, named VP and controller-motion pictures, filmed entertainment.

Karen Lerner, senior producer, *20/20*, ABC, New York, joins MGM/UA there as VP, motion picture production, East Coast.

Alan Benjamin, counsel, home entertainment group, MGM/UA, New York, named senior VP, business and legal affairs, MGM/UA Home Video. **Jeffrey Ivers**, corporate controller, home entertainment group, named VP, financial planning and operations.

Appointments, Public Broadcasting Service, Washington: **Robin Breed**, associate director of program acquisitions, to director, program acquisitions; **John Lorenz**, associate director of program business affairs, to director of program business affairs; **Jeffrey Gabel**, station manager, noncommercial KTOO-TV Juneau, Alaska, to associate director, children's and cultural programming.

Skip Paul, former senior VP and general counsel, Atari Inc., joins MCA Enterprises, Universal City, Calif., as president, responsible for developing and expanding business opportunities outside United States.

Keith Reynolds, marketing director, Windsor Television, London, joins Worldwide Television there as senior VP, responsible for international marketing and business development.

Sara Altshul, VP, Ladd Company, Los Angeles, and **Steve Reuther**, VP, Galactic Films, Los Angeles, join RKO FilmGroup, RKO Pictures there as VP's.

Bill Nelson, VP, sales and marketing finance, Home Box Office, New York, named VP and controller.

Steve Gelfand, manager of finance, The Disney Channel, Los Angeles, named director of finance.

Thomas Allen, account executive, Satellite Music Network, New York, joins NBC Radio Network there as director of sports sales.

Kathleen Helpie, manager, production and administration, Warner Bros. Cartoons, Burbank, Calif., named director, production and administration.

Bob Shannon, from own firm, Bob Shannon & Associates, joins TM Communications, Dallas, as national manager, special projects.

Paul Brownstein, independent producer, joins Dick Clark Co., Los Angeles, as VP, programs and sales.

Laura Powers-Swiggert, affiliate marketing manager, Rainbow Programing Services, New York, joins SportsChannel there as product manager.

Ron Harrison, VP, domestic syndication sales, Alan Enterprises, Los Angeles, joins Colbert Television Sales there as Western sales manager.

Hugh Eaton Jr., VP, administration, broadcast and video enterprises division, Landmark Communications, Norfolk, Va., named VP, administration, of its subsidiary, The Weather Channel.

Jeffrey Peisch, freelance writer, and **Raj Bahadur**, editor, *Scene* magazine, New York, join MJI Broadcasting, New York, as producers, *Rock Today*.

Michael Penzell, director, central division

sales, Satellite Music Network, Dallas, named VP, central division sales.

Lee Armstrong, program manager, WFAA-TV Dallas, named director of programing for parent, Belo Broadcasting Corp. there.

Joseph Weber, program manager, WOFL-TV Orlando, Fla., joins USA Network, New York, as director of acquisitions and scheduling.

Sue Steinberg, music director, KMET(FM) Los Angeles, joins Kris Stevens Productions, Sherman Oaks, Calif., as operations manager.

Herb Lehr, from own Los Angeles-based consulting firm, Brown & Co., joins The Burbank Studios there as project specialist.

Randy Lane, from WABB-AM-FM Mobile, Ala., joins WRQX(FM) Washington as program director.

Bob Bradley, from WMJR-FM Manassas, Va., joins WMTG(AM) Gaithersburg, Md., as program director.

Rocky Nelson, program director, WNOR(AM) Norfolk, Va., named program director.

Pat Faust, director of Enterprises Group, noncommercial WTTW(TV) Chicago, named VP of group.

Jere Sullivan, air personality, WAIA(FM) Miami, named program manager.

Greg Grimley, production manager, KAAL(TV) Austin, Minn., named head of production department. **Janet Anderson**, community relations manager, KAAL, named program director.

Joseph Campbell III, assistant program manager, noncommercial WGTE-TV Toledo, Ohio, named program manager.

Ken Grimball, coordinator, *Good Afternoon*, noncommercial WCNV-TV Syracuse, N.Y., named producer, WCNV-FM-TV.

Deborah Cohen, associate producer, *Good Day*, WCVB-TV Boston, joins USA Cable, Los Angeles, as producer, *Alive & Well*.

David Cardwell, producer-director, WVUE-TV New Orleans, named production manager.

Carmen Gonzalez, production assistant, Dynamic Cablevision of Florida, Coral Gables, Fla., named program production supervisor.

Tina Stevens, producer-director, WUHF(TV) Rochester, N.Y., joins WHEC-TV there as creative writer-producer.

News and Public Affairs

Cathy Lasiewicz, producer, weekend editions, *CBS Evening News*, New York, named senior producer.

Mark Giardina, managing news editor and reporter, WNYR(AM)-WEZO(FM) Rochester, N.Y., named news director. **Donna Dedee**, from WYLF(FM) South Bristol Township, N.Y., joins WNYR-WEZO as reporter, succeeding **Laura Saxby**, who joins WHEC-TV Rochester as reporter.

Thomas Dygard, chief of Chicago bureau, Associated Press, named chief, Tokyo bureau, succeeding **Roy Essoyan**, who is retiring after 40 years with AP.

Steven Schwaid, assistant news director,

WTSP-TV Tampa-St. Petersburg, Fla., joins KYW-TV Philadelphia as night managing editor.

Eric May, news producer, KGW-TV Portland, Ore., joins KVOS-TV Bellingham, Wash., as executive producer, news and public affairs.

Ed Sorenson, sports director, KGUN-TV Tucson, Ariz., joins WRTV(TV) Indianapolis as sports director, succeeding **Tom Carnegie**, resigned.

Delores Handy, reporter, WNEV-TV Boston, named noon co-anchor.

Scott Thomas, from Virginia News Network, Richmond, joins WEBR(AM) Buffalo, N.Y., as anchor.

Mary Ann Bergerson, weekend anchor-reporter, WEEK-TV Peoria, Ill., joins WXIA-TV Atlanta as reporter.

Mary Ann Herman, reporter, WSAZ-TV Huntington, W. Va., joins WCMH-TV Columbus, Ohio, as reporter.

J.B. Eckert, producer, morning news, KSTP-TV Minneapolis-St. Paul, joins Conus Communications there as managing editor.

Eric Burch, managing editor, WRAL-FM Raleigh, N.C., joins KTAR(AM) Phoenix as anchor-reporter. **Jim Schnebelt**, weekend meteorologist and science reporter, KTSP-TV Phoenix, assumes additional duties as staff meteorologist, KTAR.

Camilla Jean Carr, from WNEV-TV Boston, joins WCAU-TV Philadelphia as reporter and weekend co-anchor.

Greg Wayland, reporter, WNEV-TV Boston,

named reporter, New England News Exchange.

Ross Cavitt, intern, WAND-TV Decatur, Ill., named reporter.

Technology

Appointments, MCI/Quantel, Palo Alto, Calif.: **George Grasso**, president, to chairman of board; **Richard Taylor**, managing director of U.K.-based parent, Quantel Group, assumes presidency of MCI/Quantel, and **Hugh Boyd**, executive VP, MCI/Quantel, assumes additional responsibilities as chief executive officer.

Appointments, Anixter Bros., Skokie, Ill.: **Alan Anixter**, president and chief executive officer, to chairman and CEO; **John Pigott**, executive VP, administration, to president; **John Egan**, executive VP, operations, to president, Anixter Communications; **Robert Wilson**, VP, sales, to president, Anixter Wire and Cable, and three executives elected vice chairmen as part of newly formed executive committee: **William Anixter**, senior executive VP; **James Anixter**, executive VP and assistant to president, and **Bruce Van Wagner**, executive VP, international.

Appointments in reorganization of satellite services division, Mutual Broadcasting System, Arlington, Va., for planned introduction of FM subcarrier data distribution system: **Peggy Solomon**, VP, broadcasting operations, to VP, operations; **Michael Hrinko**, director of engineering, to VP, engineering; **David Wilcox**, MultiComm project adminis-

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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 No (required)

For renewal or address change
place most recent label here

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

trator, to director of telecommunication services.



Wilke

Michael Wilke, product manager, Ampex 196 and 175 video tape products, Redwood City, Calif., named marketing manager, video tape products, magnetic tape division.

Brian Johnson, from Presidio Oil Co., Denver, joins Spacelink, Englewood, Colo., as

VP, finance. Spacelink, subsidiary of Jones International, builds community antenna television systems.

Floyd Shacklock, marketing manager, government electronics division, Motorola, Tempe, Ariz., joins Scientific-Atlanta, Phoenix, as marketing specialist, coaxial cable division.

Donald Thorkelson, national sales manager, VCA Duplicating Corp., New York, joins JVC Co. of America there as sales manager, CCTV products, professional video communications division.

Alphonse Jamrozek, operations manager, Zenith's Toronto, Canada, plant, named operations manager of its cable television decoder manufacturing plant in Chihuahua, Mexico.

Tom Kidd, applications engineer, Microdyne, Ocala, Fla., joins Hubbard Communications, St. Petersburg, Fla., satellite communications firm, as marketing manager.

Benny Chee-Hon Chan, manager, engineering and quality control, Timex, Hong Kong, joins Times Fiber Communications there as manager of newly opened Far Eastern office.

Marc Bressack, sales engineer, A.F. Associates, New York, named manager of broadcast sales. A.F. Associates designs and manufactures video systems.

Rebecca Woods, sales representative, United Video, Tulsa, Okla., named special account sales representative.

Walter Hariu, director of engineering, Morgan Murphy Stations, Madison, Wis., retires after 50-year broadcast career.

Robert Schacht, from WILK(AM) Wilkes-Barre, Pa., joins WXPX(AM) West Hazleton, Pa.-WQEQ(FM) Freeland, Pa., as chief engineer.

Douglas Stone, senior sales representative, East Coast branch of VCA/Technicolor, New York, named account executive, VCA/Technicolor there.

Mark Fruehauf, chief engineer, WJQY(FM) Fort Lauderdale, Fla., resigns. **Jim Sorenson**, chief engineer, KBRQ(AM) Denver, joins WJQY, succeeding Fruehauf.

Ben Justus, assistant chief engineer, KRON-TV San Francisco, joins KESQ-TV Palm Springs, Calif., as chief engineer.

Promotion and PR

Jan Hausrath, VP, media relations, Rogers & Cowan, Washington, joins Devillier Commu-

nications there as VP.

David Bergmann, publicist, Embassy Telecommunications, Los Angeles, named manager, publicity.



Feldman

Mark J. Feldman, director of public relations, Mutual Broadcasting System, Arlington, Va., named director, corporate communications, assuming additional responsibilities for advertising and promotion.

Jim Gray, president and chief operating officer, Manning, Selvage & Lee, Atlanta, named managing director of office. Gray becomes chief executive officer of Atlanta office, succeeding Chairman **George Goodwin**, who founded office, and who remains with company as consultant.

Jan Floyd, from Cohn & Wolfe Public Relations, Atlanta, joins Cargill, Wilson & Acree there as senior public relations account executive.

Nancy Chernett, independent media consultant, joins WBBG(AM) Cleveland as promotion director.

Frederick Lamont Jr., from N W Ayer, New York, joins Cable Television Network of New Jersey, Trenton, N.J., as director of public relations.

Wendy Clem, writer-producer, promotion department, KUSA-TV Denver, named assistant director of advertising and promotion.

Cindy Pelton, assistant director of promotion, KGW(AM) Portland, Ore., named promotion director.

Judith Jones, publicist, noncommercial WXEL-FM-TV West Palm Beach, Fla., named public information coordinator.

Lisa Alcalay Riger, art director, WTMJ-TV Milwaukee, named advertising and promotion manager.

Elizabeth Altick-McCarthy, associate director of program development and corporate communications, noncommercial WTTW(TV) Chicago, named director of publications and corporate communications.

Jerry Kaufer, VP, creative services, Viacom International, New York, joins Worldvision Enterprises there in same capacity.

Allan Lafferty, director of communications, United Way of Southeastern Pennsylvania, Philadelphia, joins KYW-TV there as marketing and communications manager.

Diane Fiolek-Mandel, graphics designer, WDIV-TV Detroit, named graphics manager, news.

Allied Fields

Ralph Malvick, president, Potomac Television Productions, Rockville, Md., joins Montgomery Community Television, Rockville, Md., as executive director. MCT manages access channels on cable system serving Montgomery County, Md.

One more time. The Radio-Television News Directors Association region 1 election of directors has been rescheduled because of computer error. In the original election, Lois Matheson, KOMO-TV Seattle, won ("Fates & Fortunes," July 15) over incumbent Bill Swing, KPFT(TV) Portland, Ore., by a vote of 18 to 17. One voting member did not receive a ballot due to a "mistake in computer encoding," the results were challenged and both candidates agreed to a rerun. Results of the second election will be announced in September.

Sandra Freschi, from own marketing consulting firm, Freschi & Associates, Washington, joins Frazier, Gross & Kadlec there as VP, marketing.

Mike Anthony, from KCNR-AM-FM Portland, Ore., joins The Research Group, Seattle, as research associate. **Roxann Miller**, promotion and marketing director, KGW(AM) Portland, Ore., joins The Research Group as research associate.

David Bartolone, system engineer, TKR Cable Co., joins Cooper-Rutter Associates, Marlton, N.J.-based cable consulting firm, as director of engineering.

William Meyers III, director of instructional television, Southern Illinois Instructional Television Association, Carbondale, Ill., joins Southern Educational Communications Association as director, Center for Instructional Communications.

Denise Mielnicki, department manager, special analysis department, A.C. Nielsen, New York, named client service executive, Nielsen Television Index.

Elected officers, Broadcast Promotion and Marketing Executives: **Beryl Spector**, noncommercial WMHT-FM-TV Schenectady, N.Y., president; **Judith Horan**, WOWT(TV) Omaha, president-elect; **Joseph Logsdon**, WFTS(TV) Tampa-St. Petersburg, Fla., vice president; **Al Batten**, WSOC-TV Charlotte, N.C., treasurer, and **Linda Nix**, WYES-TV New Orleans, secretary.

Appointments, Eastern Public Radio, New York: **Robert Ottenhoff**, noncommercial WBGO(FM) Newark, N.J., chairman; **D. Bradford Spear**, noncommercial WGBH(FM) Boston, vice chairman; **David Galletly**, noncommercial WAMC(FM) Albany, N.Y., secretary, and **Raymond Dilley**, Vermont Public Radio, Winooski, Vt., treasurer.

Deaths

Bill Grove, 62, former news director and anchor, WJXT(TV) Jacksonville, Fla., died July 4 at his home in St. Simon's Island, Ga. Grove left anchor desk in 1980 after 28 years with station, and continued to present editorials until his retirement in 1984. He is survived by his wife, Mary, and three sons.

Rafael Campos, 49, actor whose television credits included continuing roles on CBS series *Rhoda* and *Cade's County*, died of cancer July 9 at Motion Picture and Television Hospital, Woodland Hills, Calif.

Group W's Burt Staniar: marketing cable's future

Burt Staniar helped introduce American households to nonphosphate detergent and persuaded many of the same households to put a box of Arm & Hammer baking soda in their refrigerators. Staniar is now the president and chief operating officer of Group W Cable. Why would the third-largest MSO in the country want such an executive at its helm? The answer may be summed up in two words now popularly identified as the key to cable's future: consumer marketing.

Staniar has devoted most of his adult life to that specialty, starting with an MBA in marketing from Columbia University in 1966. But it was during his years with the Arm & Hammer division of Church & Dwight Inc., Piscataway, N.J., that his efforts made a national impact on the consumer marketing scene.

He had joined C&D in 1970, after a four-year stint with Colgate Palmolive in New York. Staniar developed the marketing campaign for Arm & Hammer Laundry Detergent, the first nonphosphate laundry detergent on the market, and positioned it as a nonpollutant, to take advantage of rising consumer awareness of the environment. The launching of that product, he said, was "phenomenally successful for a tiny company" such as Church & Dwight. "When I first started there, sales at Church & Dwight were only about \$12 million. The detergent took off and more than doubled the company's sales in a year."

Staniar's other major marketing achievement at Church & Dwight was a campaign to persuade consumers that Arm & Hammer baking soda served just as useful a purpose sitting in the refrigerator absorbing odors as it served in cooking or brushing teeth or soothing bee stings. "Sixty percent of American households have a box of baking soda in their refrigerator," Staniar said the other day. "Before that campaign, nobody did."

Staniar's tenure with Church & Dwight was interrupted for four years, from 1972 to 1976, when he and a colleague left to start their own business, Artcraft Concepts Inc., a manufacturer and distributor of craft and hobby products. The genesis of that entrepreneurial effort came from Church & Dwight's exploration of new markets. Explains Staniar: "In the early 70's there was quite a trend toward the me generation and the development of personal fulfillment. People were really into crafts and self creativity and all that sort of thing." Church & Dwight decided, however, to stay out of the hobby business, and Artcraft, a direct-marketing company that sold its products through catalogues, direct mail and party plans in the tradition of Tupperware, was formed.

Two years later, searching for more oper-



BURTON BARRINGER STANIAR—president and chief operating officer, Group W Cable; b. January 30, 1942, Summit, N.J.; BA, history, Washington & Lee University, 1964, MBA, marketing, Columbia University, 1966. U.S. Army Reserves (active duty), 1967; marketing executive, Colgate Palmolive, 1966, 1968-70; business group manager, Church & Dwight, 1970-72; co-founder, Artcraft Concepts Inc., 1972-76; director of marketing, Church & Dwight, 1976-80; senior vice president, marketing, Group W Cable, 1980-82; present position since December 1982; m. Vicki Campbell, April 13, 1968; children—Judson, 13, Guy, 10.

ating capital, Staniar and his partners came upon C.H. Stuart Inc., a large direct selling company based in Newark, N.Y. Stuart offered to buy Artcraft out for more than \$1 million and assumption of liabilities, and the partners sold. Staniar continued as VP with the company under its new ownership until returning to Church & Dwight in 1976. Artcraft "survives today as a profitable division of Stuart," said Staniar.

With experience both as an entrepreneur and as a corporate executive, which does he prefer? "It's exciting to own your own business," said Staniar, "but the most satisfying thing I think is to be selling a product that you believe in and to be in an industry that is exciting and growing and where you associate with people that you like and respect. I've had more fun in the cable business than in any of the other businesses I've been in, including my own."

Staniar joined Group W Cable in 1980 as senior vice president, marketing. He was hired by William Bresnan, former company chairman and chief executive officer, who was given Staniar's name by a mutual acquaintance. At the time, recalls Bresnan, cable was focusing more and more on the marketing aspects of the business, and he saw it working at other cable companies. "I watched with some degree of admiration Tryg Myhren at ATC. He was really the first [high level cable executive] to come out of consumer marketing. I saw how he brought that experience to cable and I liked what I


saw." And Group W liked what it saw in Staniar. He was named president and chief operating officer after only two years with the company. "He proved himself in a short period of time," recalls Bresnan. "He's bright, very dedicated and hard working and a good leader."

Staniar said he knew "something" about cable before he met Bresnan. "Being in the consumer marketing business," he recalled, "it was obvious that cable was a technology that was going to have an effect on the advertising business. And in consumer marketing the primary thing that drives you is advertising, so we were starting to track and trying to understand this new phenomenon. The more I talked with Bill, the more fascinated I became, and it became so obvious that huge opportunities were coming and there was the potential for somebody with my background to influence the business and make a contribution."

"Obviously I bring a bias towards consumer marketing," says Staniar, which he describes as "understanding what consumers' wants and needs are and trying to answer those with product and promotion." And the answer right now, he submits, is cable's basic programming. "The basic product is now good enough in terms of answering consumer needs." As for the pay services, he adds, "we are better off promoting them as one of the things that we have to sell, rather than their being the primary reason to buy cable." Marketing and promoting cable's basic and pay services aggressively, Staniar contends, "is the key to increasing profits." Over time, he believes, Group W's basic penetration will increase from the mid-50% range (the company-wide average) to 70% or better.

Providing a quality product and customer service are the top priorities at Group W Cable, says Staniar, functions that "the whole industry could do better, including Group W," he added. Just as important to the company is its "commitment to decentralization and quality management," said Staniar. "They go together. We believe that you can't run the business from New York. The decisions have to be made at the local level. To do that you simply have to have great people running your local businesses."

He won't say how many general managers have been switched out at the local level since Group W took control of Teleprompter, but said there has been "significant change" in those ranks.

Staniar counts among his favorite pastimes softball and collecting antique cars, of which he has three: a 1947 MGTC, a 1956 Jaguar XK140 and a 1908 American Under-slung. Since becoming president of Group W Cable in December 1982, Staniar said, he's had little time for antique cars. But, he added, "I'm generally in the market [to buy more], and just as soon as the cable business slows down in the year 2050 I'm going to get back into the hobby." 

ABC has been picking up strength in daytime ratings. Out of past seven weeks, ABC has placed first in daytime five weeks, tied one week and lost one week. Since week of Jan. 20, 1984, up until seven weeks ago, ABC has been second to CBS in daytime household ratings every week. For week ended July 12, ABC averaged 6.4 rating and 22 share, compared to 6.1/22 for CBS and 5.0/18 for NBC. During second quarter of this year, ABC averaged 2/10 of rating point behind CBS, compared to gap of 9/10 of rating point in daytime ratings for comparable period year ago. (However, daytime averages for second quarter 1985 exclude 4-4:30 p.m. period where ABC dropped *Edge of Night* last year and where affiliates must now run local programming.) Lewis H. Erlicht, president, ABC Entertainment, said new-found strength is attributable in part to gains made in 11 a.m.-noon (NYT) block where ABC dropped *Family Feud* on June 17 and replaced it with *All-Star Blitz*, which it shifted from 11 a.m. to 11:30 a.m. Then ABC filled 11-11:30 a.m. slot with *Angie*, prime time series on ABC in late '70's. But Erlicht said real momentum behind improved daytime numbers is coming from 1-4 p.m. block of serial dramas led by *General Hospital*, *All My Children* and *One Life To Live*. "Last summer we weren't strong enough in our [daytime serial] storylines and characters," Erlicht acknowledged, "but we've started to get hot stories and characters and we're going to once again be dominant" he predicted. Erlicht said that 11:30-noon period would be filled with "comedy" sometime this fall, but declined to identify show. But Hollywood sources speculated likely candidate will be all new episodes of *Love American Style*, "daycom" that Paramount Television has received 13-week order from ABC for delivery in latter part of second quarter.

American Express formally submitted joint bid of Time and Tele-Communications last week for number-six ranked MSO Warner-Amex. Offer now contains \$900 million cash, \$50 million higher than was suggested last month and \$150 million higher than was initially proposed. Amount of debt to be assumed by buyer is estimated at \$500 million. Warner now has 20 business days in which to either accept \$450 million for its half-ownership, or to buy out American Express at same price. Open-ended option allowing Warner to keep systems was one reason Time and TCI were thought to have been reluctant to make formal proposal. Sources have told BROADCASTING that previously undisclosed clause in their June 11 agree-

Back to numbers. Federal Trade Commission Chairman James C. Miller III was nominated by President Reagan last week to replace David Stockman, Miller's former boss, as budget director. Stockman's resignation is effective Aug. 1.

Miller, an economist and former administrator of information and regulatory affairs at the Office of Management and Budget, served as executive director of the presidential Task Force on Regulatory Relief and headed the Reagan transition team for the FTC, which, among other things, recommended reducing the agency's operating budget. Miller's appointment as FTC chairman Oct. 5, 1981, fueled speculation that he was going to shut the agency down. Over the past four years, Miller has said that the agency's "proper role" was "to keep markets competitive and free of fraud and deception," and has defended the agency's "effort to bring more economic logic—and the philosophy of Ronald Reagan—to the operation of the FTC" (BROADCASTING, Dec. 3, 1984). Miller, who has also held positions at the Department of Transportation, Council of Economic Advisers and National Bureau of Standards, holds a doctorate in economics from the University of Virginia. He has been an associate professor of economics at Texas A&M and a research associate at the Brookings Institute and the American Enterprise Institute.

ment with American Express would have soon left them without say in matter. After 45 days (beginning July 26) American Express apparently had option to formally submit Time/TCI bid without their approval.

Cosat President Irving Goldstein will replace retiring Joseph Charyk as chairman and chief executive officer. Board of directors on July 19 announced selection along with promotion of Marcel Joseph to president-CEO of communications satellite organization Goldstein had served as president since 1983 and has been with Cosat since 1966. Joseph joined as executive VP in April after 2 years at General Electric Corp. and Charyk leaves after more than 25 years at Cosat, 22 as president.

ABC, RCA report mixed results in second quarter

Reductions in programming expenses at ABC Broadcasting allowed the group to survive a 3% drop in revenue in the second quarter, to \$738.7 million, and still come out even with last year's \$162.1 million in operating income. All the revenue loss came at the television network, where the impact of last year's decline in ratings won't be fully felt until the fourth quarter.

The company said revenue at the television network declined "modestly," just above 3%. Network profits also declined but, according to a company spokesman, were helped by "scheduling decisions that are less expensive and in line with revenue that is coming in."

ABC also said that the TV stations recorded increased revenue but showed "slightly" lower profits. ABC radio, for at least the second straight year, posted record second-quarter revenue and profits.

If ABC's broadcasting expenses had not declined 4%, but instead had kept up with the 4% inflation rate, the company's operating income would have declined 28%.

ESPN posted an after-tax loss of \$5.4 million (the pre-tax loss would be somewhat higher), significantly above the loss posted in the first quarter. A company spokesman attributed the increase to a "seasonal increase in programming costs." The other cable channels in which ABC is a partner, Arts & Entertainment and Lifetime, reported lower losses for the quarter, the company said, helping to reduce the division's losses to \$12.2 million. Comparisons of the operating results for ABC Video Enterprises with the previous

quarter are difficult because last year the results included less than two weeks' figures of ESPN, which was purchased June 18, 1984, and also included a \$15-million write-off associated with ABC's home video experiment, TeleFirst.

ABC Inc.'s overall revenue stayed virtually the same at \$856.3 million while operating income increased 4% to \$156.7 million. The latter number was reduced by general and corporate expenses of \$15.2 million, a 52% increase that was attributed to the "proposed merger with Capital Cities and to the ABC Restricted Stock Bonus Plan." As a result, net income for ABC's second quarter stayed virtually the same, at \$73 million, or \$2.51 per share.

At RCA, the improved ratings achieved by NBC had the opposite effect on that company's financial report. Although separate reports for the network subsidiary are not broken out, the company said NBC's earnings increased 43%, "and the television network accounted for most of this improvement. Despite the improvement, company income before taxes declined 3% to \$175 million. Other second-quarter totals showed sales increasing 2% to \$2,544,500,000 while net income increased 5% to \$115.8 million, or \$1.36 per share.

Most RCA divisions showed improvement, but the company noted a decline in sales and earnings for the consumer electronics division. The drop was attributed to "pricing pressures" on color television sets and overproduction of videocassette recorders. RCA recently announced it was holding back delivery of VCR's from some of its overseas suppliers.

ABC Information Network remains top-rated radio network among persons 12 years of age and older, according to new spring **1985 RADAR 31** (vol.2) report released late last week by Statistical Research Inc. Network pulled average audience estimate of 1,649,000 listeners per commercial, Monday through Sunday, 6 a.m. to midnight. Next is **ABC Entertainment** with 1,461,000, followed by NBC's young adult **Source** network at 1,361,000. Dropping from its second place standing in fall report to fourth is **United Stations Radio Network One** (formerly RKO Radio Network), which went from 1,527,000 listeners to 1,356,000. Meanwhile, **ABC-FM** jumped from 10th to fifth place at 1,293,000. Among persons 18 years of age and older, ABC Information was also on top with 1,617,000 listeners.

Association of Independent Television Stations has asked FCC to condition any grant of **Turner Broadcasting System's transfer applications for CBS** on TBS divesting itself of superstation WTBS(TV) Atlanta or transferring CBS affiliation in Atlanta to WTBS. INTV said permitting TBS to control programing broadcast by two TV stations in same market would be inconsistent with commission's rules and policies limiting network power and promoting program diversity and competition. In informal objections at FCC, INTV also opposed what it characterized as "thinly veiled" suggestion by CBS in reply pleading "that the commission eliminate its policy against network ownership of independent stations."

FCC has accepted for filing **new application by Direct Broadcast Satellite Corp.** for direct broadcast satellite system. DBSC had conditional construction permit for system, but relinquished that after it was unable to meet FCC-imposed performance deadlines. Applicants wanting to be considered at same time must file by Sept. 3. That's same day comments and petitions to deny are due.

UPI filed petition with bankruptcy court last Friday (July 19) **requesting court to "reject" current contract news organization has with Wire Service Guild.** UPI said move was necessary to maintain minimal profitability through end of year, and clear way for several prospective investors to put formal bids to buy beleaguered wire service on table. Company spokesman said if court supports petition, UPI would still comply with most of provisions in current pact, but wants to modify medical and severance policies and extend period of phased restoration of wages, which were cut sharply last September. Guild feels its UPI members have sacrificed enough and is set to argue against rejection of labor agreement. Hearing will be held on petition if two sides can't come to terms within 14 days.

International track and field athletics federation ruled two weekends ago that it would not push back its schedule of events during **Seoul summer Olympics** so that live finals can be telecast for prime time U.S. audience. If ruling, said to be based on "best interests" of participating athletes, stands, track and field finals won't take place until after midnight Eastern time, with 13-hour time difference between New York and Seoul. Ruling will probably result in lower U.S. broadcast rights fee as track and field finals are some of most popular events of summer games. Neal Pilson, executive vice president, CBS/Broadcast Group, was quoted last week in *USA Today* as saying rights will probably go for closer to \$300 million, far from \$750 million Koreans were hopeful of getting at one point.

Representative **Tom Lantos** (D-Calif.) introduced **H.R. 3045**, companion measure to bill offered by Senate Commerce Committee Chairman John Danforth (R-Mo.) on **negative campaign advertisements.** Legislation would require candidates who attack their opponents in television advertising to appear in person in ads (BROADCASTING, June 24). It also would require broadcasters to give equal time to any candidate "if a political action committee or other outside party attacked him or endorsed his opponent."

NBC confirmed last week it is developing **new corporate logo.** It will feature all three initials and modified peacock, getting rid of "N"

concept adopted eight years ago at cost of \$750,000 plus settlement in cash and studio equipment to Nebraska Educational Television Network which had adopted, and copyrighted, identical logo months before. Network spokesman said logo would probably be unveiled during or before next year's television affiliates meeting, scheduled for June in Hawaii. It's been estimated conversion will cost as much as \$6 million.

Senate approved by voice vote last week nomination of **FCC Commissioner Dennis Patrick** for second term.

House last week passed fiscal **1986 appropriations** measure that includes funds for **FCC, Federal Trade Commission and USIA.** Bill also includes \$24 million for **National Telecommunications and Information Administration's** public telecommunications facilities program. During debate on legislation, lawmakers reduced \$11.2 million proposed funding for **Radio Marti** by \$2.7 million. Representative Tom Tauke (R-Iowa) offered amendment that reduces Radio Marti appropriations to FY 1985 level. Among other funds allocated for FY '86 were \$92.3 million for FCC, \$63.9 million for FTC, \$37.2 million for NTIA and \$887.9 million for USIA.

Fein wants to weaken actual malice standard. *Former FCC General Counsel Bruce Fein last week asked Congress to consider legislation overriding the actual malice standard enunciated in libel law by the Supreme Court in its landmark New York Times v. Sullivan decision in 1964. The standard at issue prohibits a public figure from recovering damages for a defamatory falsehood related to his official conduct unless he can prove that the statement was made with the knowledge that it was false or with reckless disregard of whether it was false or not. At a hearing before the House Judiciary Subcommittee, Fein, now a senior vice president of Gray & Co., a Washington public relations firm, suggested lowering the showing necessary for federal officials to one of negligence. But Fein also recommended that federal officials be prevented from collecting punitive damages. To avoid "untoward" chilling effect on the media, Fein also suggested government subsidization of libel insurance for those who can show a need. He would also give successful media defendants the right to recover reasonable attorney fees, would put a ceiling on compensatory damages and would provide for a media defendant to get out of a lawsuit by either publishing a retraction of the alleged falsehoods with "appropriate prominence" or offering the defamed federal official a right of reply with reasonable space, time and prominence. As one alternative, Fein suggested giving federal officials a right to bring "declaratory judgment actions" aimed at arriving at judicial rulings on the truth or falsity of allegedly defamatory statements of fact without awards of damages. Yet another alternative Fein suggested: "Similar to the right afforded candidates for federal office, a federal official alleging defamatory false statements would be entitled to purchase a reasonable amount of broadcast time at a reasonable price to respond." Fein recommended that the latter right apply even if the alleged defamation were published in a newspaper.*

Martin Garbus, representing the American Civil Liberties Union, recommended that public officials be barred from filing libel suits on matters of public concern. Garbus said public officials should have the right to sue on allegations going to private issues, however.

Bruce Ennis, with the Washington law firm of Ennis, Friedman, Bersoff & Ewing, recommended that Congress at least pass a law giving petitions to Congress immunity from libel actions.

Representative Robert Kastenmeier (D-Wis.), who presided at the hearing, said he had no specific legislative proposals in mind. "But what I'd like to do is see whether any reasonable legislative proposals can be deduced or reduced from these hearings," Kastenmeier said.

Editorials

Two First Amendments

It was bad news for broadcasters in the Court of Appeals in Washington last Friday, in more ways than one. Not only were the FCC's rules requiring cable carriage of certain television signals declared unconstitutional, but the court went out of its way to assign full First Amendment rights to cable and second-class citizenship to broadcasting.

"Unlike ordinary broadcast television, which transmits the video image over airwaves capable of bearing only a limited number of signals," said the court, in an opinion written by J. Skelly Wright, who has made a career of endorsing tight regulation of broadcasting, "cable reaches the home over a coaxial cable with the technological capacity to carry 200 or more channels. The distinction is of fundamental significance in light of the Supreme Court's oft-repeated suggestion that the First Amendment tolerates far more intrusive regulation of broadcasters than of other media."

Whether the Supreme Court will get a chance to review the appellate decision remains an open question to be decided by an FCC that has as much as been invited by the appellate court to revise its rules in ways that could pass constitutional review. But if the First Amendment references to broadcasting in last Friday's decision are allowed to stand, they are bound to cause trouble in any future case involving broadcasting freedoms.

Stunned, the National Association of Broadcasters was hinting at a legislative effort to obtain more protection for its members under copyright law, as though must carry at the FCC was now a lost cause. If that is the broadcasting establishment's choice, it can no doubt find friends to sponsor and promote legislation to its liking. So, however, can the National Cable Television Association, which in former contests with the NAB before Congress has compiled an enviable record.

Before assault forces gather at the foot of Capitol Hill, is there any point in suggesting that they mutually explore a compromise in must carry that might be accepted by the FCC and the courts? If that could be brought off, it might blunt the effects of last Friday's decision. That failing, the familiar battle lines will form between those wanting all and those wanting nothing at all, with the winner unlikely to be either.

On guard

The fashionable thing to say last week in London, where the American Bar Association was meeting, was that American media (for which read "television") blew the coverage of the hijacking of TWA's Flight 847 to Beirut last month.

Margaret Thatcher, the British prime minister, started it in a speech calling for a "voluntary code of conduct" to avoid giving terrorists "the oxygen of publicity on which they depend." Edwin Meese, the U.S. attorney general, the next day said in a news conference that he agreed.

In an ABA panel session, Abraham D. Sofaer, legal adviser to the U.S. State Department, said, according to the *Washington Post*, that the hostage coverage turned into a "media extravaganza that gave irresponsibility and tastelessness a new meaning." The ABA president-elect, William W. Falsgraf, of Cleveland, followed with his own call for a code of self-restraint and volunteered the ABA's help in writing it.

By midweek, congressmen in Washington picked up the scent.

Representative Tom Luken (D-Ohio) and a dozen colleagues put out a statement and Luken wrote the chairmen of ABC, CBS, CNN and NBC to propose a "summit" meeting to develop "precise policies to govern future coverage of hostage situations."

To observers of earlier examples of government nudge and industry responses, the scenario was developing familiarity. Surely the ghosts of old writers of television codes are ready to materialize in a situation tailored for the next seances over their Underwoods number five. It almost begins writing itself: Whereas, the public interest...

So far the news chiefs at television networks are wisely resisting the encouragement to get together for the burial of journalistic enterprise. If some are themselves having second thoughts about hostage coverage, as John Chancellor was in addressing New York state broadcasters last week, they are confining their views within their own organizations, the proper places for editorial policies to be made.

To the Meeses and Lukenses, the answer is the same: "Experience should teach us to be most on guard to protect liberty when the government's purposes are beneficent." This page didn't say that first. It was said back in 1928 by Louis Brandeis.

Green light for greenmail

While the FCC awaits the comments it solicited in an effort to decide how it should act in takeovers, hostile, friendly, achieved or proposed, it is busily making rules case by case, the latest, and perhaps most dramatic, being that of Jack Kent Cooke and Multimedia.

Last Wednesday, the FCC granted Cooke a special temporary authority—hitherto reserved for preservation of "emergency operations" under "extraordinary circumstances"—to make a tender offer for Multimedia's stock. On Friday it was announced that Multimedia had bought Cooke off at \$70.01 per share, the price offered in his tender, a profit to Cooke in the \$25-million range.

Obviously there is no one left to appeal the FCC's grant of the STA, which now stands as a precedent to be used by anyone else who develops designs on a public company.

They keep talking about neutrality at the FCC while the marketplace does its work. It isn't quite seen that way these days down in Greenville, S.C.



Drawn for BROADCASTING by Jack Schmidt

"I'll be home late. We've got the pool today."

Because young people can pick up some bad habits . . .



In the Sioux City area, groups concerned with drug and alcohol abuse have discovered that a team effort provides a stronger opportunity to prevent and overcome these destructive addictions. This discovery was a result of behind-the-scenes work by KMEG-TV.

Because various community groups were virtually unaware of each other's work, KMEG-TV asked eight different organizations that are concerned about drug and alcohol abuse to meet regularly and coordinate their efforts. The result has been a tighter focus of their work and an elimination of duplicated efforts.

"This group really helps. It was so frustrating to feel like you were the only one working to find solutions," said a representative of a parents' group.

Coordinating support for groups concerned with the prevention and treatment of drug and alcohol abuse is all part of the Fetzer tradition of total community involvement.

**. . . KMEG-TV
organized a way to help
kick these habits.**



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