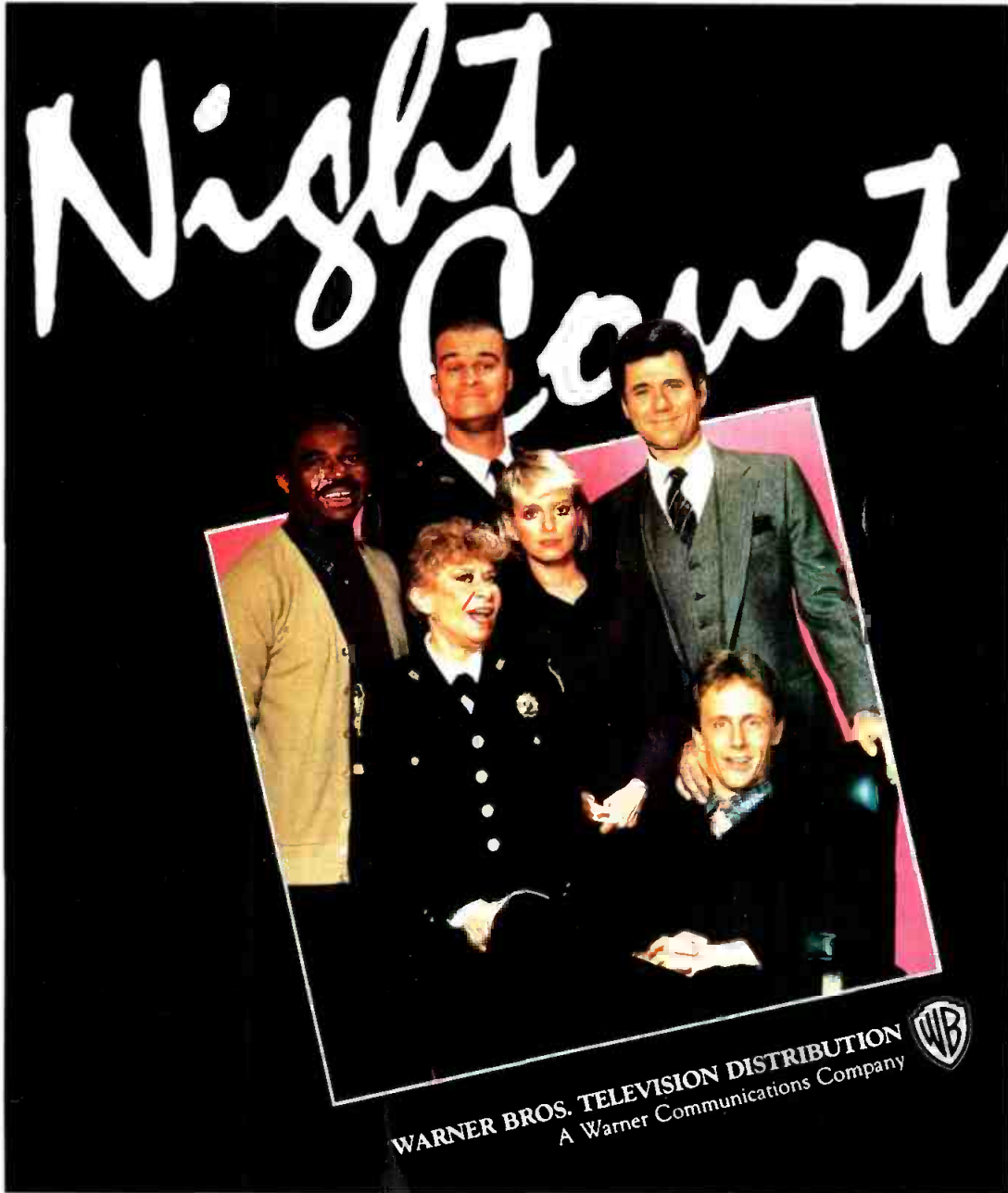


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 29



WARNER BROS. TELEVISION DISTRIBUTION
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WCAU-TV	Philadelphia	WLWT	Cincinnati	WIXT	Syracuse	WKPT-TV	Tri-Cities
KPIX	San Francisco	KMBC-TV	Kansas City	WTVR-TV	Richmond	KOLD-TV	Tucson
WBZ-TV	Boston	WTVF	Nashville	WJRT-TV	Flint/Saginaw	WEVV	Evansville
WXON	Detroit	WISN-TV	Milwaukee	KATV	Little Rock	WOLO-TV	Columbia
WRC-TV	Washington, DC	WCPX-TV	Orlando	KWCH-TV	Wichita/Hutchinson	WFMJ-TV	Youngstown
KXAS-TV	Dallas	WDSU-TV	New Orleans	WDHO-TV	Toledo	WGGB-TV	Springfield, MA
KHTV	Houston	WPCQ-TV	Charlotte	WEAR-TV	Mobile/Pensacola	WCAX-TV	Burlington
WTAE-TV	Pittsburgh	WKBW-TV	Buffalo	WATE-TV	Knoxville	KLAS-TV	Las Vegas
WDZL	Miami	WSPA-TV	Greenville/Spr/Ash	KJEO	Fresno	WDAY-TV	Fargo
KSTP-TV	Minneapolis	WCMH-TV	Columbus, OH	WJKS-TV	Jacksonville	WISC-TV	Madison
WSB-TV	Atlanta	KWTV	Oklahoma City	WLUK-TV	Green Bay	KTSM-TV	El Paso
KOMO-TV	Seattle	WBMG	Birmingham	WHO-TV	Des Moines	KMST	Salinas/Monterey
WTOG	Tampa	KSL-TV	Salt Lake City	WHEC-TV	Rochester, NY	WIFR-TV	Rockford
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- CO McAllen/Brownsville
- LO-TV Reno
- WD-TV Wichita Falls
- Boise
- MC Lubbock
- TU Traverse City
- M Chico/Redding
- C Rochester, MN
- WY Minot/Bismark
- D-TV Midland/Odessa
- AS Ft. Smith
- H-TV Bangor
- C-TV Abilene/Sweetwater
- L Medford
- DT Salisbury
- HP Lake Charles
- TV Waco
- WY-TV Casper/Riverton

- 1. 100 Station Line-Up 2. First-Run 3. Head & Shoulders Above The Rest 4. Split Second Timing 5. Balanced Demos 6. Out Of This World Winner 7. Talking Through Their Hats 8. Pilots 9. Already In Production 10. Top Production Team 11. Sitting Duck 12. Flash In The Pan 13. Kick Off The New Season 14. Ace Up Your Sleeve

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THE WORLD TOMORROW
WITH HERBERT W. ARMSTRONG

The World Tomorrow is a syndicated weekly television program produced by the Worldwide Church of God and represented worldwide by BBDO.

Broadcasting **Jul 29**

The many reactions to must carry Buyers for ABC-Capcities TV's FCC approval for separate systems

MUST-CARRY FALLOUT □ Cable and broadcast industry officials spent last week assessing impact of appeals court must-carry decision. NAB's Fritts and INTV's Padden say full-scale fight to eliminate compulsory license will be part of response. Fritts also says NAB is considering options at appeals court and Supreme Court levels. **PAGE 23.** NCTA and CATA leaders, while applauding decision, question whether much will change in landscape. **PAGE 24.** Cable programmers hail ruling, believing they will see greater carriage of their services. **PAGE 26.**

DOING BATTLE □ CBS and Turner Broadcasting square off in Atlanta courtroom. **PAGE 28.**

SATELLITE TALK □ FCC approves three companies for international satellite systems, with decision on two others deferred pending answers to further FCC questions. **PAGE 29.**

NEW SITCOM BATCH □ Syndicators readying four off-network situation comedies—*Webster*, *Night Court*, *Newhart* and *Silver Spoons*—for sale. **PAGE 34.**

SECOND HELPINGS □ Networks prepare midseason replacements for fall prime time schedule, with CBS having most in development. **PAGE 37.**

SECOND TIME AROUND □ Series and features from the programming past are being recreated today as made-for-TV movies, specials and series. **PAGE 40.**

NUMBER ONE □ ABC radio networks take the top two positions in RADAR 31. **PAGE 42.**

HAT IN RING □ Former HBO executive David Meister and STC executive Richard Galkin are putting

together pay-per-view service. **PAGE 42.**

HITTING 100 MARK □ The number of television stations broadcasting in stereo has now reached 100. **PAGE 45.**

BACKING NTSC □ RCA Corp. mounts demonstration of NTSC system, saying improvements there are better than other proposed signal formats. **PAGE 48.**

LANDMARK MEETING □ October Intelsat meeting shaping up to be one of the most crucial in its history. **PAGE 49.**

WARC NEWS □ Reports circulate that chairman for WARC meeting has been chosen. **PAGE 52.**

ADVERTISING SALES □ As selling for fourth quarter draws to a close, it appears NBC will do better than expected; ABC and CBS a bit slower than anticipated. **PAGE 53.**

AT THE HELM □ Must-carry decision has already presented new NAB Chairman Ted Snider with his first challenge. Improvements in association's grass-roots lobbying are among his main concerns. **PAGE 56.**

GLOWING NUMBERS □ Registration for second joint radio convention running well ahead of last year. **PAGE 57.**

OUTTAKE DILEMMA □ Three broadcast networks and CNN weigh response to Justice Department request for footage from TWA hijacking. **PAGE 65.**

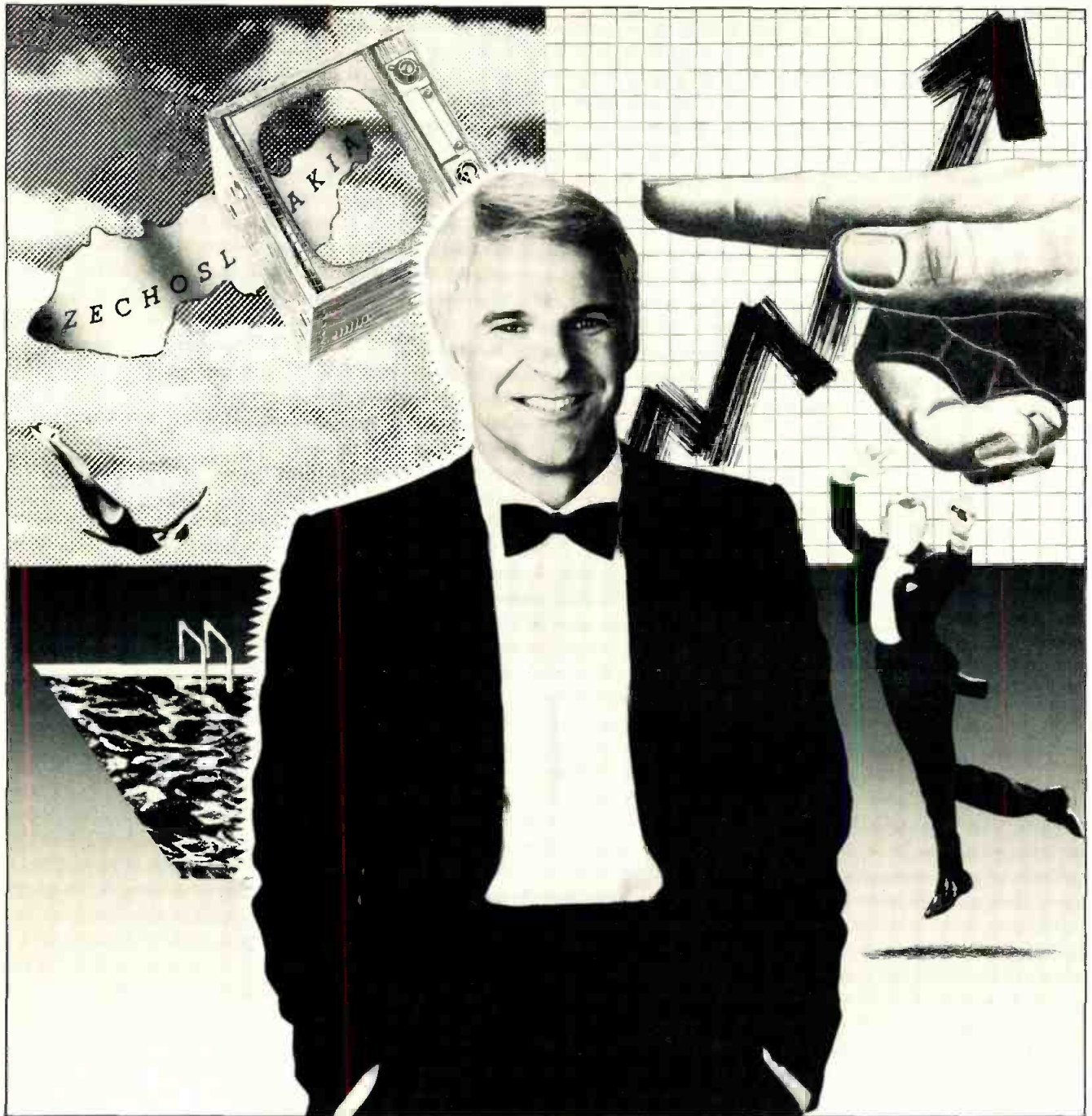
ADVANCING □ Selcom's president and CEO, Peter Moore, is leading a radio sales rep charge. **PAGE 87.**

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Up in air

Future of syndicated *Dynasty* in major markets where Metromedia stations will go to ownership of Rupert Murdoch is uncertain. Unnoticed clause in stations' sales contract leaves Murdoch free to dump *Dynasty*, now scheduled for fall debut, without obligation. If transfer has taken place and stations air *Dynasty*—purchased some time ago from co-owned Metromedia Producers Corp.—as planned, Murdoch will pay amortized value of episodes he uses.

Escape clause was inserted because of Murdoch's "concern over performance of prime time soaps in syndication," it was explained by Metromedia official. As things stand, Murdoch can play few episodes to test market and then release show if it fails.

Ready

Brian Fontes, special assistant to FCC Commissioner James Quello, is said to be standing in wings, if nomination of Rose Marie Monk as member of Copyright Royalty Tribunal is withdrawn. (There's still concern, on Hill and in industry, about Monk's lack of credentials for job, and her nomination has been in holding pattern before Senate since spring [BROADCASTING, May 6].) Fontes, 34, was recommended to White House by Senator Orrin Hatch (R-Utah) and is said to have industry support. Fontes, former professor at University of Massachusetts, Amherst, has been at commission for six years. Before he became special assistant to Quello, he was social science analyst in Mass Media Bureau. He has PhD in mass media and telecommunications from Michigan State University.

Heavying up

National Association of Broadcasters grass-roots lobbying ability will likely be put to test with announcement of broadcasters' plans to ask Congress to repeal compulsory license for cable (see page 23). NAB has put together organization of 1,200 broadcasters to lobby Congress. At least one radio and one TV broadcaster will be assigned to each member of House and Senate.

Out of attic

Columbia Pictures Television Distribution is establishing new venture to be called by old name, Screen Gems Division, to

market "evergreen" and vintage television shows from its vast library. Over past couple of years several major program distributors, including Worldvision, Telepictures and MCA, have established special divisions to market older series to growing number of new and program-hungry independents. Don Toye, formerly associated with MCA's Encore Division, is now at Columbia helping syndication senior vice president, Joe Indelli, put together division that will distribute such series as *Wyatt Earp* (ABC, 1955-61); *The Real McCoys* (ABC, 1957-62, and CBS, 1962-63) and *Wild Bill Hickok* (syndicated, 1951-56).

More NBC stereo

NBC sit-coms are snapping up stereo. Nine half-hour shows will be in multichannel sound next fall, network is set to announce. New stereo programing will bring NBC weekly total to 16 hours and keep it biggest commercial network source for new service, which now has 100 stereo stations on air (see page 45).

Prime time comedies, with stereo visually identified in program's title card, are: *The Cosby Show*, *Family Ties* and *Cheers* on Thursdays; *Gimme A Break*, *Facts Of Life* and two new shows, *The Golden Girls* and *227*, on Saturdays; and on Sundays, *Punky Brewster* and *Silver Spoons*.

Room at top

Call placed to Comcast Cable Communications president, Daniel E. Gold, early last week brought surprise response that he was no longer with company. That overstates matter, according to chairman of company's cable subsidiary, Robert B. Clasen, who said Gold has in recent weeks been on leave to deal with family matters and review options for future but still works out of corporate office in Bala Cynwyd, Pa. In meantime Clasen apparently has taken on both responsibilities.

Main street specialist

In unusual move, Avery-Knodel Inc. has notified 14 television stations it represents that it has decided to give up representation of outlets in large markets. It recommends that they take on Selitel Inc. Several stations reportedly expressed preference to remain with A-K and will be accommodated. Avery-Knodel has had defections by several large-market

stations in past year and feels its future is tied to smaller-market representation which requires smaller headquarter and support staff. A-K will continue to represent about 40 TV stations. Robert Kizer will continue as president of rep firm.

Fingers off trigger

Standard gag among Hollywood producers who have learned to live with fast cancellations of TV network shows is that order for six episodes is "long-term commitment." But recent mega-orders in works at all three networks seem to run against tide. ABC is understood to be working on super-deal with Walt Disney Pictures, committing to 23 episodes of hour and two-hour made-for-TV movies, some at budgets of more than \$2.5 million. *Sunday Disney Movie* is scheduled for February premiere on Sunday at 7 p.m. NBC has also put in 44-episode order (two seasons' worth) for Steven Spielberg's *Amazing Stories*, half-hour anthology series scheduled for Sunday at 8 p.m. In somewhat similar vein last year CBS made multiseason renewal commitment to Lorimar for serial dramas *Dallas*, *Knots Landing* and *Falcon Crest*.

Loosening ex parte

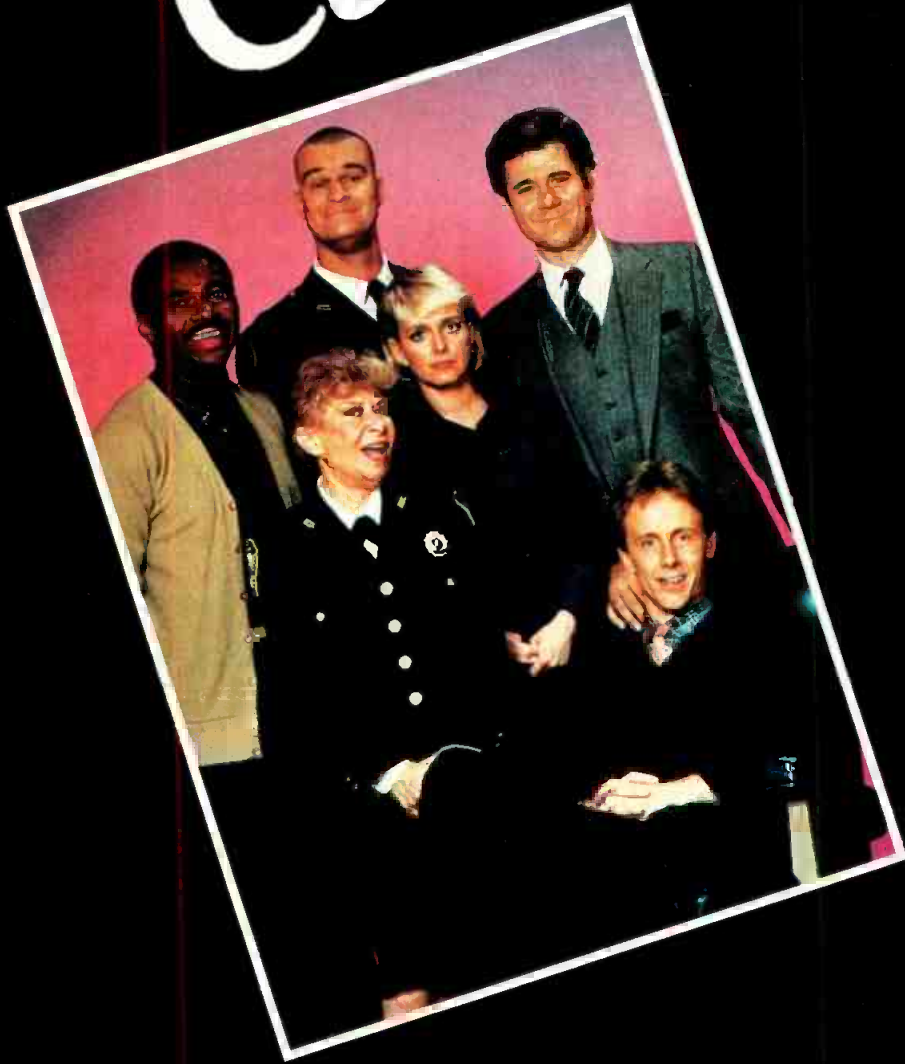
FCC General Counsel Jack Smith is said to be looking toward clarifying and liberalizing commission's ex parte rules to bring them more in line with recent court cases. Action is not anticipated until fall.

Had enough

FCC Review Board member Norman Blumenthal and Administrative Law Judge Walter Miller are not seeing eye to eye these days, and Blumenthal has committed his appraisal of Miller to print. In footnotes to separate statement on New Jersey FM case, Blumenthal alleged that Miller was "uncertain" about law and about "border between insouciance and insolence." Blumenthal also alleged that Miller has been issuing string of "increasingly unprofessional" documents. "Not unfamiliar with the phenomenon of 'bureaucratic burnout,' I note that the subject ALJ is eligible for retirement, after a long and distinguished career," Blumenthal said. "Perhaps the ALJ should consider relieving his protracted bout of the miseries by seeking a milieu more conducive to a cheerful spirit."

Everyone's Wild About Harry!

Night Court





WARNER BROS. TELEVISION DISTRIBUTION
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CTAM countdown

Upwards of 1,100 marketing executives are expected to arrive in San Francisco next week for the 11th annual Cable Television Administration and Marketing Society convention—four days of workshops and panel sessions on how to sell, and retain, cable subscribers. Victor Parra, executive director of CTAM, said that this year the emphasis will be on "bridging the gap" between formulating marketing plans and turning those plans into reality.

The "gap," according to Parra, is between the people who draw up the plans to sell cable—the marketers—and those who go out into the streets to deliver and service it—the operators. "There are folks in the corporate office who say, 'OK, we're launching a new system'" and lay down the marketing plan. But those marketing plans, Parra explains, "often when translated to the system level have an end result that is very different."

One of the principal objectives of the convention, said Parra, is how to get marketers to implement their strategies more effectively. Toward that end, CTAM will present an expert in implementing marketing strategies: Harvard Business School Professor Thomas V. Bonoma, who will discuss why things don't always happen the way managements plans—and what can be done about it. In addition, the topic will be addressed by executives from four of the top MSO's in the country: David Van Valkenburg, president, Cox Cable; Burt Staniar, president Group W Cable; Bob Hughes, president, Prime Cable, and Steve Dodge, president, American Cable.

Another topic to be on attendees' minds, Parra said, is "the whole pay churn experienced nationwide." Unlike the old days when cable companies could count on new sign-on for growth, today "people are placing more emphasis on the retention factor as a critical source of revenue growth."

Parra believes churn among pay subscribers has always been smoldering in the background "but we have never really been conscious of it since every time we lost a subscriber we got two back because of construction. The industry is reaching the saturation point with construction, and cable can no longer count on construction to fuel revenue." Since deregulation, he said, a lot of cable operators have experienced "euphoria" because they anticipated raising prices "as much as they want." Instead, Parra said, "folks are discovering they just can't raise and maintain their penetration levels. We'll spend a lot of time on that."

CTAM opens Sunday, Aug. 4, at San Francisco's Fairmont Hotel with registration between 3 and 8 p.m. and a welcoming cocktail party at 6 to 8 p.m. Attendees get down to business Monday morning with an opening session on making marketing strategies work. Three concurrent afternoon workshops will focus on acquiring new subscribers, keeping current subscribers and rate management.



Parra

Tuesday morning's general session will feature the four MSO executives mentioned above on a panel explaining how to close the gap between formulating marketing plans and implementing them. The CTAM Awards luncheon follows, recognizing excellent marketing campaigns in the cable industry. Tuesday afternoon sessions are repeats of Monday morning's workshops.

And on Wednesday morning CTAM will present the results of a study it commissioned on industry marketing performance over the past year.

CTAM also added a special briefing on the must-carry ruling scheduled for Monday afternoon. The briefing will be conducted by Robert Ross, general counsel for Turner Broadcasting System who argued that company's case before the appeals court. He will talk about the case's impact on day-to-day cable operations.

Cable colorization

Showtime/The Movie Channel Inc. and Home Box Office said last week they have reached an agreement with Hal Roach Studios to license a package of early movies for showing "in full color" on Showtime, The Movie Channel and HBO's Cinemax. The announcements said the movies, originally released in black-and-white, will be shown in color for the first time on television through a new process developed by Hal Roach Studios and its parent company, International HRS Industries of Canada.

Titles in the package include "It's a Wonderful Life," produced by Frank Capra in 1947 and starring Jimmy Stewart, Lionel Barrymore and Donna Reed; "Topper," the 1937 comedy starring Cary Grant, Roland Young and Constance Bennett; "Way Out West," starring Stan Laurel and Oliver Hardy, and "Penny Serenade," "His Girl Friday," "The Perils of Pauline" and "My Man Godfrey," among others.

"We believe that our colorization process," said Roach Chairman Earl Glick, "heralds the beginning of a brand-new entertainment business which we hope will become popular worldwide. The new process brings a whole new dimension to classic black-and-white films, greatly enhancing their value, and we're delighted to offer them to Showtime and The Movie Channel."

Bruce Rider, Showtime/TMC vice president, film acquisition, said the Roach package "is a strong list of films that have clearly stood the test of time. [They] will increase The Movie Channel's well-stocked library of movie classics and will enhance the broad variety of programming already available to viewers of both The Movie Channel and Showtime."

Terms of the Home Box Office licensing agreement give Cinemax the carriage rights. Lee de Boer, senior vice president, Cinemax and program planning, said, "When we first saw these recently colorized films we were very impressed by their quality. We are pleased that Cinemax will present these great classics in their new incarnations."

Second time around

Eddie Murphy, who was a presenter on the first annual MTV video music awards show last year, will be the host on the second, to be held Sept. 13 at New York's Radio City Music Hall and presented live on MTV: Music Television at 9 p.m. to midnight (NYT). Seventeen awards for excellence in video music will be presented, along with live performances by Pat Benatar, John Cougar Mellencamp, Sting, Daryl Hall and John Oates. The awards show is presented by MTV in conjunction with Ohlmeyer Communications and Radio City Music Hall Television.

MSG glitz

Show Biz, a weekly half-hour of interviews and visits with entertainment stars in their homes and dressing rooms, will start on MSG Network Friday, Aug. 2, at 7:30 p.m. (NYT). The show, with Dick Maurice as host, is shot on location in Las Vegas and Hollywood. Profiled on the opener are singer Paul Anka, country star Mel Tillis and illusionists Siegfried and Roy.

USA position

The USA Network supports the idea of scrambling cable signals, but as a basic cable service it cannot afford the cost of scrambling its own, and in any case there are some fundamental questions that must be considered. That's USA's position as put by Gil Faccio, vice president, affiliate relations.

Any industrywide drive to scramble must come to terms with technological, legislative and marketing issues, Faccio said.

"Because scrambling is so expensive—current estimates range around \$50 million—the industry must be certain to select equipment that has undergone prolonged field testing and shown it can do the job," Faccio said. "Manufacturers also have to gear up to provide equipment in sufficient quantities."

"The industry must also respond to two pieces of pending federal legislation, one of which would postpone scrambling by en-

acting a two-year moratorium on it and the other of which would defeat the purpose of scrambling by enabling individual consumers to buy decoders.

"A third issue," he said, "involves the marketing of unscrambled signals to TVRO [television receive only] owners—who would sell the signal—what signals would be sold, how accounts would be tracked." He said USA believes "cable operators may sell signals to TVRO owners but that they are obligated to offer all available satellite services, not only those they provide to their cable customers. We also favor an industry-wide computerized record-keeping facility as the only economical way to bill consumers."

Faccio said scrambling "is necessary to protect cable operators, who represent our primary market, from the burgeoning number of earth station owners who for all practical purposes now receive for free what their cable-serviced neighbors must pay for. That situation undermines the cable business as a whole and robs programming suppliers of revenue." But, he added, "scrambling requires far too costly an investment for basic cable networks to undertake at this time."

Looking up

Black Entertainment Network (BET) said it scored the highest Nielsen ratings in its history in black households in an A.C. Nielsen Co. coincidental survey on June 18. BET said the survey, covering a dozen major markets, showed BET with an 8.7 prime time rating and 13% share (in black households) during its presentation of *The Second Annual Black Gold Awards* and *Let the Music Play*, a special featuring recording star Shannon. BET President Robert Johnson cited this as "further proof that BET is becoming a more effective ad tool for our national sponsors and one of the most valued services on urban cable systems."

Turner numbers

The Turner Broadcasting System said last week that more viewers tuned to its Cable News Network and Headline News in June than ever before, and that viewing of the broadcast networks in CNN and Headline News homes declined. Turner researchers attributed the record figures at least in part to CNN's round-the-clock coverage of the TWA Flight 847 hostage crisis.

Turner said the two services together posted their highest 24-hour rating ever, a 1.2 rating/4 share (418,000 households), as compared with the previous high of 0.8/2 (272,000 households), set in March. On a weekly cumulative basis, CNN and Headline News together reached 17,648,000 households, almost three million more than their previous record.

The June numbers were among the highest ever for each of the services. CNN claimed its highest weekly cume, reaching 44.2% of its coverage homes, or 14.6 million homes during the average week in June, an increase of 2.6 million homes from May 1985. Headline News scored a 38% average weekly cume, or 6.5 million households, topping the six-million mark for the first time and representing a 1.2-million increase over May.

Turner researchers said the Nielsen fig-

ures showed that viewing of broadcast network affiliates in CNN homes during the seven-day, prime time block (8-11 p.m.) dropped from a combined 59 share in May to a 51 share in June, while in Headline News homes the decline was from 58 to 49. Turner said total-day performance for the broadcast affiliates was also off and that the affiliates were weakest on weekends, when much of the hostage drama unfolded and the CNN and Headline News ratings were strongest.

Magazine show

The Nashville Network (TNN) has begun distributing to its 3,200 cable affiliates a quarterly video magazine designed to expand communications with them by, among other things, alerting them to TNN's upcoming programming, marketing campaigns and local ad sales and promotions opportunities. Group W Satellite Communications (GWSC), which markets and distributes TNN's uplinks *The Nashville Network Magazine* to the affiliates at the beginning of each quarter.

Michael Lape, GWSC vice president, sales and marketing administration, who is also executive producer of the magazine, said the material includes several 30-second TNN spots that local systems are encouraged to customize and use in cross-channel promotion, and that story and feature segments can be used verbatim in press releases and also are often lifted out for showing at department meetings and press briefings.

The current edition has four segments. The "cover story" features views and comments by Ron Kaatz, director of media concepts, J. Walter Thompson USA; Dave Mar-

tin, director of corporate media, Stroh Brewing Co., and A.D. Whitehurst Jr., advertising sales manager for Group W Cable in Panama City, Fla. The marketing section discusses new affiliate support material and promotional tie-ins. The programming section spotlights upcoming TNN specials and regular programming. And in the "local ad sales and research" segment, Al Zeidman, advertising sales manager for Wheeling (W. Va.) Antenna Co., tells of his success in selling TNN local avails.

The Nashville Network Magazine is produced by Mike Parker of the GWSC media production department.

Graphic action

Showtime/The Movie Channel Inc. unveiled new on-air graphics for both services. The graphics are designed to complement the ongoing marketing campaigns of each service—Showtime's "We Make Excitement" and TMC's "Heart of Hollywood." The new on-air looks, said Joanne Black, senior vice president, marketing and creative services, are designed to help differentiate the services in the minds of viewers. "It's critical to present clear and consistent messages to the consumer," she said. "We believe this can be done by developing one unified theme" for each service. "Our on-air looks are just as important to current subscribers as our advertising campaigns are to potential subscribers." The new graphics, she said, are designed to reflect the "personality" of each service, with the Showtime graphics focusing on different elements of its diversified schedule, while the TMC graphics highlight that service's range of film offerings.



Sprucer signs Times. NYT Cable, a division of The New York Times Co. with a 125,000-subscriber cable system in southern New Jersey, signed an agreement with Kanematsu Goshu Inc. to supply the latter's Sprucer II two-way addressable cable TV converter and controller software to the system. Some 15,000 Sprucer converters are already installed in the system, with that number to double by the end of the year. Shipment of 150,000 units within five years is specified in the agreement. According to Sprucer, the rollout is part of a plan to make the entire system capable of providing interactive pay-per-view services by 1990. Picture above at the signing are (seated) Kaichiro Tajima, president of Kanematsu Goshu, and David MacDonald, vice president, NYT Cable. Standing are Ken Ogiso, manager of Sprucer CATV group, and Benjamin Handelman, senior vice president, New York Times Co.

Business Briefly

TV ONLY

Weight Watchers International □ September promotion will begin in early August for three weeks in about 60 markets. Commercials will run in daytime and fringe segments. Target: women, 35-54. Agency: Stern August & Co., Birmingham, Ala.

Georgia Pacific □ Various paper products will be advertised in six-week campaign to start in 85 markets in mid-August. Commercials will run in daytime and fringe periods. Target: women, 18-49; 25-54. Agency: Altschiller, Reitzfeld Solin, New York.

Citicorp □ Three-week flight in support of Diners Club will begin in early September in 10 major markets. Commercials will be placed in fringe positions. Target: adults, 25-54. Agency: Benton & Bowles, New York.

Luzianne Tea □ Four-week flight is scheduled to begin on Aug. 5 in 66 markets. Commercials will be presented in daytime, fringe and prime periods.

Target: women, 18-55. Agency: Rosenfeld, Sirowitz & Lawson, New York.

RADIO ONLY

Oshman's Sports Goods □ Sales of skis will be highlighted in four-week flight in 16 markets, with varying start dates in September and October. Commercials will run in all dayparts. Target: men, 35-64. Agency: Gulf State Advertising, Houston.

Farmland Foods □ Two-week flight is planned for mid-August in 14 to 15 markets. Commercials will appear in dayparts including early morning and running to early evening. Target: women, 35-54. Agency: Fletcher/Mayo and Associates, Kansas City, Mo.

Cella Wines □ Four-week flight is scheduled to begin in mid-August in three markets. Commercials will run in all dayparts. Target: adults, 18-34. Agency: Benton & Bowles, New York.

Kaepa Shoes □ Six-week flight during



Mama's union. In what is said to be rare use of entertainment star in labor union commercial, Vicki Lawrence, of television's *Mama's Family*, is featured in television and radio spots for United Food and Commercial Workers union. Lawrence humanizes activities of unions as she discusses plant shutdowns, foreign competition and corporate mergers that have plagued U.S. workers. Campaign began last week in Augusta, Ga., and will continue there for several weeks before starting in other cities. Agency is Kamber Group, Washington.

August and September will highlight company's campaign in more than 10 markets. Commercials will be carried in all dayparts. Target: adults, 18-34. Agency: Keye Donna Pearlstein, Los Angeles.

Great American Theme Parks □ Campaign during August and September will be conducted in five Western markets, including San Francisco and Sacramento, Calif. Commercials will be placed in all dayparts. Target: persons, 12-34. Agency: Smith Burke & Azzam, Baltimore.

Citicorp □ Travelers Checks will be spotlighted in eight-week flight in four markets, starting this week. Commercials will be scheduled in all dayparts. Target: adults, 25-54. Agency: Benton & Bowles, New York.

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

WSTF(FM) Cocoa Beach, Fla.: To Republic Radio from Masla Radio.

□

WPLO(AM) Atlanta and KNPA(AM)-KLCI(FM) Caldwell, Idaho: To Selcom Radio from McGavren Guild.

□

WBRU(FM) Providence, R.I.: To Selcom Radio from Eastman Radio.

Orban TV Stereo. Delivered on time. Works the first time. Pays off in no time.

Two-week deliveries to get you on-the-air in stereo when *you're* ready.

115 units delivered—61 on-the-air. When you go stereo, go with the leader. Chief Engineers report going stereo with Orban "was much quicker and easier than I had imagined." Call us with any questions—we're happy to share everyone's experiences.

Maintains consistent air sound with widely varying source material. Rides gain, controls excessive loudness, maintains just the right amount of bass. All with a smooth, easy sound—it doesn't sound like processing at work.

Orban. Experience counts. To learn more, contact your Orban Broadcast dealer, or call us direct:

(800) 227-4498

Orban Associates Inc.
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Optimod-TV Audio Processor, Stereo Generator,
SAP Generator, Stereo Synthesizer



orban

ORBAN PROCESSING KEEPS YOU COMPETITIVE

JWT prognostications. J. Walter Thompson/New York predicts in new study that CBS-TV will emerge as winner of prime time ratings race next fall, edging out NBC-TV and outdistancing ABC-TV by 1.3 rating points. Thompson estimates that average rating for CBS-TV in fourth-quarter prime time will be 16.5, followed closely by NBC-TV (16.0), then ABC-TV (15.2.). Report, titled "Primetime Television 1985-86," was prepared under direction of Richard Kostyra, senior vice president/media director of JWT/New York. Booklet will be made available to anyone who makes check payable to The Help For Retarded Children via J. Walter Thompson Media Department, 466 Lexington Avenue, New York 10017. Advertising agency projects that NBC-TV will continue to maintain its number-one position among younger demographics, with ABC-TV in second place and CBS-TV pulling up third. Report tabs CBS-TV as victor on household ratings basis on Sunday, Monday and Friday; NBC-TV on Tuesday and Thursday, and ABC-TV on Wednesday and Saturday. Evaluating new programs for fall, Thompson adjudges the following newcomers to have "a chance for survival": *MacGyver*, *The Insider*, *Dynasty II: The Colbys* and *J.G. Culver* on ABC-TV, *The Equalizer* and *The Twilight Zone* on CBS-TV, and *Amazing Stories*, *Alfred Hitchcock*, *Hell Town* and *Golden Girls* on NBC-TV. New series that JWT says "look like losers" are: *Growing Pains*, *Family Honor*, *Spenser For Hire* and *Hollywood Beat* on ABC-TV; *Hometown*, *Stir Crazy*, *Charlie and Co.* and *George Burns Comedy* on CBS-TV, and *Misfits of Science* and *227* on NBC-TV. According to report, action-adventure genre will continue as most dominant form with 25 hours of programing per week, followed by feature films, 10 hours weekly, and situation comedies, 9½ hours weekly. Study also traces viewing trends at networks over past 10 years, describes mini-series for next season and profiles new programs.

Torbet's tally. During second quarter of 1985, 25-54 demographic was undisputed leader, representing 37.7% of requests, according to Torbet Radio. This figure compared with 35.9% in second quarter of 1984. In second place was 18-49, with 19%, and in third slot was 18-34, with 10.3%. Torbet said adult requests accounted for nearly twice as many availabilities as either male or female requests. One week is leading flight length, representing 29.2%, followed by two weeks, 16.4% and four weeks, 15%.

Promotions, Spanish-style. Cabellero Spanish Media, New York, national representative of Spanish-language radio stations, has formed Cabellero Promotions as service for stations and marketers wishing to reach Hispanic market. Headquarters of new unit will be at 397 North Michigan Avenue, suite 414, Chicago 60601. Phone: (312) 443-0102. Directing Cabellero Promotions will be Raynaldo T. Garza, who has been named executive vice president. He previously was president of his own agency, Garza Advertising Inc.

Corporate sponsors. North Carolina's Open Public Events Network's 1985-86 season will be underwritten by AT&T, which in return will receive 24 on-air underwriting credits during cable network's 40-week season, OPEN said last week. OPEN is produced by North Carolina Agency for Public Telecommunications (BROADCASTING, April 9, 1984).



Fully certified. McGavren Guild Radio's Dallas sales office claims to be first national radio representation office staffed entirely by Certified Radio Marketing Consultants, achievement obtained by participating in Radio Advertising Bureau-sponsored course at Wharton School of Business. Pictured at McGavren Guild's Dallas office are (l-r): Shane Fox, vice president/regional manager; Robert Bordelon, account executive; Andrea Fatool, account executive, and Don Hall, account executive.

Broadcasting Publications Inc.

Founder and Editor
Sol Taishoff (1904-1982)

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

The Fifth Estate Broadcastings

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

Lawrence B. Taishoff, publisher.

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Doug Halonen, Matt Stump, Kim McAvoy,
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Broadcasting ■ Cablecasting Yearbook

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Robert (Skip) Tash, Southern sales manager.
Doris Kelly, sales service manager
Meg Robertie, classified advertising.

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Charles Mohr, Ruth Windsor,
sales managers.

Hollywood
Tim Thometz, sales manager.

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Don Gallo, production assistant.

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

Corporate Relations
Patricia A. Vance, director.

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Phone: 212-599-2830.

Stephen McClellan, associate editor.
Vincent M. Ditingo, senior editor: radio.

John Lippman, assistant editor.
Geoff Foisie, staff writer.

Scott Barrett, editorial assistant.
Marie Leonard, June Chauhan,
advertising assistants.

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

Richard Mahler, correspondent.
Tim Thometz, Western sales manager.

Sandra Klausner, editorial-advertising assistant.



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

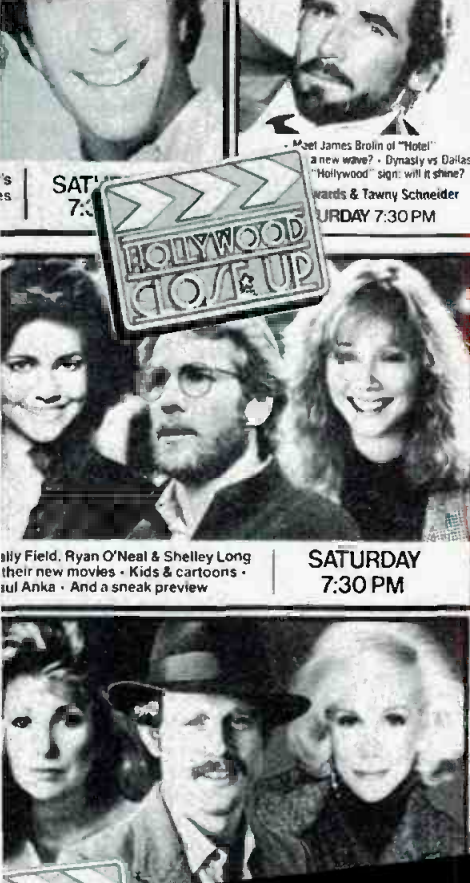
TELEVISION. Cablecastings.

JOIN ABC'S O&Os (and more women 18-49) FOR YEAR II

WABC-TV • KABC-TV • WLS-TV
New York Los Angeles Chicago

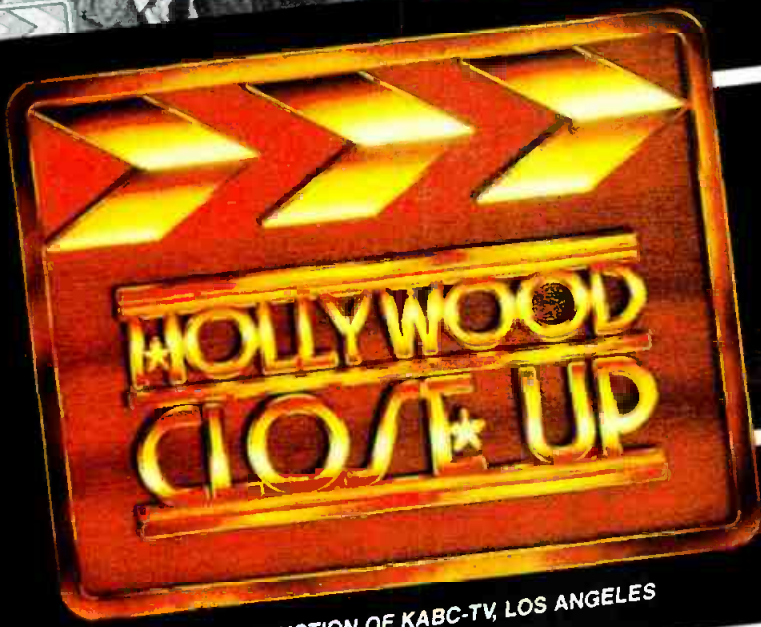
WXYZ-TV • KGO-TV
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Satellite/Barter
39 First-Run Half-Hours
Weekly Starting Mid-September



Shelley Long, Ryan O'Neal & Shelley Long
their new movies - Kids & cartoons -
Paul Anka - And a sneak preview

SATURDAY
7:30 PM



A PRODUCTION OF KABC-TV, LOS ANGELES



With co-hosts
**Steve Edwards and
Cynthia Allison.**

The brightest stars in movies,
television, music and the
stage—up-close and in-depth
every week! "The perfect weekend
news or movie adjacency
in fringe, access or late night."

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OLDER MOVIE!
The Women in Red with

HOLLYWOOD
CLOSE UP

SLY & DOLLY
SPARKI FI

- Behind
- Berlin
- Join N
- Animat

A new business TV sales commentary from Philip Press and Bruce Thomas, WCBS-TV New York

Taking the First Step to attract new advertisers

While many large television station sales departments have reputations of being there to "sell, sell, sell," the sell usually is to established television agencies or clients, but not to new television clients. WCBS-TV New York has devised a program that not only expands the local client marketplace, but also does a major service for the new client—guiding the new-to-television advertiser through the often complex process of producing and placing a commercial.

First Step is our answer to the toughest problem faced by local sales teams—finding new advertisers and keeping them. Many retailers and other businesses not familiar with television still believe a 30-second television commercial will run upward of \$20,000, a fear that sends them back to their old standby, print ads, with perhaps a smidgen of radio time thrown in. First Step allows us to expand our potential customer base to include some of those businesses.

We have been keeping tabs on the trend toward more and more businesses using television. Many more single-location retailers, service associations, direct marketing companies and others are finally discovering our medium.

First Step is based on our own research, compiled over years of experience and examination of the elements that make successful television campaigns. It's a strategy that works for first-time television advertisers, whether they are large retail chains or single-location, family-run businesses.

This program is designed only for advertisers who have never before used television, and it takes them step-by-step through the entire process, from initial sales call through production and into spot placement. The First Step philosophy for producing commercials is: "An honest, direct selling message is the most effective way to move merchandise and establish an image."

We believe that producing a television commercial does not have to be complicated or expensive. Television is a powerful selling tool. The key for first-time advertisers is to let the medium work for them.

We're doing just that, and right now, one of the most interesting new advertisers on our air is us. Before offering this program to new advertisers, we had to prove to ourselves that our theories were correct and that they'd work in creating commercials. We proved it when we produced our own commercial for First Step, using our program's own guidelines. Our guidelines include some 'never fail,' but often overlooked, tips: Be frequent—decide on your best prospects and hit your audience hard and often. Be consistent—establish a style or image in all



Philip Press (l) has been director of sales at WCBS-TV New York since November 1982. Prior to re-joining WCBS-TV in his current position, Press had been director of sales at WCAU-TV Philadelphia, and in 1976-78 he served as general sales manager there. For three years before that, he worked in New York as an account executive for CBS Television Stations Division, and in 1971-73 he was an account executive with WCBS-TV. Before his move to sales, Press worked as a producer/director for television stations in Portland, Me., and in Boston.

□

Bruce Thomas (r) was named manager of local sales for WCBS-TV earlier this year. Since 1983 he had served as the station's retail/development sales manager and it was in that capacity that he created the First Step program to attract new business. Prior to joining WCBS-TV, Thomas spent a year as local sales manager for WDSU-TV New Orleans, and in 1978-82 he was director of sales development for WWL-TV New Orleans. Thomas began his broadcasting career in 1976 as marketing representative for the CBS Television Stations Division in Chicago.

commercials and stay with it. Be strong—stress key points both visually and verbally. Be heard—make the audio a complete selling message, not counting on people to always be watching. Be recognizable—keep your logo on the screen as much as possible. Make sure viewers know where to find your product. Be informative—tell what it is you're selling, where to get it and why viewers need it. Be simple—get one idea across at a time, make your products stand out visually. Be direct—your goal should be to provide useful information. Some of these points may sound obvious, but to a new-to-television advertiser, they make a big difference.

It's important to note one thing—during our entire conversation with prospects, and in all the First Step materials, we never use a single television term.

The lexicon of HUT's, PUT's, ratings, GRP's and shares that is our selling language with existing customers only confuses and intimidates the novice. We purposefully

speak in layman's terms about how television teaches viewers messages.

That 'how' is an important point. Most account executives think that when approaching new business prospects they need to explain 'why' television. 'Why' is not the issue. The topic of new business is not 'why' but 'how.' Everyone knows why to use television: because it works. At issue is: How can this powerful selling tool work for me with my business, my goals and my budget? That's what we talk about.

Our new advertisers are given some additional simple advice, such as: Use videotape the first time, not film; shoot the first commercial entirely in a studio, not on location; use voiceover for audio instead of an on-camera spokesperson; no jingles the first time out; and make sure to show your product, if it is a product you are selling.

Seldom do sales teams in the major markets offer this type of hand holding for new clients. Because of the vastness of the New York area, some say it's "not worth it" to pursue smaller advertisers, yet when it is done, it is quite profitable.

More of our first-timers philosophy involves concentration of spots—we believe it's better to hit the same audience several times in a short period than to spread the spots to hit more people less frequently. With a heavier concentration, the first-time advertiser can motivate action through repetition and become a dominant advertiser. We also believe that spots are often spread too thin by trying to place them on all stations in the market. We feel it's best to stick with one or two stations the first time out.

Now that we've had a chance to broadcast our First Step commercial for several months, we've received a good number of calls from potential first-time advertisers. Many of them have gone through the program and are now on the air. More important, however, is that the program acts as a catalyst for our sales force. It gives our new business program tangibility, direction and meaning. No longer, as managers, do we issue the open-ended, directionless command, "Go out and get some business."

We have armed our account executives with a comprehensive yet understandable program designed to make television advertising easy, effective and affordable. When our sales force responds to avails, they do so in a professional, timely manner, with all the sophisticated tools of our trade at their disposal. Now when they go out tracking down new business, they can respond in the professional, timely manner expected of a CBS account executive.

We aren't as good at new business as we are at our traditional business, but we are actively adding to our revenue stream, and that is a "first step" that everyone in our business must begin to take. ■

**This new show will set
the music video boom back 20 years.**



**DEJA
VIEW**

Right where your advertisers want it.

Presenting Deja View.

Two one-hour specials featuring brand new videos of classic hit songs from the 60's and early 70's.

Songs the Baby Boom grew up with. An audience the video boom has failed to reach. Until now.

Deja View.

Hosted by John Sebastian.

Sponsored by Lincoln-Mercury.

Presented in stereo by All American Television.

First Special
December 7, 1985



Second Special
March 15, 1986

**ALL AMERICAN
TELEVISION**

304 East 45th Street • New York, NY 10017 • (212) 818-1200
7151 Beverly Boulevard • Los Angeles, CA 90036 • (213) 937-1250

This week

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 Broadcast* (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.

■ **Aug. 1**—*National Academy of Television Arts and Sciences* drop-in lunch. Guest speakers: Seth Abraham, HBO senior vice president, and boxer Marvin Hagler. Copacabana, New York.

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.

■ Indicates new entry

Also in August

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 del Rey Marriott, Marina del Rey, Calif.

Aug. 21—Archival screening of *Three for Tonight*, sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles.

■ **Aug. 21-23**—Libel Defense Seminar sponsored by the *National Association of Broadcasters* and the *Libel Defense Resource Center*. Hyatt Regency O'Hare, Chicago.

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 Communica-*

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 meet-

Major Meetings

ings: Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

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

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

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

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

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

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

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

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.

tions 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 categories, 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 Jen-

nings. 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 *International 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

Stay Tuned

A professional's guide to the intermedia week (July 29-Aug. 4)

Network television □ **ABC:** *Viewpoint: "Media Coverage of the TWA Hijack Crisis"* (live panel discussion), Tuesday 11:30 p.m.-1 a.m.; "Summer of Innocence" (romance), Thursday 8-10 p.m. **CBS:** *Love, Long Distance* (comedy), Tuesday 8-8:30 p.m.; *The Idolmaker* (musical drama), Tuesday 8:30-11 p.m.; *Hiroshima Plus 40 Years... And Still Counting* (documentary), Wednesday 8-9 p.m.; *The 12th Annual Daytime Emmy Awards*, Thursday 3-5 p.m.; *Royal Match* (comedy), Friday 8-9 p.m. **PBS** (check local times): *Ming Garden* (documentary), Friday 10:30-11 p.m.; *Rolling* (romantic drama), Sunday 10-10:30 p.m.; *Doris Chase: Portrait of an Artist* (profile), Sunday 10:30-11 p.m.

Cable □ **Arts & Entertainment:** *Don Giovanni* (opera), Thursday 8 p.m.-midnight. **Cinemax:** *The Beach Boys: An American Band* (documentary), Thursday 6-8 p.m. **The Disney Channel:** *Heidi in the Mountains** (three-part series), 10:30 a.m.-12:10 p.m.; "Circus Angel" (fairy tale comedy), Saturday 11 p.m.-12:20 p.m.; *White Mane* (drama), Sunday 3-3:40 p.m.; *The Sword in the Stone* (animated fantasy), Sunday 8-9:30 p.m. **ESPN:** *National Sports Festival* (39 hours of live coverage), continuing daily through Sunday (check local listings).



Rodney Dangerfield and other comedians on HBO

HBO: *Rodney Dangerfield Hosts the 9th Annual Young Comedians Special* (stand-up comedy showcase), Saturday 9:30-10:30 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ *Three Teenagers From the 60's*, episodes of "Dobie Gillis," "The Patty Duke Show" and "Gidget," 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

NBC-TV half-hour comedy *Our Time*, to debut July 27, will not be produced in stereo as reported in July 15 "Closed Circuit." Negotiations for program's stereo audio ended without clearing funds needed for extra production effort. Definite agreement has been reached on two other stereo shows reported, however—*Motown Review Starring Smokey Robinson*, first airing Aug. 9, and September's *Miss America Pageant*.

□

Headline on July 22 "Riding Gain" item on expansion of regional coverage by **Associated Press Network News** should have read "Radio network expansion," not "Wire service expansion."

□

Names of buying and selling corporations were reversed in report of sale of KREO(FM) Healdsburg-Santa Rosa, Calif., in July 22 "Changing Hands." **Finley Broadcasting Co.** purchased station from **North Coast Communications Inc.** for \$2.5 million.

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—Southeast area conference of *American Women in Radio and Television*. 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**—Deadline for entries for 1986 *Ohio State Awards* for programs broadcast from July 1, 1984, through June 30, 1985. Information: (614) 422-0185.

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 Fellowship 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*.

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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. 10-12**—Western area conference of *American Women in Radio and Television*. Rainbow hotel, Great Falls, Mont.



Salary saga continued

EDITOR: Greetings from a former broadcaster.

I spent 12 years as a radio air personality and account executive for small- and medium-market stations and still read your magazine to keep tabs on the industry. I read with interest the letters on the subject of rate cutting a few weeks back.

I couldn't agree more with the station owner from the Midwest who wrote that "the only way to sell radio cheaper is to operate cheaper, and good people are already leaving the business because of near poverty level wages." I'd like to expand on that and talk to you radio station owners who think \$3.75 an hour for DJ's and \$150 weekly guarantees for salespeople are "competitive professional wages."

The general public and merchants/advertisers wonder why radio station personnel, owners and managers "turn over" so frequently and why radio as a business is so unstable.

And from each corner you get buck passing. Merchants say: "They have a low audience and have always discounted the rate card. Why pay more than I have to?" Radio station owners say: "I can't pay DJ's or salespeople better wages unless I get the rates up, and merchants won't pay more." Listeners complain of 20-30 ads an hour, little product protection, and amateurish radio ads with no production values. Owners claim they can't give them "agency quality ads" or fewer ads per hour without raising rates 30%. And thousands of good people a year leave the nation's 9,500 commercial radio stations never to return because of incredibly poor hours, very low pay, non-existent fringe benefits and a tarnished professional image.

Until the radio station owners and merchants/advertisers of this nation wake up, radio will not improve—as a business or an ad medium.—*Dan McPhail, Flint, Mich.*

More news

EDITOR: Since Washington Broadcast News is now well into its fourth year of supplying both hard and soft news programming—"the other side of the news"—to U.S. radio stations, we were puzzled by the lack of mention of WBN among producers and syndica-

tors in BROADCASTING's "The burgeoning business of program supplying" in the July 22 issue.

Via the satellite facilities of both the Mutual Radio Network and the UPI Radio network, plus our own "800" Spotmaster Service, the WBN News Network feeds daily *Newswatch*, *Moneywatch* and *Voices in the News*, plus *Nancy Reagan Battles Drug Abuse* and *Starwatch* on a weekly basis. WBN research shows the programming is carried regularly by between 486 and 563 commercial stations.—*Dick Doty, executive vice president, Washington Broadcast News Inc., Washington.*

Back to basics

EDITOR: That was an interesting pairing of First Amendment editorials in the July 15 issue.

In both, however, I think that something was missing that explains much about why groups as divergent as the CIA and the Parents Music Resource Center are pressuring radio and television broadcasters. The first is cajoling a national network to act like professionals, and the second is persuading radio stations to exercise some modicum of taste in the selection of rock music.

Inherent, I think, in the complaints of the CIA and the Parent's Center is the very valid notion that broadcasters have abandoned their own principles and the trust that the public had come to place in them.

Any reasonable person would be justified in expressing outrage with those responsible if, for instance, *Time* magazine included a *Penthouse*-type centerfold in its next issue or if BROADCASTING published a demonstrably false story that it refused to retract or to correct.

Clearly, the actions of both magazines would be protected by the First Amendment. But, just as clearly, both would have done great harm to their readers and to their own reputations if, in these cases, either chose to exercise its full First Amendment rights.

What then are broadcasters saying when they play raunchy music lyrics or present dubiously researched news reports? That they have no standards? Or that their standards are much lower than the public's expectations?—*David Crook, Los Angeles Times.*

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Jim Hale,
News Director
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"NBC Radio's information was often ahead of the wire service reports and their competition."

Steve Mace,
News Director
KLIF/Dallas, TX

"Not only was the journalism superb but there were plenty of options from which an affiliate could choose."

Brian Whittemore,
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"Thanks for your outstanding coverage and for such a professional approach while handling such a difficult story."

William Toffel,
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KYW/Philadelphia, PA



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TOP OF THE WEEK

Going to war over must carry

¶The prospect of a major confrontation between the broadcast and cable industries emerged last week in the wake of a U.S. Court of Appeals decision that the FCC's must-carry rules are unconstitutional (BROADCASTING, July 22). Officials of a number of broadcast organizations met at the National Association of Broadcasters building on Tuesday (July 23) to agree on a strategy to overturn that decision through the courts or, alternatively, to overturn through Congress the compulsory license under which cable now operates in rebroadcasting TV signals.

¶Broadcasters have for years insisted there was a "linkage" between must carry and copyright. In their view, loss of the first should be followed by loss of the second. By week's end the broadcasters had enlisted Representative Barney Frank (D-Mass.) to their cause; a long-time foe of the compulsory license, he is expected to introduce a bill for repeal, perhaps this week.

¶Cable, on the other hand, was celebrating its First Amendment victory on the must-carry issue while simultaneously reassuring all comers that the reality of life without must carry will be far less onerous than anticipated by broadcasters.

¶The full story of week one without must carry is developed below.

NAB takes the point for broadcasters

Association drafts three-point plan to battle must-carry decision in appeals court, Supreme Court and through legislative attack on cable's compulsory license

In the wake of the U.S. Court of Appeals' decision declaring unconstitutional the FCC's must-carry rules, the National Association of Broadcasters has launched a major counterattack. Unfurling an interassociation banner, NAB is leading a charge in the courts and on Capitol Hill to reduce the impact of the decision on all broadcasters.

"All shore leave is canceled; we're burning the candles around the clock," said NAB President Eddie Fritts. Within three hours of the decision, NAB held a strategy session with other prominent broadcasting trade associations. Last week, Fritts previewed the game plan for BROADCASTING.

The strategy is three-fold: to fight the decision at the appellate level, in the Supreme Court and on the Hill. "We're committed to appeal the process to the Supreme Court," said Fritts. "The plan that has evolved as a consensus of the groups is to go for a stay in the appeals court and to file for cert [review] in the Supreme Court."

On Capitol Hill, NAB will ask legislators to eliminate the compulsory copyright license that puts limits on the royalties cable



NAB President Fritts

pays to carry broadcast programming. Fritts stressed that NAB thinks there has always been a connection between must carry and the compulsory license—despite the court's specific assertion, in a footnote to the decision, that there is none. "We think there is linkage, if not legal, certainly psychological, and we think a number of members of Congress agree with us," Fritts said.

The NAB president said that there is talk that some stations will sue cable systems in federal district court for using their signals without permission. Citing what he called inequities of the system, Fritts said broadcasters devote 30% of their revenue to television programming while cable systems are paying "as Jack Valenti [Motion Picture Association of America president] says, 'more in postage than they do in copyright.'"

"We believe the cable operators' compulsory license is vulnerable. The reason we haven't attacked it before is because we risked losing must carry," Fritts said. "We see a real chance that either a compromise can be forged or the compulsory license could be booted."

Fritts is unsure whether a bill will emerge before Congress recesses in August, but he said NAB will go "full bore" during the recess. (NAB is expected to urge its members to lobby their representatives during that re-

The way we were

The FCC's must-carry rules, adopted in 1972, require cable operators to carry, upon the request of the broadcaster, television signals available off the air in their areas. Under the rules, stations qualified for carriage include all commercial television stations licensed to communities within 35 miles of the cable system's community; noncommercial TV stations whose Grade B contours cover at least a portion of a cable system's community; commercial TV translator stations of 100 watts or more power serving the system's community, and noncommercial translators of five watts or more of power serving the community. Also qualified for carriage are stations whose signals are significantly viewed in the cable community. (The signals of network affiliates are considered significantly viewed when they achieve a minimum 3% share [defined as the total hours that noncable households view the station during a week expressed as a percentage of the total hours those same households view all stations during the week] and 25% net weekly circulation [defined as the number of noncable households that view the station for five minutes or more during a week expressed as a percentage of the total noncable households in the survey area]; independent TV signals are considered significantly viewed when they achieve a minimum 2% share and 5% net weekly circulation.) In communities located outside all markets, cable systems must carry the signals of all TV stations whose grade B signal contours cover a portion of the system's community; commercial translators with 100 or more watts and noncommercial translators with five or more watts serving the community; all noncommercial educational stations licensed to communities within 35 miles of the system community, and stations considered significantly viewed in the community. Also under the rules, the programs of TV signals must be carried in full, without alteration or deletion of their content.

cess.)

He predicted that the legislation might eventually strike a balance between local carriage and copyright. "We're going to go for full copyright liability. However, NAB recognizes that it is more likely to have either full copyright liability or a compulsory license and some form of local carriage." But he emphasized that NAB's "first salvo" is aimed at eliminating the compulsory license.

Fritts also discussed the possibility of establishing a blanket license for cable similar to the ASCAP-BMI blanket license agreements in which negotiations are held every three years or on a continuing basis. "It solves the CRT [Copyright Royalty Tribunal] problem immediately because it replaces the CRT with a different mechanism. It allows some degree of equity—a cable system could take their choice—and some degree of local carriage yet to be determined in this proposal."

Fritts thinks the impact of the decision is going to be "severe" but will vary station to station. "No two stations will be impacted identically," he said. "That's the difficult part of this whole process. To put a handle on, you have to talk to individual broadcasters. Some of these guys deal with over 100 cable systems, most of which are on the fringe area of their coverage."

The big metropolitan V's, affiliates and independents, will suffer the least harm, Fritts stated. "But they will be impacted. We think over 200 stations, either UHF independents or public broadcasters who are members of NAB, will be greatly affected. That's 25% of our TV membership." NAB's goal, he said, is "to get the maximum number of our members protected. I don't think any single station will go without some degree of impact. New emerging UHF independent stations are literally going to have to buy

their way onto cable systems."

Some might argue that is fair, Fritts said, "but if you deal with 50 cable systems, that could get complicated and terribly expensive to the point that it might be better not to operate the station."

Fritts predicted that cable systems would not drop stations immediately. "I suspect their home offices will say: 'Wait 12 to 18 to 24 months before you make major alterations.' The word would be: 'Go slow guys, we don't want to validate the NAB's claims that harm is going to take place,'" he said.

Elimination of the rules may create other problems, Fritts said. NAB has already received reports of a broadcaster trying to strike a deal with a cable operator to get a competing station off the system. "There are all types of games that are going to be played," Fritts said.

The court's decision poses problems for cable, too, Fritts maintained. "Cable told us very privately—not the cable association, but big league cable guys—that they predicted chaos if the court threw out the must-carry rules completely. Chaos meaning they've got another major league fight on their hands rather than a major league victory. Our survey shows cable systems of 36 channels, or even 24, have little if any difficulty in must carry. The cable systems that do have problems with must carry are the Bay Area [San Francisco-Oakland] systems; some clustered systems, like this Baltimore-Washington corridor, and some of the other metropolitan areas that have a multitude of public stations."

One way to address the issue would be to ask the FCC to rewrite the rules. However, NAB was not optimistic about that prospect. After a meeting last week with FCC Chairman Mark Fowler and Commissioner Mimi Dawson, and discussions with the other commissioners, NAB believes the commis-

sion has no inclination to rewrite the rules. "They feel like the court has boxed them in to the extent that they won't be able to rewrite rules that would be meaningful and withstand court scrutiny," Fritts said.

Fritts, in the text of a speech to be delivered to the California Broadcasters Association on Tuesday (July 30), will call on the FCC to act. "We urge Chairman Mark Fowler and his fellow commissioners to join us in a continuation of the court appeal process. The commission has supported the must-carry rules, and we hope they will not abandon the effort until all legal remedies are exhausted."

NAB has research under way to help it determine how stations will be affected. "A harm study of what would happen will give us the ammunition to go for a stay and for cert," Fritts said.

NAB's president said must carry will never be the same, even if broadcasters strike a deal with cable. "I think broadcasters have to be prepared to deal with that. I think most broadcasters recognize it won't be the same."

Any chance of an accommodation with the cable industry? "If I were in their shoes I wouldn't negotiate until I saw a bill moving," said Fritts. "I would suspect they have a tight grip on the champagne bottle now."

Another variable that could come into play is Hollywood. Fritts said he doesn't know where Hollywood stands on the must-carry issue. But, the NAB president asked, "Who stands to gain the most from full copyright liability?"

Still, the NAB, Fritts said, would "like to find a common ground and strike some kind of accord that balances some degree of local carriage with a compulsory license." □

Cable downplays antibroadcasting impact of repeal

Its big win isn't big loss for stations, NCTA and CATA leaders maintain; they're ready to talk about new accommodation

Broadcast industry outrage at the prospect of life without must carry had been anticipated by the cable industry, but leaders of the National Cable Television Association and the Community Antenna Television Association claimed in interviews last week that they still don't understand it.

NCTA Executive Vice President Bert Carp, who was at the helm of the trade association last week in the absence of vacationing President Jim Mooney, said the broadcasters may call off their all-out assault after they have had a chance to think about the "post-must-carry landscape" for a while. The landscape will not be that hostile to them, he said.

"The big difference is that some—a few—broadcast stations are not going to be carried

on cable systems where they do not have significant audiences." Carp said. "I will be very interested to see over time what the reaction of the whole broadcast community is to this thing as it develops in the real world."

"I'm mystified by [National Association of Broadcasters President Eddie Fritts] running around saying that the sky is going to fall in," said CATA Executive Director Steve Effros. "The broadcasters haven't thought out their own business. If the broadcasters are trying to get the copyright law changed so that local cable operators can't carry [their signals] unless they pay for them, what do you think is going to happen? The local cable operator will not carry their signal. Is that what they want? No. They want to be carried.... They want to get as many eyeballs as possible to look at their advertising."

Taking a position diametrically opposed to the broadcasters, the cable representatives said the demise of the must-carry rules does not automatically trigger a review of the compulsory copyright license, a key element of the Copyright Act of 1976 that permits cable systems to carry local and distant broadcast signals for semiannual fees based, in most cases, on a percentage of their revenues.

"There was never a relationship between must carry and the compulsory license in terms of a quid pro quo," Effros said. Prior to the 1976 Copyright Act, the courts had determined that cable systems had no copyright liability in carrying either local or distant broadcast signals.

In its July 19 ruling, Carp said, the appellate court said the compulsory license and must-carry rules are not linked legally. "Whether they are linked politically is something that remains to be determined," he said.

As did Carp, Effros felt that most broadcasters would be virtually unaffected by the elimination of must carry. Small, saturated cable systems, he said, may drop duplicative network-affiliated stations and "new independent stations" that relied on mandatory carriage by cable system for much of their coverage. "This is usually the local religious station that claims to have an antenna, but it's mainly a broken coat hanger," he said. "That guy is gone and I don't know if he should have been there in the first place."

But high-capacity systems are unlikely to drop any signals, he said. They are going to carry "anything that flickers," he said. And no cable system, large or small, is going to take off any popular broadcast signal, he said. "If the local broadcaster provides programming that the local people want to see, he isn't going to be taken off the cable system."

According to Effros, cable operators have an inherent aversion to dropping any signal. Every channel seems to have its loyal viewers who can make life miserable for the cable operator, he said. "You don't take off a signal unless you have to," he said, "and even if you have to, it is a pain in the ass."

Without the must-carry rules, broadcasters fear that cable systems will try to extract payments from them in exchange for carriage. Said Carp: "I have never heard the



NCTA's Carp and Fox

ability to charge broadcasters as a reason" for seeking elimination of the rules. He said he doubted that the practice would become a "major component" of the post-must-carry world. Effros said he doesn't think the ability to charge broadcasters was "a real motivating factor" in the industry. And if cable operators did charge some broadcasters, he said, it wouldn't be much. "I don't think it's a significant revenue-producing item for cable operators."

Neither Carp nor Effros felt that there was any way broadcasters could bring back must carry as it was. To resurrect the rules, Effros said, broadcasters would have to meet a "constitutional standard" that would require them to accept local programming guidelines, which they have been fighting in Congress and at the FCC for a long time. "That would be counterproductive for them," he said. "I think they should be full First Amendment speakers too."

Carp and Effros indicated a willingness to talk with the broadcasters about some new scheme defining the relationship between cable and broadcasting. "I am prepared to defend the existing situation as being in the consumers' interest and not disadvantageous to broadcasters," Carp said. "But if there is an alternative proposal...then [the broadcasters] should come forward with it."

The new proposal must be clearly in the public interest, Carp said. "The challenge for those who want to change the existing copyright system is to come forward and say, 'Here's a system that better serves the consumer.' I don't believe we have seen a proposal along those lines."

At the same time that the NCTA and CATA

officials downplayed the adverse impact of the court decision on the broadcasting industry, they underscored its importance to the cable industry.

"This is very important, symbolically, to the whole industry because it says: 'You are the editor.' Instead of being ordered to carry [a broadcast signal], we can think about it and decide whether to carry it," Carp said. And, for systems that have been forced to carry numerous duplicative and little-watched signals, the decision is "going to be like manna from heaven."

The cable programmers, not the operators, will receive the "most immediate economic benefits" from the decision, Carp said. They suffered the most from the rules, he said, because they had to defer to broadcast signals in the scramble to win a spot on cable systems (see story, page 26). Cable programmers were often excluded from a market because of the rules, he said.

Cable operators may profit from the elimination of the rules, Carp said, but not as quickly or directly as the programmers. With the new freedom to select services, he said, cable operators will be able to offer more attractive packages to consumers and, it is hoped, increase subscribership and revenues. "Over time, it's got to be good for us."

The decision also serves to reinforce the cable industry fight for full (newspaper-like) First Amendment rights. According to NCTA General Counsel Brenda Fox, the must-carry ruling is the latest and "strongest" in a series of "strong" court decisions strengthening the First Amendment status of cable.

"There is some very good language in

Must-carry winner

Storer Cable TV Inc.'s Fairfield, Calif., cable system may deserve some sort of prize. With 25 must-carry signals on its 32-channel system, it may be carrying the largest number of must-carry signals of any cable system in the country. (The system serves about 17,000 subscribers in the cities of Fairfield, Suisun and parts of Solano county, Calif.) Fran Parkey, system general manager, attributed the volume of must-carry signals to the system's location midway between San Francisco and Sacramento, Calif. That means stations from both markets can qualify for carriage. Parkey said the system is currently carrying the signals of three ABC, two CBS and two NBC affiliates. It's also carrying four public broadcasting outlets and three religious stations. The rest of the signals come from commercial independents. Parkey said the system "can't meet the demand for satellite services." A Storer attorney said the company had made no decision on how to respond to the appellate court's holding that the must-carry rules are unconstitutional. "At this point, it's a little early for anyone to make a decision," the attorney said.

there," she said. "The court has in essence adopted many of the arguments we have made over the past few years calling for a recognition of the change of cable from a pure retransmitter of broadcast signals to a real editorial-functioning First Amendment player."

"We would like all these cases to culminate in a ruling that cable is a medium analogous to newspapers," Carp said, "and exempt from government regulation [beyond that imposed] on other businesses."

Carp said he also felt the decision was good news for the consumer. "People are going to be able to get C-SPAN and other cable programming which they have not been able to get," he said. "They may lose some broadcast channels, but they are not going to notice because they haven't been watching them." □

INTV joins NAB in compulsory license fight

Board of independent station group, sensing theirs as area of greatest vulnerability, votes to seek elimination of cable's compulsory license—or grant independents one to carry programing now on wired systems

For independent broadcasters the U.S. Appeals Court's decision to vacate the FCC's must-carry rules poses a serious threat. As a result, the Association of Independent Television Stations has joined the NAB in its effort to appeal the court's decision and seek elimination of the compulsory license.

"The prospect of trying to do business in competition with established VHF affiliates, who are on the cable system, when you're the new UHF independent and you might not be on the cable system, is terrifying," said INTV President Preston Padden. "I am sure that even the people at NCTA [National Cable Television Association] in their private moments realize they wouldn't want to be in that competitive situation," he added.

INTV, Padden noted, also is mounting its own "vigorous effort" in conjunction with the NAB and under its leadership. Cable, he remarked, "is going to be surprised at how united the broadcasters are." Unlike other issues that may have divided broadcasters in the past, must carry is a station problem, he said. "It's not a network problem, it's a problem that affects stations." At a special board meeting last week, INTV officials voted to seek complete elimination of the compulsory license.

"I don't think Congress ever intended that the compulsory license should be a device for cable operators to interject themselves into the competition among local broadcast stations by carrying some and excluding others. If NCTA thinks that's what the purpose of the compulsory license is then we'll be glad to engage them in that debate on the Hill," Padden said.

To underscore that point further, Padden cited a speech by NCTA President James Mooney, who, Padden said, "pronounced that broadcasting and cable are now competitors." If you accept his characterization, Padden continued, "you've got to ask what in the hell Congress is doing by giving one competitor a compulsory license to use and sell the product of another competitor."

Indeed, Padden suggested Congress might solve the situation by granting independent stations a compulsory license to retransmit HBO movies and other cable programming. "Then we would have balance and fairness in the marketplace. I think one of the big ironies of this whole thing is that cable is going to have to simultaneously try to defend its compulsory license to take our product and at the same time put together a scrambling scheme to prevent other people from taking their product. I would be happy to listen to them explain to Congress why it's fine for them to take our product but it's a problem for other people to take their product."

Despite that hard line, Padden says INTV is willing to talk to cable any time. Indeed, INTV initiated a meeting with cable several weeks ago, although NCTA indicated they felt it was premature to talk until the court acted, he said.

The court's decision makes all stations vulnerable, Padden said. Elimination of the rules, he said, creates an opportunity for "really patently anticompetitive behavior where an established station could make a deal with a cable operator to not carry some newly competitive station." Incidents like that, INTV believes, reinforce its argument that cable is a monopoly.

"The court seemed to think cable was analogous to a newspaper. We think they're more analogous to a monopoly telephone carrier. And the notion that it makes good public policy sense to let this monopoly operator have a totally unfettered right to determine what the American people are going to see and not see strikes me as something Congress is not going to buy." □



Padden

New lease on life for programmers

Must-carry decision viewed by program suppliers as boon to their attempts to get on more systems

Cable program suppliers last week were hailing the cable industry's must-carry victory as one that will enable cable operators to assemble and market less duplicative channel packages, thus making them more valuable in the eyes of consumers. Executives at a variety of basic and pay services suggested that the court decision striking down the FCC's must-carry rules will allow them to compete, as one put it, "on a level playing field" with broadcast outlets, which now no longer have an automatic slot in a cable system signal lineup.

The decision, if it stands, will help some program suppliers more than others. Services such as WTBS Atlanta, ESPN and HBO are ubiquitous, with less to gain than programmers such as Arts & Entertainment, Showtime and Bravo, which have often been turned away from systems that plead lack of "shelf space" due to must-carry requirements. But even those services with considerable room for growth were not claiming last week that their affiliate counts will double or triple overnight. "We don't see mass markets opening up," said Art Baer, executive vice president, Rainbow Program Services Co., the marketing and distribution arm of Sportschannel, Bravo, American Movie Classics and The Playboy Channel. "It's much more subtle than that." Before the ruling, he said, if operators felt a cable program service "was the greatest thing since sliced bread, they'd find room for it." The court decision, he added, enables cable program suppliers to "compete in a freer market."

The three national services that Rainbow represents have considerable room for growth, and their low penetration is not fully attributable to must-carry barriers. The Playboy Channel has confronted opposition from a number of communities concerned about the service's focus on sex. The channel now claims 750,000 pay subscribers on 650 systems. Bravo, a fine arts and cultural channel, has 340,000 subscribers on 228 systems, and Baer said he is redoubling his efforts to get the service onto one or both of the Manhattan cable systems, a market Baer describes as "ideal" for Bravo. Both systems there have said they could not carry Bravo because of must-carry obligations. American Movie Classics, launched last year, serves 252,000 subscribers on 115 systems.

Most of the cable programmers reacting to the decision last week had only favorable comments. Those that didn't have something favorable to say, such as HBO, had no comment at all. "I would be surprised if any service would be unhappy," said Steve Brenner, vice president, business affairs, USA Network. "No service is in every single system and now they have an opportunity to compete for channel space in markets where

capacity is limited. The operator had no choice before." Brenner and others believe that duplicated network affiliates and Public Broadcast Service stations may suffer the most from the decision. Most of the independent commercial stations, he said, offer "attractive" programming and alternatives to viewers.

David Horowitz, chairman and chief executive officer of MTV Networks Inc., said the ruling was "terrific," for both consumers and the cable industry. The must-carry rules, he said, "deprive companies like ours who are investing a lot of money in new services access to the cable systems." Two services the company launched this year, VH-1 and Nick-At-Nite, he said, have not grown as rapidly as they otherwise might have because of the must-carry rules. "Their potential has not been as great," he said. "Both services are advertiser supported, and distribution is essential." If the decision sticks, he said, cable program suppliers and broadcast outlets will compete for space on cable systems "on the merits of what we offer."

Marty Lafferty, vice president, marketing, Turner Broadcasting System, echoed Horowitz's thoughts: "The big winners are the viewers. Systems can now offer more diversified program packages," and may free up a number of channel slots taken up by "duplicated network programming." Lafferty said that CNN Headline News and CNN have substantially more to gain from the ruling than WTBS, which, like ESPN, is available to most cable homes nationally. The looming issue confronting WTBS where it is not carried, he said, is "copyright related and not channel [space] related."

CNN Headline News, however, has a lot of room for growth. It now has a subscriber universe of 16.1 million and is carried by some 1,600 affiliates. CNN has a subscriber universe of 33.1 million homes and is carried by more than 6,000 affiliates. Still, Lafferty isn't shortening his sights any. "The hit list is simply every system in the country not carrying all three of our services on basic." He said his staff has begun to pore over program channel lineups at systems across the country looking for duplicated programming and has begun to call on operators with proposals.

Andrew Orgel, vice president, affiliate sales and marketing, Arts & Entertainment, wasted no time contacting operators with news of the decision. The day it was issued (Friday, July 19), Orgel sent Mailgrams to 8,000 cable systems. The decision, one version of the Mailgram said, "means that now more than ever, it is easier to give the Arts & Entertainment Network a full channel." Orgel urged operators to call him, collect, in New York, "and I'll tell you why 20 hours of A&E adds greater value to basic cable than more duplicated 'me too' programming of music and kids channels." Orgel explained the Mailgrams this way: "As one of the newer services, we have a fairly aggressive sales posture. I saw the decision as an opportunity to communicate quickly" the A&E message to prospective affiliates. In essence, said Orgel, the decision will give operators a chance to fine tune their schedules, weeding out du-

Yea-sayers, nay-sayers and the uncommitted

Not all broadcasters are alarmed by the must-carry decision. Westinghouse, which has primary interests in both media (the official name is Westinghouse Broadcasting and Cable Inc.), said it "recognizes the broadcasting-cable tension associated with the subject" but that it's "one with which we can live."

□

Fritz Attaway, vice president and counsel of administrative affairs for the Motion Picture Association of America, said Hollywood was waiting to see what kind of fallout occurs from the decision and has not taken a position. "Television stations are our customers; what's good for our customers is good for us. We would be concerned if TV stations are adversely affected."

□

Public television will also be a major player in the debate over must carry. National Association of Public Television Stations President Peter Fannon is deeply concerned about the potential harm the decision may cause for noncommercial stations. He noted that although it is premature to speculate how great the impact will be, nonetheless, public broadcasters have sounded an alert and will be encouraging the FCC to appeal the decision to the Supreme Court. "Public television by its nature relies on secure access to audiences and we know our alternative service is distinctive and appreciated. We'll do everything in our power to insure that viewers everywhere continue to receive public television signals," Fannon said.

□

Among those taking a "wait and see" approach on the must-carry issue are the Television Operators Caucus and the Association of Maximum Service Telecasters. "We've not taken a formal position on it yet," said Margita White, spokeswoman for TOC. "As a member of NAB and as broadcasters we're concerned and we're trying to get a better fix on the impact." Said Tom Paro of AMST: "We'll probably be part of the appellate process." He said the association was still analyzing the situation and that it was "too early" to tell what impact it will have.

plicative channels, adding more differentiated ones and, perhaps, attracting added viewers in the process. Orgel suggested one result would be cable systems' ability to retain more subscribers for longer periods of time.

It's possible that the decision could create a new revenue stream for cable operators, if, for example, they decide to auction off channel slots to the highest bidders. But the cable program suppliers don't see it shaking out that way. The revenue streams generated by subscriber and advertiser revenues are much more valuable to cable operators, as Horowitz

sees it. "I don't think for a few dollars [the operator] is going to risk not having the best programming available."

In effect, bidding by suppliers for channel space would represent a form of affiliate compensation that would offset the revenue they derive by charging systems a carriage fee. And the suppliers don't see that as a realistic scenario. Carriage fees, said Lafferty, are "essential for the survival" of the basic networks. "Affiliate compensation is a dead issue," added Orgel, who noted that those networks that tried it, such as CBS Cable, ARTS and The Entertainment Channel, are no longer around. □

Black clouds at FCC

It's still unclear what the commission will do next in must-carry matter, but things don't look good for broadcasters

What the FCC plans to do about the appellate court's rejection of the must-carry rules is anyone's guess.

FCC Chairman Mark Fowler wasn't talking last week, and sources said Fowler asked commission personnel not to discuss the must-carry issue with the press. The chairman's request was not universally honored at the agency.

Jack Smith, FCC general counsel, who was handling inquiries officially, would say only that the commission staff was drawing up a list of options for the commissioners and planned to make a recommendation on whether the agency should appeal "within the next couple of weeks."

Those FCC officials willing to talk were not painting a pleasant picture for broadcasters, however. One FCC official speculated that Fowler was "quietly happy" with the court's decision—which seems to jibe with the chairman's deregulatory, free-market philosophy—and was not planning "to do anything about it." (Fowler declined comment when asked about that characterization.) The same official also speculated that the reason Fowler asked agency personnel not to discuss the matter with the press is that the chairman doesn't want to risk losing control over the issue. (In the past, matters have appeared to get out of Fowler's hand when media coverage drew public and congressional scrutiny.)

In any event, one well-placed FCC source suggested that an appeal wouldn't be worthwhile. "My advice has been that we're unlikely to succeed on appeal," the source said. "It [the appellate court's decision] is a very compelling decision." The source also suggested that it would be difficult to draft a new rule that would be constitutional. "Any way you go, you get problems, even if Congress does it," the source said. The same source also said it wasn't believed at the commission that the philosophical justification for the rule—that is, protecting localism—could be supported. "That's a real blast from the past," the source said. "I don't think you can find anybody over here who can support that." Another FCC official had

Wasting no time

In the absence of must-carry rules, will cable operators charge broadcasters for carriage? At least one is trying. Jefferson County Cable Corp., a Centralia, Kan.-based operator serving 2,000 homes, sent letters last week to its 12 "must-carry" stations in Kansas City and St. Joseph, both Missouri, and Topeka, Kan., asking that each pick up the cost of receiving and processing its signals at the JCC's 10 headends, which amounts to at least \$8,000. In exchange, JCC said it will lease each station a channel on its systems for at least 10 years for \$1 a year.

JCC President John Watkins said he felt the offer was reasonable. By building cable systems, JCC pays for carrying the broadcast signals from the headend to the cable subscribers, he said. All he is asking the broadcasters to do, he said, is to pay for picking the signals out of the air and putting them on the systems. Watkins said he will not immediately drop the signals of stations that reject his offer, but, he warned, he may drop some of them if other, more attractive cable or broadcast signals come along. "If the stations want some stability, they are going to have to pay for it," he said.

Watkins was unconcerned about the broadcasters' assault on the compulsory license, which could result in broadcasters being able to charge cable systems for picking up their signals. If broadcasters are successful in eliminating the license, Watkins said, cable operators will go to court and seek freedom from all copyright liability stemming from carriage of broadcast signals. Prior to the Copyright Act of 1976, which imposed copyright liability on cable operators and created the compulsory license, he said, the Supreme Court "told us time and time again that we don't have to pay copyright" for broadcast signals.

And, according to Watkins, some operators are preparing another response to losing the compulsory license. "I know some guys who are ready to bypass the local stations and pull the [broadcast] networks off the satellite."

heard it was "unlikely" that the agency would attempt to come up with new rules aimed at meeting the court's constitutional concerns.

Another dreary tidbit for broadcasters: In a speech last spring, while the constitutionality of the must-carry rules was being considered by the appellate court, James McKinney, FCC Mass Media Bureau chief, said he had a plan for rewriting the rules (BROADCASTING, May 27). Last week, however, McKinney told BROADCASTING that statement had been made in response to a query on what the commission would do if the appellate court remanded the issue to the FCC. It had not responded, McKinney said, to what the commission would do if the court held the rules to be unconstitutional, as it did.

Even the commission's most ardent supporter of the must-carry rules—Commissioner James Quello—conceded that rewriting the rules to meet the court's constitutional concerns presented a "difficult problem." But Quello, for one, didn't think that meant the agency shouldn't fight. For starters, Quello thought the FCC was obliged to appeal the decision as far as it can. If those appeals prove to be for naught, "I think it's up to the FCC to craft a proposed regulation that meets constitutional requirements and is fair to all parties," Quello said. "The potential for mischief [by cable operators otherwise] is too great."

In an interview last week, Quello compared the court's holding—that no harm had been demonstrated that would justify the rules—to a policeman's assertion that he can't do anything about someone making a threat until the threat materializes into stabbing, robbery or rape. "I don't believe broadcasting should have to be stabbed, shot or raped before we can do something about it," Quello said. □

Bell may toll for Turner this week

Judge's decision on CBS repurchase scheduled for tomorrow; FCC hearings set for Thursday; last week, two companies battled in Atlanta court

This week may well signal the success or failure of Ted Turner's bid for CBS. On Tuesday, Judge Robert L. Vining will decide whether to enjoin CBS from repurchasing one-fifth of its shares for \$1 billion. Two days later the FCC will hold its *en banc* hearing on the takeover bid. And by Friday, New York Governor Mario Cuomo must decide whether to sign a bill that poses yet another obstacle to Turner's bid.

Last week in Atlanta, lawyers for both sides presented final arguments on the share repurchase issue. Vining's decision on Tuesday will come only a day before the July 31 share repurchase is expected to take effect. The judge may also rule on whether to issue a preliminary injunction against certain restrictive provisions that are part of CBS's bank credit agreement and on the board's recent bylaw change eliminating the right of 10% of shareholders to call a special meeting.

Testimony was heard last week from CBS Chairman Thomas H. Wyman; certain outside directors of the company, including former FCC Chairman Newton Minow; TBS Chief Financial Officer William Bevens, and officials of E.F. Hutton and Morgan Stanley, the principal investment bankers representing, respectively, Turner and CBS.

Turner has asked for an injunction against the share repurchase, first announced by

CBS on July 3, because various provisions in the share repurchase would make a non-cash tender offer, such as the one Turner is proposing, difficult if not impossible (BROADCASTING, July 8). Those provisions include limiting the amount of debt the company can take on, transferring of funds from CBS to another corporate entity and limitations on the selling of any CBS assets. Turner lawyers also questioned the special arrangements made for CBS founder and director William S. Paley and implied that the defensive measures CBS has taken in its fight with Turner favor current management at the expense of CBS shareholders.

CBS lawyers were at the same time trying to establish that Turner plans to alter his bid to include more cash and therefore should be able to live with the share repurchase provisions. They also tried to prove that CBS had considered a share repurchase long before Turner's mid-April proposal.

In opening arguments last Wednesday, David Boies, a partner in law firm of Cravath Swaine & Moore, who represented the company in the General William Westmoreland libel suit, argued on behalf of CBS that there was no legal precedent: "where an action taken by a board of directors with plausible, let alone compelling, reasons and supported by independent investment advisers, has been subject to judicial review and injunction."

After opening arguments, Turner's Bevins testified that following the July 3 announcement, TBS and its investment banker, E.F. Hutton, devised several possible ways of adding at least some cash to the securities TBS plans to offer CBS shareholders. One plan would have made it possible to buy 40% of CBS's shares for \$150 each. Another option would have raised to 56% the portion of shares purchased for cash. The \$2.6 billion necessary to pursue the latter option was suggested by Hutton, said Bevins, on July 15, and would have required a \$1 billion preferred stock issue and borrowing the remaining \$1.6 billion from banks, some of which had been contacted.

It was also disclosed that a fund-raising plan was presented to four investors, whose names and reactions were not revealed. And although Bevins implied that efforts to raise cash were active up until last Monday, July 22, he did not go as far as saying that Turner was prepared to revise its bid, should CBS's share repurchase go through.

He suggested that one alternative to the bid would be to undertake a proxy fight, trying to nominate new directors to the board of CBS and thereby change control of the company.

If Turner's original efforts are for naught, neither Bevins nor Turner will be too surprised. The chief financial officer reportedly disclosed that he privately had said Turner's noncash offer had maybe a one-in-three chance, and that he had heard Turner himself put the odds at about one in ten.

On Thursday and Friday it was CBS's turn, with Minow and Morgan Stanley managing director Joseph Fogg minimizing the connection between CBS's share purchase and the Turner offer. Also testifying were

former defense secretary Harold Brown and Wyman. Turner's lawyers did not have him testify but he was deposed the previous Saturday. He has reportedly not attended the hearings.

Another obstacle to Turner's bid, some

antitakeover legislation in New York state, has yet to be signed into law by the governor, who met last Thursday with parties on both sides of the legislation. No one specifically representing CBS attended those meetings, said Ray Schuler, president of the New York

Business Council, which has sponsored the bill.

George Vandeman, a partner with Turner's New York counsel, Latham Watkins, was one of those representing the bill's opponents. □

FCC makes three separate-system grants

Three years after process of seeking approval for competition to Intelsat began, commission gives OK to RCA, PanAmSat and International Satellite; action on first applicant, Orion, is deferred for technical questions

The U.S. last week moved another major step in the direction of opening the international satellite communications market to American entrepreneurs and companies that would compete with the International Telecommunications Satellite Organization. The FCC adopted a rule implementing President Reagan's Nov. 28, 1984, determination that such alternative systems are "required in the national interest," provided their authorizations are conditioned to assure the viability of Intelsat. And it granted at least conditional construction permits to three of six pending applications for alternate systems. The Orion Satellite Corp., the first to apply for alternative service—in March 1983—was not among the applicants winning commission approval.

The issue of whether the U.S. should authorize separate systems has been a matter of growing controversy since Orion filed its application. Congress, the highest levels of the U.S. government and U.S. relations not only with Intelsat but other foreign governments have all been involved in the controversy. And some of the comments issued in the wake of the commission's action on Thursday indicated that the approach taken by the commission has not resolved all—if any—of the issues.

Indeed, two of the commissioners—James Quello and Henry Rivera—said they were inclined to dissent because of concern over what they thought was the inadequacy of the measures written into the order to protect Intelsat from the loss of its public switched message business, a service that generates most of Intelsat's revenue. Rivera said the order itself "recognizes an enforceability problem." However, Albert Halprin, chief of the Common Carrier Bureau, said revisions were being made that would rule out anything more than "cheating at the margins." Quello and Rivera said they would review the staff's work before deciding how to vote.

The Reagan administration, throughout the history of the separate systems issue, has repeatedly stressed the U.S.'s commitment to Intelsat and its determination to maintain the viability of the global system that the U.S. took the lead in bringing into existence 21 years ago. The administration called on the commission to impose two restrictions

on separate systems as a means of protecting Intelsat. One was to limit the systems to the provision of services through sale or long-term lease of transponders or space segment capacity for communications not connected with public switched message networks. The other was to withhold final approval until a system and a foreign correspondent had completed coordination of its service with Intelsat under Article XIV(d) of the Intelsat Agreement, which is designed to ensure technical compatibility with, and to avoid significant economic harm to, the global system.

The commission adopted those restrictions—but it was the additional ones intended to enforce them that apparently did not impress Quello or Rivera. The commission said the "no interconnection" and the "sale and long-term lease" restrictions apply not only to separate system operators, but to all levels of resellers and users of facilities. In addition, licensees will be required to enforce the restrictions through contractual and other means, at the risk of losing their license "or other appropriate sanctions." Resellers will also be required to enforce the restrictions on their customers.

Chairman Mark Fowler, who with Commissioners Mimi Dawson and Dennis Patrick, provided the necessary votes for the order, referred to the controversy surrounding the proceeding in describing it as "one of the most scrutinized" in which the commission has been involved. But he was enthusiastic about the benefits he said would flow from the action. The commission contends the proposed services would provide currently unavailable service, technological innovation and service development. And Fowler said of the order: "It opens up to American business the ability to use new communications links to Europe. It increases the efficiency of business overseas. It will be important in changing the trade imbalance we now suffer."

What's more, he acknowledged that enforcing the ban on the provision of public switched message service is "not perfect." But he said, "We're willing to accept a small abuse as a price of letting American business use the satellite technology and of bringing down the cost of American goods overseas and domestically." (At a press briefing after the commission meeting, Halprin was asked how the proposed service could bring down costs. He said, "We're seeing an integrated world economy. This service will [facilitate] access to world markets.")

Intelsat responded to the commission's action promptly, releasing a nine-page statement, backed by attachments containing copies of letters written by members and of

resolutions adopted by the organization's signatories and Assembly of Parties, all of them concerning the U.S. movement toward authorizing separate systems. The statement—unusual for an international organization in expressing public comment on an internal regulatory matter, says "the fundamental concern" expressed by Intelsat members "is that authorization of separate satellite systems might affect the very concept of a single global satellite system, would duplicate facilities and services that Intelsat provides and plans to provide, and would weaken the basic operational, technical and economic underpinnings of the Intelsat system and organization."

The statement also makes it clear Intelsat does not regard the FCC as the major factor in the issue. The international community believes the major responsibility rests with the executive and congressional branches. Moreover, it indicates the executive branch representatives will be questioned on the matter at the Assembly of Parties meeting to be held in Washington in October. The statement said, "It is anticipated that this matter will be fully discussed" at that meeting.

The applications winning endorsement last week were those of:

- RCA American Communications, which proposes to modify the design of a previously authorized domestic satellite to provide coverage of—and service to and from—Europe and Africa. The six 4/6 ghz transponders will be used to provide video, audio and data transmission services. The estimated cost of modifying the satellite is \$700,000.

- International Satellite Inc. It plans to build a system consisting of two in-orbit satellites and one ground spare that would link the continental U.S. and Western Europe. The 32-transponder 11-12/14 ghz satellites are designed to provide video, audio and data transmission services. The total estimated cost is \$230 million. However, the commission, in line with the policy adopted in its new rule, will not permit ISI to engage in common carrier service, as it had planned. It had also proposed to sell capacity to users.

- PanAmerican Satellite Corp. It intends to build a \$198-million, two-satellite system that would provide domestic service in Latin America and subregional video and audio distribution satellite service between New York and Miami and Latin American countries. It would sell or lease transponder capacity on a noncommon carrier basis to television and radio networks, international news organizations and private and governmental entities.

The commission deferred action on the

applications of Orion and Cygnus Satellite Corp., citing a preliminary finding of a failure to meet tough new technical standards the commission adopted. They were given 45 days to submit documents dealing with the commission's concerns. Orion President Thomas McKnight, who had been in the commission meeting room when the action was taken, later expressed confidence Orion's proposal would eventually be approved. After discussing the matter briefly with the commission staff, he said he was "delighted. . . We couldn't be happier." He had "a momentary scare," but he expressed confidence Orion "could meet the technical standards without trouble." The attorney for Cygnus, Andrew D. Lipman, said the applicant would not comment. Both Orion and Cygnus plan to provide service between North America and Europe.

The sixth application is that of Finansat, which plans to operate satellites over the Pacific as well as the Atlantic, serving major financial and other business institutions. It had not made the agenda, since its application was filed in May, and the comment period had only recently been completed.

Intelsat was not the only party prepared to respond quickly to the commission's action. Assistant Secretary of Commerce David

J. Markey, one of the administration figures who played a major role in developing executive branch policy on the issue, applauded the commission. He said that "Chairman Mark Fowler and the commission are to be commended for their actions, which we believe will yield substantial public dividends and further an important administration communications policy initiative." As for the safeguards imposed on the systems authorized to provide service, he said, they "should prove more than sufficient to safeguard Intelsat's core revenues and thus insure that it can continue to meet its important global responsibilities." Similarly, Thomas Rogers, an aide to Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, said the chairman was "extremely gratified."

Those were the cheers. There were also boos. Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, charged that the commission had failed to incorporate in its order "even the minimum safeguards for the national interest recommended by the Reagan administration" and that the order "contains no enforcement mechanism to protect U.S. satellite manufacturers from unfair foreign competition. He also said that by allow-

ing unlimited private networking and resale, "the commission threatens to increase international rates for ordinary business and residential customers."

Nor was that all. Dingell saw "a procedural cloud" hanging over the action of the commission in its simultaneous approval of "individual satellite systems and general guidelines." He said that was contrary "to the assurances" Fowler had made to Congress. Dingell attached a number of citations to support the charge. Among them was a reference to Fowler testimony before a congressional subcommittee on March 5 to the effect that the purpose of the separate systems proceeding was "to develop a record prior to making any final determination" on the pending applications.

The Communications Satellite Corp., the U.S. signatory to Intelsat and frequently a spokesman for the Intelsat position in the U.S., also contended that the commission had fallen short in attempting to implement the President's policy aimed at protecting Intelsat from economic harm. What's more, it said that "the commission may have exceeded its authority under existing legislation by granting interim construction permits without adequately defining and implementing the President's policy determination."

ABC/CCC sells four TV's for \$485 million; Detroit, Tampa to Scripps Howard

Whitcom Investment and Essence appear victorious in bids for New Haven and Buffalo stations; radio properties next to go

ABC and Capital Cities Communications began striking deals last week for the three Capcities television stations—WTNH-TV New Haven, Conn.; WFTS(TV) Tampa, Fla., and WKBW-TV Buffalo, N.Y.—and ABC's WXYZ-TV Detroit, which are being spun off to comply with FCC crossownership regulations. The spin-off agreements are all contingent upon the successful completion of the merger, expected in early 1986. Last Friday (July 26) also represented the deadline for bids for 15 radio properties the companies are also spinning off.

The four television properties to be spun off will bring approximately \$485 million, almost half the \$1 billion or more the two companies estimate they will raise in spinoff sales. They have said that the proceeds from the sales will be used to pay off some debt incurred in buying out ABC's stockholders.

Two of the TV properties—WXYZ-TV Detroit and WFTS(TV) Tampa—have been sold to Scripps Howard Broadcasting Co., for a combined \$246 million. Sources confirmed that about \$200 million is to be paid for WXYZ-TV (close to 15 times earnings) and about \$46 million for WFTS. The deal for WXYZ-TV is also contingent upon approval by the FCC of a proposed waiver that would allow the merged unit of Capcities/ABC to keep both WPVI(TV) Philadelphia and WABC-TV New York. If the deal goes through, Scripps Howard Broadcasting would move

into the top 10 list of group owners in total coverage of U.S. households. Currently, the company owns seven television stations (ABC affiliate WEWS(TV) Cleveland, CBS affiliate WCPO-TV Cincinnati, NBC affiliates WMC-TV Memphis, KJRH(TV) Tulsa, Okla., and WPTV(TV) West Palm Beach, Fla., and two independents, KSHB-TV Kansas City and KNXV(TV) Phoenix) which cover a combined 5.88% of U.S. households. With the addition of WXYZ-TV (1.94%) and WFTS(TV) (1.19%), Scripps Howard Broadcasting's total coverage would be 9.01%, a spokesman for the company said, placing it ninth in audience reach among group owners.

Last Friday, Scripps Howard Broadcasting President Donald Perris and ABC Chief Financial Officer Michael Mallardi met with employees at WXYZ-TV. Published reports last week put the station's revenues for 1984 at slightly more than \$47 million with earnings of almost \$13 million.

Sources at Capcities and ABC also acknowledged last week that Whitcom Investments, in partnership with Anchorage-based Cook Inlet Region Inc., won the bid for WTNH-TV New Haven. (Cook Inlet Region Inc. is owned by group of 6,300 Eskimo and is one of several organizations established in 1971 as part of Alaska Native Claims Settlement Act.) They also confirmed that the asking price for the station was in the \$170-million range.

At press time, it was unclear whether the two parties had actually signed a definitive agreement, and if not, how far along in the negotiating process they were. Former CBS Chairman William Paley is a partner in

Whitcom. Paley currently owns about 7% of CBS Inc. Whitcom has no other broadcast interests but owns several small cable systems in Maine and New Hampshire, sources said. It also publishes the *International Herald Tribune* and other newspapers. At press time, Cook Inlet officials could not be reached to discuss their involvement in the New Haven station deal.

The bid for the remaining Capcities station to be spun off—WKBW-TV Buffalo—has been won by a group of minority investors led by Essence Communications Inc., publisher of *Essence* magazine, targeted to black readers, and producer of *Essence, The Television Program*, a half-hour syndicated program now carried in 55 markets ("Closed Circuit," July 15). Negotiations for the station are said to be ongoing, but the asking price is understood to be \$70 million or more. Others in the group bidding for the station are Donald McHenry and J. Bruce Llewellyn, former government officials in the Carter administration, and John H. Johnson, publisher of *Ebony* and *Jet* magazines. A spokeswoman for Essence Communications said the group would hold a press conference announcing the deal when a definitive agreement is reached.

The 15 radio stations up for grabs include five from the Capcities group: WPAT-AM-FM Paterson, N.J.; KLAC(AM)-KZLA(FM) Los Angeles, and WKBW(AM) Buffalo. The 10 ABC Radio stations to be spun off are KTKS(FM) Dallas, KSRR(FM) Houston, WRIF(FM) Detroit, WABC(AM)-WPLJ(FM) New York, KABC(AM)-KLOS(FM) Los Angeles, WLS-AM-FM Chicago and KGO(AM) San Francisco. □

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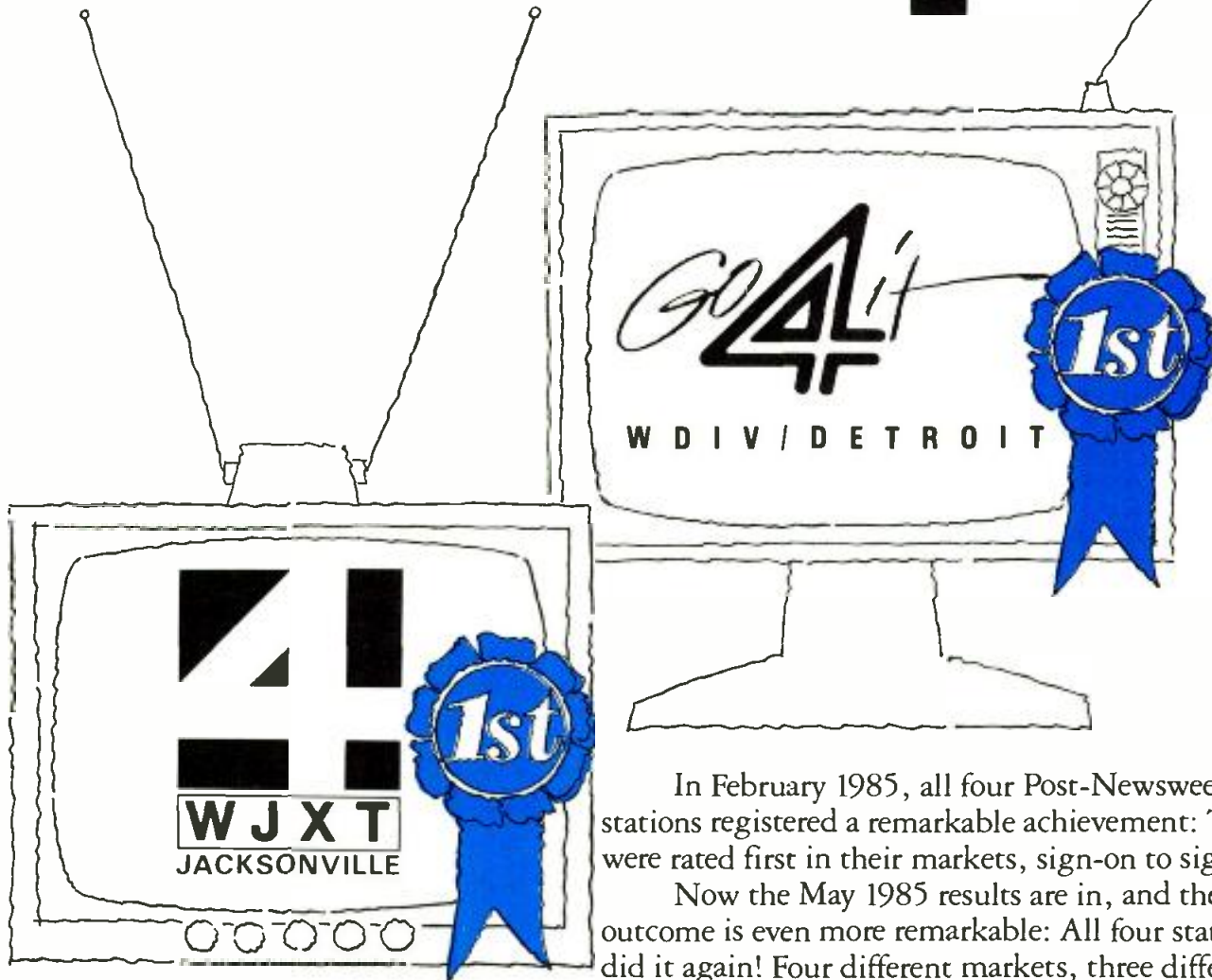


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Off-network sitcoms set for syndication

Crop of new shows about to enter marketplace includes 'Webster,' 'Newhart,' 'Night Court,' 'Silver Spoons'

The drought in half-hour sitcoms promises to get some relief in the weeks and months ahead as program distributors work overtime to release a new batch of comedies in syndication. In addition, distributors are trying to close the gap in half-hours created by the lack of off-network series by launching a variety of first-run sitcom projects. But because of a corresponding rise in the number of new sign-on independents—about 20 independents are expected to go on the air this year—the squeeze on half-hours will likely continue.

Within the next couple of weeks, salesmen from Paramount Domestic Television Distribution are going to hit the streets with an offer guaranteeing stations about 100 episodes of the ABC sitcom. *Webster*, for fall 1988. During the past several weeks, Warner Bros. Television has quietly begun selling 101 episodes of NBC's *Night Court* for fall 1988. Victory Television is also making available 92 to 96 episodes of CBS's *Newhart* for fall 1987 and Embassy Telecommunications next fall is expected to begin selling the NBC sitcom, *Silver Spoons*—either 116 episodes if made available for fall 1987 or 140 episodes if made available for fall 1988, according to Embassy Telecommunications President Gary Lieberthal.

While programmers note that the latest off-network releases of sitcoms by major distributors hardly constitute a large cache of riches, they agree that the latest round mitigates, albeit slightly, the panic prevalent among sitcom-hungry program directors in the past couple of seasons.

Undoubtedly that panic was not without



Paramount's Webster

cause; next fall only one full-fledged off-network sitcom will become available in syndication—MCA-TV's *Gimme a Break*—and 1986 also sees a single release—Embassy's *Facts of Life*. By comparison, last fall three sitcoms became available for stripping—Columbia's *Benson*, Embassy's *Different Strokes* and D.L. Taffner's *Too Close For Comfort*—but that was in contrast to previous seasons when as many as five sitcoms would be introduced in syndication at once. Lamented one chief programmer at a major station group: "I'd sell my soul for a half-hour."

Among the stations that have reportedly picked up *Night Court* are Chris Craft/United's KCOP(TV) Los Angeles, KBHK-TV San Francisco, KMOL-TV San Antonio, Tex., KTUX(TV) Salt Lake City; Gaylord's

KTVT(TV) Dallas-Fort Worth and KHTV(TV) Houston; Malrite's WAWS(TV) Jacksonville, Fla.; Scripps Howard Broadcasting's KSHB-TV Kansas City, and Koplal's KRBK-TV Sacramento, Calif., and KPLR-TV St. Louis. Warner Bros. is understood to telling stations that it will have 57 episodes completed by the end of this coming season and, should *Night Court* not be renewed by NBC for a third season, it will go into first-run production of the series and put the show on an ad hoc network—stations will also be levied a surcharge on their license fee if that should happen. Guaranteeing additional episodes in case of network cancellation is similar to the deal Paramount offered stations last summer when it was syndicating *Cheers* and *Family Ties* for the fall of 1987.

Television stations will also shortly find sitcoms offered from an unexpected source: Lorimar Television Distribution. Although Lorimar a couple of years ago distributed a half-hour version of *Rowan and Martin's Laugh-In*, the production company has traditionally been associated with hour-long serial dramas such as *Dallas*, *Knots Landing* and *Falcon Crest*, all on CBS. But Lorimar has recently concluded a deal with Procter & Gamble Productions to distribute 104 episodes of *Down To Earth*, a sitcom about an angel sent back to earth that P&G produces for superstation WTBS(TV) Atlanta. Pat Kenney, vice president and general sales manager for Lorimar Television Distribution, said that Lorimar will begin selling on a cash basis the *Down to Earth* episodes in the fall of 1986 for availability in the fall of 1988.

Kenney also said that Lorimar shortly will announce a new first-run sitcom for fall of 1986, titled *One Big Family*. Produced by 70% clearance of U.S. television households. However, the NPG consortium—



Warner Bros.'s Night Court



Victory's Newhart



Embassy's Silver Spoons


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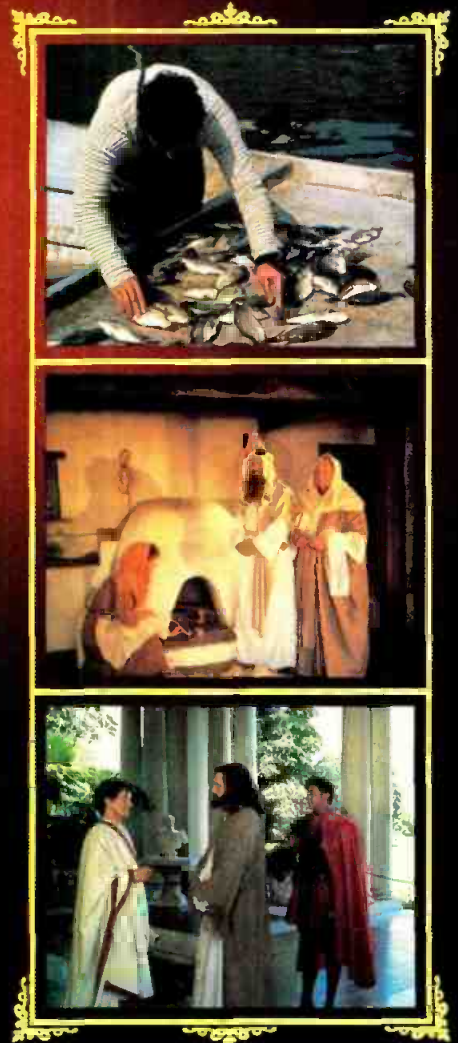
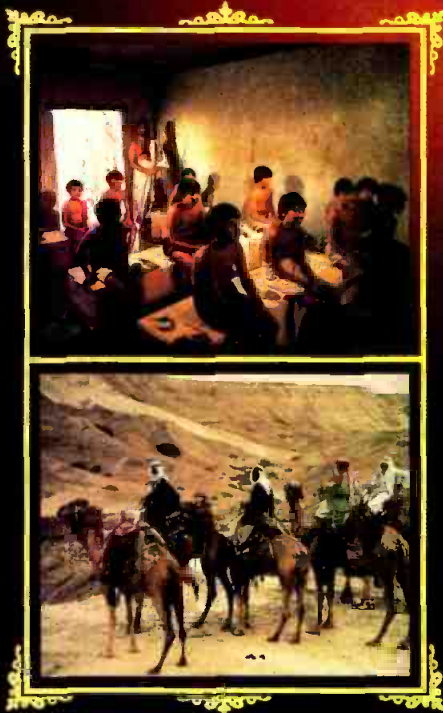
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Lorimar and P&G's Down to Earth

1986, titled *One Big Family*. Produced by Witt-Thomas Productions, the sitcom will be about the generation gap between a grandfather and his grandchildren. Kenney said it will feature a "major television star," who he declined to identify, but sources said it's scheduled to be Danny Thomas. Kenney said a formal announcement probably would not be made until deals with some major station groups were firm.

Lorimar will also take over distribution of *It's a Living* from LBS when the sitcom becomes available for stripping later in the decade. "We anticipate delivering to stations 115 episodes for fall 1989," said Kenney of *It's a Living*. Kenney said of Lorimar's three syndicated half-hour plans: "This is a major move to broaden our library and become involved in the first-run sitcom area. There's a tremendous demand out there."

In response to the dearth of off-network sitcoms, some distributors are trying to launch weekly first-run half-hours that will, they hope, after several successful seasons be available for stations to strip on a Monday-through-Friday basis, either in the 6-8 p.m. block for independents or during early or late fringe time periods on affiliates. More than \$75 million is being invested by program distributors to produce six different half-hour sitcoms for first-run distribution over the next two years. Although that is modest compared to what is spent by ABC, CBS and NBC to license comedies supplied by the studios, if the projects are successful, it could double the number of sitcoms available for stripping as early as 1988.



D.L. Taffner's Ted Knight Show

These projects include *Small Wonder*, which Metromedia Producers Corp. is producing for The New Program Group. To date MPC has distributed on a cash-plus-barter basis 22 episodes of *Small Wonder* on 65 stations—43 of them affiliates—representing 70% clearance of U.S. television households. However, the NPG consortium—which includes station groups Metromedia, Storer, Taft, Gannett and Hearst—represents

Baseball helps keep NBC's winning streak alive

The top two rated shows may have been quite different—the *Major League All-Star Game* and *The Miss Universe Pageant*—but the results were the same for the week ended July 21, with NBC winning the television prime time ratings race for the ninth consecutive time. The All-Star game (20.5/36), on NBC, barely edged the beauty pageant (20.3/35), on CBS, for the highest-rated show of the week.

NBC scored a 13.1 rating and a 25 share, with three of its six top 10 shows being regular series. CBS had a 12.3/23 for the week and ABC a 10.6/20.

In combined ratings, the networks were up 31% over the same week last year (from 27.4 to 36) and in combined share they were up 26%. The comparable week last year featured coverage of the Democratic national convention.

HUT levels for the week were also up, from 51.3 to 53.3, a 4% gain.

The only premiere of the week, *Rock 'n' Roll Summer Action*, on ABC (Wednesday, 8-9 p.m. NYT), scored an 8.8/17.

In nightly wins, NBC had four (Tuesday, Wednesday, Thursday and Friday), and CBS had three (Monday, Tuesday and Sunday). Tuesday (19.5/35) and Monday (17.8/32) were the two highest-rated nights.

Monday saw CBS win every hour on the schedule, as the Miss Universe Pageant's lead-in, *Scarecrow and Mrs. King* (8-9 p.m. NYT), outperformed the competition, including NBC's *Comedy Salute to Baseball* (10.9/21).

■ With the 11th ranked *All-Star Preview* (8-8:30 p.m. NYT), and the game itself, NBC took every time period on Tuesday. At 8-8:30, CBS ran a pilot, *Recovery Room* (7.5/14).

■ Wednesday on NBC's regular schedule featured the fourth-ranked *Facts of Life* (16.3/30), and a pilot for a series that never aired, *No Complaints* (13.9/25), which ranked 15th.

■ NBC's regular Thursday schedule showed its usual strength at 8-9 p.m. NYT, with the third-ranked *Cosby Show* and the fifth-ranked *Family Ties*. CBS took 9-10 p.m. NYT with *Simon and Simon* (15.3/27). ABC took 10-11 p.m. NYT with the ninth-ranked *20/20* (15/27). NBC took the night with a 14.7/27.

■ Despite winning at 8-10 p.m. NYT, ABC could not pull off a nightly win on Friday, as NBC took the night with the lowest numbers of the week for a victory, 10.8/22. At 9-10 p.m. NYT, ABC's *Matt Houston* (9.5/15) could not compete with the sixth-ranked *Miami Vice* (NBC) (15.4/29). NBC's *Movie of the Week*, a repeat of "Saturn 3" (8-10 p.m. NYT), scored an 8.5/18.

■ The *CBS Saturday Night Movie* (9-11 p.m. NYT), the two-hour pilot for *Cagney and Lacey* scored a 12.8/25 to give CBS the night.

■ CBS took every time period to win Sunday with a 14.4/28. Featured in the win was the seventh-ranked *Crazy Like a Fox*. The *ABC Sunday Night Movie*, a repeat of "The Concorde: Airport '79," came in with a 13.3/25.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Baseball All-Star Game	NBC	20.5/36	23.	MacGruder & Loud	ABC	12.8/22	45.	People Do the Craziest Things	ABC	9.9/19
2.	Miss Universe Pageant	CBS	20.3/35	24.	Hotel	ABC	12.6/23	46.	Knots Landing	CBS	9.9/18
3.	The Cosby Show	NBC	18.7/38	25.	Barbara Walters Special	ABC	12.5/22	47.	Diff'rent Strokes	NBC	9.7/23
4.	Facts of Life	NBC	16.3/30	26.	Hill Street Blues	NBC	12.3/23	48.	E/R	CBS	9.7/19
5.	Family Ties	NBC	16.2/32	27.	Princess Daisy, pt. 1	NBC	12.0/22	49.	Charles in Charge	CBS	9.6/19
6.	Miami Vice	NBC	15.4/29	28.	St. Elsewhere	NBC	12.0/21	50.	Finder of Lost Loves	ABC	9.5/18
7.	Crazy Like a Fox	CBS	15.4/27	29.	Hail to the Chief	ABC	11.6/20	51.	Hardcastle & McCormick	ABC	9.3/18
8.	Simon & Simon	CBS	15.3/27	30.	Knight Rider	NBC	11.4/22	52.	Magnum, P.I.	CBS	9.2/18
9.	20/20	ABC	15.0/27	31.	Mama's Family	NBC	11.4/22	53.	T.J. Hooker	ABC	8.9/20
10.	60 Minutes	CBS	14.8/32	32.	Piano for Mrs. Cimino	NBC	11.4/20	54.	Rock 'n' Roll Summer Action	ABC	8.8/17
11.	Baseball All-Star Pregame	NBC	14.8/30	33.	Gimme A Break	NBC	11.3/23	55.	Love Boat	ABC	8.7/17
12.	Cheers	NBC	14.6/26	34.	Benson	ABC	11.3/23	56.	Silver Spoons	NBC	8.6/18
13.	Highway to Heaven	NBC	14.0/28	35.	Hotline	CBS	11.2/22	57.	Saturn 3	NBC	8.5/18
14.	Trapper John, M.D.	CBS	14.0/26	36.	Hunter	NBC	11.2/22	58.	Matt Houston	ABC	8.2/15
15.	No Complaints	NBC	13.9/25	37.	Comedy Factory	ABC	11.1/23	59.	Airwolf	CBS	7.5/17
16.	Night Court	NBC	13.8/24	38.	Night Hawk	ABC	11.0/19	60.	Dukes of Hazzard	CBS	7.5/16
17.	Murder, She Wrote	CBS	13.5/27	39.	Comedy Salute to Baseball	NBC	10.9/21	61.	Recovery Room	CBS	7.5/14
18.	Concorde: Airport '79	ABC	13.3/25	40.	Webster	ABC	10.7/24	62.	The Goodbye Girl	ABC	7.5/14
19.	Who's the Boss?	ABC	13.2/23	41.	Three's a Crowd	ABC	10.6/20	63.	Punky Brewster	NBC	7.3/16
20.	Scarecrow & Mrs. King	CBS	12.9/25	42.	Footlups, Bleeps & Blunders	ABC	10.3/19	64.	Ripley's Believe It or Not	ABC	6.7/15
21.	Cagney & Lacey	CBS	12.8/25	43.	Excalibur	CBS	10.3/18				
22.	Polson Ivy	NBC	12.8/22	44.	It's Your Move	NBC	10.1/22				

*Indicates premiere episode

which includes station groups Metromedia, Storer, Taft, Gannett and Hearst—represents coverage of 45% of U.S. households.

Also on the syndicated first-run half-hour front is *It's a Living*, which is being distributed by LBS Communications for fall premiere. Twenty-seven episodes ran on ABC in 1980-81 but LBS is now clearing 22 new episodes of the Witt-Thomas Production for first-run syndication on a straight barter basis. To date, LBS has cleared close to 100 stations representing 70% coverage, half of them affiliates. Henry Siegel, LBS Communications chairman, said that next year he hoped to produce another 26 episodes as part of "another two to three years of first-run." Procter & Gamble has bought all 312 30-second spots for a guaranteed 52-week run.

Columbia Pictures Television has now reached 78 markets representing 77% coverage for new first-run episodes of *What's Happening Now*, which will bow in syndication in late September. Columbia is a 50% partner with LBS to produce 22 new episodes of *What's Happening Now*, which will be folded into 65 episodes of *What's Happening!* produced by Columbia for ABC in 1976-79. Joseph Indelli, senior vice president of syndication for Columbia Pictures Television, said that the combined 87 episodes will then be available for stripping for the fall of 1986.

On top of those projects, D. L. Taffner Ltd. in the spring of 1986 will introduce two first-run sitcoms in syndication, although one is really a continuation of its successful *Too Close for Comfort*. Beginning next spring, *Too Close for Comfort* will evolve into *The Ted Knight Show* and be offered on a first-refusal basis to stations currently carrying *Comfort*. Taffner will also distribute 22 episodes on a cash-plus-barter basis of a new sitcom, *Check It Out*, which stars Don Adams as a general manager of a supermarket who oversees a less-than-adoring staff. The series will be made available first to concurrent airings on the USA Network and Canada's private CTV Network.

Another future off-network sitcom, CBS's *Kate & Allie*, is expected to be on the market some time in 1986, say industry observers. Other possible first-run weekly half-hours include *Gidget*, which LBS and Columbia would jointly produce and distribute, and the revival of NBC's *Double Trouble*, which LBS would produce and distribute jointly with Embassy. LBS's Siegel said that a final decision on reviving new episodes of *Gidget* in syndication would be made within a month with a firm go a "90%" chance. He said chances that *Double Trouble* would go into first-run syndication were "50-50."

Some programers think that all the new sitcoms entering the syndication marketplace might help stop the rapid rise in prices syndicators are asking. But others are not so sure, and syndicators point out that, compared to three to four years ago, the stripable product is still relatively scarce. Said Embassy's Lieberthal: "Our observation is that prices are going up. It's ultimately the marketplace that will determine the price—this business is the last bastion of supply and demand. Prices for our product," he predicted, referring to *Silver Spoons*, and *Webster* "are heading north." □

Networks prepare fall bench strength

CBS has largest stock in reserve for fall, followed by ABC and NBC

The curtain doesn't go up on the 1985-86 prime time season for another eight weeks, but already the networks are busy stocking up on midseason replacements.

In a business where on average only two out of 10 new series make it on the schedule the following season, midseason development is as necessary as a good bull pen. This especially is the case as the networks move away from the traditional two-part season (the fall premiere followed by the so-called January "second season") and toward the introduction of potential series at all times of the year. "We used to be in production six or seven months of the year," observed John Pike, executive vice president, network television at Paramount Television. "Now we're in production 12 months of the year. The concept of what [constitutes a television season] is changing."

And it is changing in such a way, according to network executives, that the term "midseason replacement" means introduction of a new series at any time of the year, whether it's January, April or during the normally low viewing summer months. Next month CBS will premiere three new series in what it calls a "first-run summer": two hour-long comedies, *Hometown* and *I Had Three Wives*, and a news magazine, *West 57th*.

By historical standards, the prime time mortality rate of the 1984-85 season falls on the low side—seven of 21 new shows that premiered last fall are returning compared to five of 22 the year before. The returning series are *Murder, She Wrote* (CBS), *Who's The Boss?* (ABC) and *Highway to Heaven*, *The Cosby Show*, *Hunter* and *Miami Vice*, all on NBC.

Among recent midseason replacements that were renewed for the following fall are *Riptide*, *Night Court*, *TV Bloopers and Practical Jokes* and *Airwolf* (from the 1983-84 season) and *Crazy Like a Fox* (from the 1984-85 season). And next season ABC is returning *Moonlighting* which had a limited, midseason run this past winter.

CBS appears to have the biggest reserve with six comedies and one drama series for a total of seven-and-a-half hours of potential back-up series on the bench. ABC is next with two dramas, two comedies and one variety/movie period for a total of at least four hours. NBC has firm deals for a total of two hours—one drama and two half-hour comedies—plus another one-hour drama in development. The list could grow larger in the weeks ahead if additional replacements are announced.

In some cases, the midseason replacements are pilots carried over from last season or series that were originally scheduled for a fall debut but have since been pushed back. Potential midseason series that fall into the first category include *Dark Mansions* and *Shadow Chasers* on ABC and *Melba* and *Tough Cookies* on CBS. In addition, *He's The Mayor* and *Mr. Sunshine* were originally scheduled to premiere this fall but have subsequently been held back and substituted by other series for "competitive reasons." □

Among the midseason replacements at CBS are:

■ *Melba*, a half-hour comedy starring Melba Moore as a divorced mother of a 9-year-old daughter and "engaging, earthy" debut director of the Manhattan Visitors Bureau. Her best friend is a less directed white woman on whose parents' estate Melba grew up as the daughter of the housekeeper. Saul Ilson is executive producer for Saul Ilson Productions and Mesa Films Inc. in association with Columbia Pictures Television. Six half-hour episodes have been ordered.

Tough Cookies, a half-hour comedy that stars Robby Benson as Cliff Brady, a young Chicago policeman whose beat is the neighborhood where he grew up and where many of his friends still live on the other side of the law. When he's not patrolling his beat, Brady hangs out in a local pub run by a brassy widow and frequented by a contingent of characters, including the widow's gay son, a young newspaper reporter, a good-natured



Dark Mansions on ABC

con man married to Brady's sister, and an "actress" whose activities often end her up in jail. Executive producers are Paul Witt and Tony Thomas for Witt-Thomas Productions. One pilot plus six episodes have been ordered.

■ *Bridges To Cross* is a one-hour drama that stars Suzanne Pleshette as Tracy Bridges, a top Washington journalist on a fictitious newsweekly called *World/Week*. Her job puts her in regular contact with the Washington elite, as does her social life. Nicholas Surovy plays her ex-husband, an archival journalist on the same magazine. Eva Gabor plays Maria Talbot, a Washington socialite who is Tracy's best friend. Roddy McDowall plays Talbot's social secretary and also Tracy's close friend. Jose Ferrer plays the editor of the magazine. Bill Blinn is executive producer for Lorimar Productions. Six one-hour episodes have been ordered.

■ *Foley Square* (formerly *One Hogan Place*) is a half-hour comedy starring Margaret Colin as a Midwestern-born-and-raised Manhattan district attorney and features the people involved in both her professional and personal life. Saul Turteltaub and Bernie Orenstein are executive producers for the series, which will be taped at CBS/MTM Studios in Studio City, Calif. Six episodes have been ordered.

■ *I Had Three Wives* is a one-hour comedy starring Victor Garber as a "charming, roguish" private investigator who makes a better detective than he did a husband. But Garber is still assisted in various ways by three ex-wives—one an attorney who helps him in legal jams, another an actress and accomplished at various disguises and the third a journalist whose investigative skills prove valuable on many assignments. Marc Merson and Peter Lefcourt are executive producers for Brownstone Productions in association with Warner Bros. Television.

■ *Mary* returns, Mary Tyler Moore, in a half-hour comedy, to the milieu of journalism. The former star of the *Mary Tyler*

Moore Show (CBS, 1970-77) plays a divorcee who leaves a glamour/fashion magazine to join a small Chicago daily newspaper as a columnist who assists readers in a variety of problems. Her character is usually in opposition to her new boss, but at the same time she finds herself attracted to him. Producers are David Isaacs and Ken Levine for Moore's MTM Enterprises. Thirteen episodes have been ordered.

■ *I Had Three Wives* will be tested in a few weeks as a limited summer series on CBS. In addition, CBS could have another midseason replacement on its hands depending on the ratings outcome of a special *Mickey Spillane's Mike Hammer* made-for-TV movie which will go into production for next season. CBS has an option on the *Hammer* deal to pick up six additional episodes.

At ABC the mid-season replacements include:

■ *Dark Mansions*, a one-hour gothic serial drama set against a northern California backdrop about a ship-building family. The pilot starred Linda Purl, Michael York and Joan Fontaine. Executive producers are Aaron Spelling and Douglas S. Cramer.

■ *He's The Mayor*, a half-hour comedy originally slated for a fall premiere and starring Kevin Hooks as a black 25-year-old recent college graduate who can't get a job when he returns home to his Pennsylvania town, runs for mayor and wins after the favored candidate is indicted a few days before the election. The executive producers are Sandy Veith and Terry Hart in association with Universal Television. Thirteen episodes have been ordered.

■ *Mr. Sunshine* is another half-hour comedy originally slated for the fall schedule but subsequently pushed back after ABC revised its prime time schedule for the fall. It stars Jeffrey Tambor (*Hill Street Blues*) as Paul Stark, a blind college professor who is trying to patch up his life after an unhappy marriage. Since the pilot the series has undergone some cast changes and introduced

some new characters. Executive producers are Henry Winkler and John Rich in association with Paramount Television. Ten episodes plus two scripts have been ordered.

■ *Shadow Chasers* is a one-hour adventure drama about a journalist and a college professor who investigate the bizarre world of unexplained phenomena. It stars Trevor Eve, Dennis Dugan and Nina Foch. Ken Johnson (*V*, *The Incredible Hulk* and *The Bionic Woman*) and Brian Grazer ("*Splash*" and "*Night Shift*") are executive producers in association with Warner Bros. Television. Thirteen episodes have been ordered.

(Another midseason replacement understood to be firm, although ABC declined confirmation, is a Sunday night movie period to be filled with made-for-TV movies from Walt Disney Productions. An ABC spokesman said that ABC President Lewis H. Erlicht has publicly referred to such a possibility, and Disney sources said they could be ready with made-for-TV movies by as early as January.)

Midseason replacements at NBC include:

■ *All is Forgiven* is a half-hour comedy starring Bess Armstrong (who played opposite Tom Selleck in the theatrical "High Road to China") as a soap opera writer who recently married a man with a teen-age daughter. Armstrong's character is trying to juggle a successful career with a new marriage when her husband's daughter moves in and doesn't get along with her new stepmother. Executive producers are brothers Glen and Les Charles (*Cheers*) and Jim Burrows in association with Paramount Television. Thirteen episodes have been ordered.

■ *Valerie* is a half-hour comedy starring Valerie Harper as a mother of three young sons and wife of seldom-seen international airline pilot. It is billed as a "humorous look at modern motherhood." One of the sons will be played by Jason Bateman, who formerly co-starred in *It's Your Move* and *Silver Spoons*, both on NBC. Tom Miller and Bob Boyett (credits include *Happy Days*, *La-*



All is Forgiven on NBC



Foley Square on CBS

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ENTERTAINMENT

verne & Shirley, *Bosom Buddies* and *Mork and Mindy* are executive producers for Miller-Boyett/TAL Productions in association with Lorimar.

■ *Blacke's Magic* is a one-hour adventure drama starring Hal Linden as a master magician who is asked to solve difficult crimes. Peter S. Fischer is executive producer and Richard Levinson and William Link are creative consultants for a series from Universal Television. A two-hour pilot plus four episodes have been ordered.

■ *The Last Precinct* is a one-hour police

action/comedy project from Stephen J. Cannell Productions. NBC reports the show is still "in development" and there is no cast or commitment yet.

■ Two other possible back up shows at NBC include *Stingray* from Stephen J. Cannell Productions, and *O.S.S.* from MTM Enterprises in association with TVS Ltd. The first ran as a two-hour, made-for-TV movie two weeks ago and was the second highest rated show of the week with a 19.3 rating and 34 share against CBS's regular Sunday night lineup. The second is the working of a

recently announced movie pilot starring Hal Holbrook, David McCallum and Ray Sharkey about the forerunner to the CIA during the second World War. An NBC spokesman in Burbank said both made-for-TV movies could be considered possible back-up series, although that was not the original intent. The spokesman said that as for *Stingray* turning into a back-up series is concerned, NBC Entertainment President Brandon Tartikoff and Cannell are "talking about the ratings and whether anything will come of that I don't know." □

New life for old favorites in remade-for-TV fare

Series and features from past are being revived as made-for-TV movies, series and specials

Can you go home again in television? If the steady stream of made-for-television movies based on popular series and features of the past is any indication, the answer appears to be yes.

According to one movie critic (Paul Atanasio of the *Washington Post*), a "short-cut" for moviemakers who want to create successful films these days, is to simply "give people characters out of old movies, characters they can recognize." And that nostalgic technique is equally true for television.

In the past few television seasons, viewers have been treated to a variety of remakes of old series, usually in the form of one-shot, made-for-television movies. Napoleon Solo and Illya Kuryakin came back to fight international espionage in *The Return of the Man from U.N.C.L.E.*, and Telly Savalas put on his badge again as Lieutenant Theo Kojak in *Kojak: The Belaraz File*. A partial list of shows that have been redone includes *The Beverly Hillbillies*, *Leave it to Beaver*, *Wild Wild West*, *Father Knows Best* and *Cannon*. And the end is not in sight.

Going beyond the one-time movie are LBS and Columbia Pictures Television, which are discussing the production of a new *Gidget* series. The negotiations follow a successful testing of the waters with the syndi-

cated movie, *Gidget's Summer Reunion*, an Ackerman-Riskin Production in association with Columbia Pictures Television. In Nielsen overnight come ratings for June 1-16, the movie recorded an 8.7 on WNEW-TV New York, a 12.6 on KTTV(TV) Los Angeles, 9.8 on WFLD-TV Chicago, and a 15 on WTAF-TV Philadelphia. The movie was cleared on 137 stations covering 88% of the country.

"We're pretty happy with it," said Dan Greenblatt, LBS's vice president for station sales, of the movie's ratings. "I sense there's a great appetite" for such movies, said *Gidget's Summer Reunion* producer Harry Ackerman. Ackerman said that LBS, Columbia and *Dennis the Menace* creator Hank Ketchum are currently exploring a remake of that television series in movie form.

LBS plans to produce a remake of "Boys Town," which originally featured Mickey Rooney as the bad boy turned good citizen, this time with Rooney starring as Father Flanagan (the Pat O'Brien role). The new "Boys Town" will be ready for syndication for Easter 1986. Greenblatt pointed out that timing movies with holidays increases their value. Given two runs over two weeks, a holiday movie should perform strongly, especially with a *TV Guide* ad for its first run, he said.

Other planned television incarnations of box-office fare include *Stagecoach*, a Raymond Katz production for CBS, starring Johnny Cash, Willie Nelson, Kris Kristofferson and Waylon Jennings; *The Last Days of Patton*, a three-hour movie for CBS, a Chrysler Showcase Presentation, Entertainment Partners Production, with George C. Scott recreating the role that won him an Oscar in the original production, and *The Defiant Ones*, for ABC, with Robert Urich and Carl Weathers in roles originally played by Tony Curtis and Sidney Poitier.

Despite what appears to be a recent rash of reincarnations of popular series and features, "this is not something new," said Joe Zaleski, president, domestic syndication, Viacom Enterprises. Television movies based on old series are a "continuing vehicle, a good idea that continues to work."

One of those vehicles, said Zaleski, is an Andy Griffith movie, *Mayberry Revisited*, currently being produced by the Mount Co. for an unspecified network run. Viacom syndicated the original *Mayberry* series.

"Every production company has a credit it's consistent with," added Zaleski, who also noted that while new forms arise occasionally in television production, there are

"always a lot of older productions being reborn."

In explaining what he sees as the success of made-for-television movies based on old series, Zaleski cites demography. "Every three or four years there is a new television generation of 3-to-6-year-olds" who are exposed to *Happy Days* or *Gilligan's Island*. Giving such an audience, a new perspective on characters in old series "has proved viable," he says.

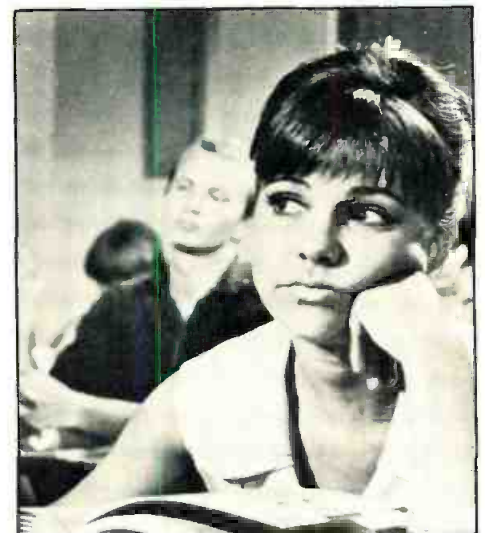
While Zaleski also pointed to a yearning for yesterday by current audiences, he added that "overexposure" can be a problem with made-for-television movies based on old series. "Most of the great ones have been made." To that point, Viacom put three old episodes of the *Twilight Zone* into a two-hour movie package for syndication, *Twilight Zone Silver Anniversary Special*, that aired on 146 stations.

According to Steve Mills, vice president of made for television movies, CBS, scripts are in development based on *Route 66* (Burt Leonard in association with Columbia Picture Television), *F Troop* (Warner Bros. Television) and *Hawaii 5-0* (Universal). NBC has had considerable success in the past with remade-for-television fare. *Rescue from Gilligan's Island*, a Sherwood Schwartz Production, aired on two nights, Oct. 14 and Oct. 21, 1978, and garnered a 30.4/52 for the first night, and a 21.5/40 for the second night.

Scheduled to air during the 1985-86 sea-



Gidget's Summer Reunion



Gidget as 60s sitcom

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son on NBC are two reprises featuring their original stars: *The Return of Perry Mason* (Intermedia and Viacom) with Raymond Burr. Executive producers for the production are former NBC chairman Fred Silverman and Dean Hargrove. The other is *I Dream of Jeannie—15 Years Later* (Columbia Pictures Television) starring Barbara Eden, and will be shown in the fall.

ABC, in contrast, has nothing planned in the near term. It aired *The Return of Marcus Welby* in 1984 and *Return of the Mod Squad* in 1979. Bruce Sallan, vice president, motion pictures for television, said there is "no trend" toward this kind of movie at ABC, although he added that he "would have developed the *I Dream of Jeannie* movie." And he said about made-for-television movies in general that: "One thing everyone has learned—it's a major crap-shoot [buying a made-for-television for a network] these days."

From a sales perspective, Henry Siegel, president of LBS, said that "recognizability from a station viewpoint and a viewer's viewpoint" makes the born-again television movie viable. Another plus, he said, is the possibility that such a born-again television movie could beget a series. He said LBS has had the return of *Gidget* in first-run on the "back burner" for a while.

Made-for-television movies based on old series have "a better chance of success than something with nothing to grasp," Siegel said. But he added that such made-for fare cannot be regarded as "sure-fire—there's no sure-fire anything in life," he said. Nonetheless, Siegel says that LBS is considering distribution of re-makes of *Dennis the Menace* and *Bewitched* as made-for-television movies.

Dean McArthur, vice president, program services, Harrington, Righter & Parsons, had high praise for made-for-television movies in general: "Most of the network movies get repackaged and sold, and with their limited prior exposure, and their contemporary themes and stars, made-for-television movies [sold in syndication] are an asset. They are vastly superior in reruns, and at a lower price. They have more staying power than theatricals."

Phil Oldham, vice president, Katz American Television, said he would "recommend a station buy" movie packages that include such made-fors. "If it [the movie] is from an old series it's a good buy. There's been a resurgence in the number of this type of movie," he said, and attributed it to a "bandwagon effect."

Columbia Pictures Television President Barbara Corday, executive producer of *I Dream of Jeannie—15 Years Later*, also said there is no such thing as a "sure-fire" television movie production. In the case of made-for-television movies based on old series, however, she was more upbeat, especially given the fact that her current production stars Barbara Eden, the original star of the *I Dream of Jeannie* series. With a star returning to a production "you are a few steps ahead," she said.

But Corday said it's unlikely viewers will see re-makes of old series or features on a weekly basis. "This seems to be happening in dribs and drabs. We'll always see this,"

she noted.

The qualification might come in the form of "Peyton Place: The Next Generation," an *NBC Monday Night Movie* that aired May 13. The movie registered a 12.6 rating and 20 share, coming in last in its time period and ranking 33d on the schedule of programs for the week ending May 19. And yet that was not NBC's sole nostalgic offering that night. A *Honeymooners Reunion* special, also a Viacom offering, airing immediately prior to *Peyton Place* scored a 16.1/28 and ranked in the top 20. □

ABC sweeps top two positions in RADAR 31 report

Three FM services follow in next three positions

The ABC Information (ABC-I) Network has retained its number-one status among persons 12 years of age and older, with an average audience estimate of 1,649,000 listeners per commercial, Monday through Sunday, 6 a.m. to midnight. That's according to the new RADAR 31 (vol. 2) report released by Westfield, N.J.-based Statistical Research, Inc. ("In Brief," July 22).

Next was ABC Entertainment (ABC-E) with 1,461,000, followed by NBC's young adult Source network, with 1,361,000. Dropping from second place in the fall RADAR 30 report to fourth in the spring was the United Stations Radio Network One (formerly RKO One), which slipped from 1,527,000 listeners to 1,356,000. Meanwhile, ABC-FM climbed from 10th to fifth with 1,293,000, making three of the top five networks—third, fourth and fifth—FM oriented.

ABC-I and ABC-E also held the top two positions for persons 18 and older, registering 1,617,000 and 1,414,000 listeners, respectively. CBS Radio Network, which landed in eighth in the 12-plus demographic category, finished third in 18-plus with 1,186,000. United Stations Radio Network One (USRN One) was fourth at 1,159,000 with The Source next at 1,149,000.

United Stations Radio Network One, whose primary target audience is 18-49, lost its first-place standing in both the 25-54 demographic and the young adult 18-34 category. Among persons 25-54, USRN One and ABC Information switched positions from the fall report, with USRN falling from first with 873,000 listeners to third with 691,000 and ABC-I moving from third with 831,000 to the top spot with 884,000. Remaining in second place with 796,000 was ABC-E, while ABC-FM leaped from eighth to fourth with 600,000. Rounding out the top five was the Mutual Radio Network, which inched up from sixth to fifth with 590,000 listeners.

In the young adult 18- to 34-year-old demographic, USRN One dipped from 890,000 listeners and first place in RADAR 30 to fourth with 721,000. The Source moved from second to first with 971,000.

ABC-FM climbed from fifth to third with 759,000 and ABC Contemporary dropped from fourth to fifth, with 653,000 listeners.

In come listening among persons 12-plus (Monday to Sunday, 6 a.m. to midnight), ABC Information led with 24,774,000 listeners, followed by CBS Radio Network, 23,019,000; ABC Contemporary, 21,864,000; Mutual, 21,472,000, and the NBC Radio Network at 21,454,000.

The most-listened-to network radio program, based on average audience estimates of persons 12 and older (audience listening to commercials within programs), was again ABC Entertainment's *Paul Harvey News*, Monday through Friday, at 8:30 a.m., with 5,386,000 listeners. Paul Harvey's 15-minute weekday news and commentary program took second, while his weekend edition was third, with 4,013,000 and 2,868,000 listeners, respectively. And Harvey's 3:06 p.m., Monday through Friday, *Rest of the Story* broadcast landed fourth with 2,661,000. Next was CBS Radio Network's news on the hour (Monday through Friday, 6 a.m.) anchored by correspondent Bill Lynch.

The remaining top 10 programs for the 12-plus demographic were: CBS news on the hour (Monday through Friday, 7 a.m.); ABC Information's 8 a.m. weekday newscast; CBS *Sports World* (Monday through Friday, 6:45 a.m.); CBS news on the hour (Monday through Friday, 9 a.m.); and CBS news on the hour (Saturday, 9 a.m.).

RADAR 31 also showed that 76.4% of the total U.S. 12-plus population were reached by one or more network radio commercials per week. That translates into 147,624,000 persons nationwide. In the course of a week, combined commercial audiences for the 18 measured radio networks include 78% of all adult men, 73% of adult women and 87% of all teen-agers. The audience estimates in the survey are rolling averages, extending over a 48-week period from May 1984 through April 1985. □

Another PPV company enters ring

David Meister, former senior vice president, HBO Enterprises, and president, Time-Life Films, and Richard Galkin, former Satellite Television Corp. executive, have formed a new pay-per-view company, Megacom Telecommunications Inc. The company's primary focus will be representation of cable operators in the acquisition of PPV programming. Operators will be charged a "flat fee," according to Meister, determined, among other factors, by the number of addressable homes reached by the operator.

Meister, who authored an internal briefing book at HBO last year urging the pay service to enter the PPV business (BROADCASTING, Nov. 5, 1984), said last week he thinks PPV "will prove to be more desirable [from the consumer standpoint] than subscription or home video." Timeliness and convenience are the key reasons as he sees it. "There's more excitement from seeing something a little earlier," he said, noting that is the ad-

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vantage HBO and other pay services exploit in competing with broadcast television.

As to who will suffer the most and how severe the erosion of pay and home video subscribers will be, Meister says it's hard to forecast. He suggested, however, that the shift in viewership "from home video to PPV will be greater than the shift from subscription television to PPV."

Meister said that Megacom would work with MSO's and independent systems to ac-

quire PPV programming delivered either by satellite or by tape. The company will also consult systems seeking PPV scheduling advice for local markets. Of the proposed PPV distribution services that have announced launch plans, Meister said, The Exchange appears to be "very compatible" with the service that Megacom plans to offer. "We can represent operators," he said, while The Exchange hopes to act as a conduit for PPV programming supplied by the rights holders.

Meister acknowledged he has talked with Exchange President Jeffrey Reiss about their systems and how they complement each other but said it was unlikely they would come to an operating agreement.

As of last week, the new company was not in a position to announce any clients. Meister said many systems and MSO's are currently forming their business plans for the year ahead and that "they are figuring us into [their plans] for late 1985 and early 1986." □

Syndication Marketplace

Fifty-six companies have been added to the exhibit hall lineup for **NATPE International's** 23d annual programming conference in New Orleans, Jan 17-21, 1986. Among first-time exhibitors will be Access Syndication, Bel-Air Program Sales, Crown International, Harrington, Righter & Parsons, Hollywood Pacific Studios, International Media/National Geographic, M&M Syndication, Raycom Sports, SFM Media and Walt Disney Productions. ■ **King World Enterprises** has obtained the

distribution rights to *The Oprah Winfrey Show*, an hour-long, first-run, daytime, talk/variety strip. Winfrey currently hosts *AM Chicago* on WLS-TV there, where the show pulled a 9/31 opposite *The Phil Donohue Show's* 5/16 in the most recent February sweeps. According to King World, numerous distributors sought to obtain the rights for a national show hosted by Winfrey. Winfrey was a reporter and news anchor with WTVF(TV) Nashville in 1973-77, and host of *People Are Talking*, a morning talk show on WJZ-TV Baltimore from 1977 to 1983 when she joined WLS-TV. WLS-TV will produce and air the show. Terms of sale will be cash plus barter. Winfrey is currently appearing in a movie being filmed by Steven Spielberg, "The Color Purple."



Winfrey

Since beginning sales of *Nitetime Bandstand* on July 11, King World has cleared the show in 34 markets, including seven of the top 10. Stations are said to be scheduling the show opposite *Saturday Night Live* at 11:30 p.m.-1 a.m., the spot producer and host Dick Clark designed the show for. It will be produced at WLS-TV Chicago. *Nitetime Bandstand* is being sold for cash plus barter, with King keeping two minutes and stations getting 10. Among clearances are WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago, KGO-TV San Francisco, WBZ-TV Boston, WXYZ-TV Detroit and WDM-TV Washington. ■ **Embassy Telecommunications** has renewed "Embassy Night at the Movies" in 90 markets for the coming season. The package, on 126 stations covering 87% of the country, is sold on a barter basis with sales representative Orbis Communications retaining nine-and-a-half minutes and stations getting 10½. The package was introduced in 1983 and has been renewed on 90 stations for the coming season. Among the titles added to the 16-film package, extending it through summer 1987, are: "Zapped," (airing Nov. 15-Dec. 8), "Scanners," "Eddie and the Cruisers," "The Soldier," "Swamp Thing" and "Road Games." Two additional titles remain unannounced. Among stations carrying "Embassy Night at the Movies" are WPIX(TV) New York, KTLA(TV) Los Angeles, WGN-TV Chicago, WTAF-TV Philadelphia and KTVU(TV) San Francisco. Embassy also announced two more updates on clearances. *Facts of Life*, sold on a cash basis, is now in 91 markets, covering 80 of U.S. households. There are 127 episodes of the series, which is now entering its seventh season on NBC. New clearances are KTRV(TV) Boise, WCCB(TV) Charlotte, N.C., KEYT(TV) Santa Barbara, Calif., and KCBP-TV Lubbock, Tex. Cash sales of *Square Pegs* have been initiated with the clearance of the show by KTLA(TV) Los Angeles. ■ **D.L. Taffner Ltd.** has added eight new stations to its lineup for the strip, *Too Close for Comfort*, bringing its total number of markets sold to 80, or 68% of the country. The 107 episodes of the show are cleared for 52-week commitments on a cash-plus-barter basis, with LBS keeping one minute and stations getting

five-and-a-half minutes. The show stars Ted Knight. New stations include KOLO-TV Reno, WBFF(TV) Baltimore, WTTE(TV) Columbus, Ohio, KOAT-TV Albuquerque, N.M., and WGAL-TV Lancaster, Pa. ■ **Mizlou Programming Inc.** has acquired the rights to *Super Pay Cards*, a new game show hosted by Art James. For cash, Mizlou will provide 130 half-hours for two runs beginning in September. Mizlou is also offering the *1985 Victor Awards*, a one-hour entertainment special hosted by Richard Dawson, billed as the "Academy Awards" of sports. The show is cleared on a barter basis, with stations and Mizlou splitting 12 minutes of commercial time equally. The program is available for an Aug. 10-Sept. 8 airing and has cleared on 133 stations, including WPIX(TV) New York, KHJ-TV Los Angeles, WPHL-TV Philadelphia and WCVB-TV Boston. Also available is an animated musical version of the "Wizard of Oz," starring the voices of Aileen Quinn as Dorothy and Lorne Greene as the wizard. Music is by Sammy Cahn and Allan Byrns. The window is Nov. 16-Dec. 15, and sales of the two-hour movie are on a barter basis, with MPI retaining 10 minutes and stations getting 14. The movie has been cleared in 99 markets, or 80% of the country, including WNEW-TV New York, KNBC-TV Los Angeles, WFLD-TV Chicago and WPHL-TV Philadelphia. For Oct. 1-Nov. 23, Mizlou is selling *My Champion*, the story of Michiko Gorman, two-time winner of the Boston and New York marathons. Yoko Shimado, of *Shogun*, plays the lead. The two-hour film is being distributed for barter, with the same split as *Wizard*. Clearances total 92 markets, or 75% of the country, including the same top four market stations as *Wizard*. ■ **YNG** of Nashville and Calgary Television recently completed production of *Rocky Mountain Inn*, a country music variety show that has been cleared in 14 markets by **Eagle Media**. The show combines live performances, interviews and world premiere concert videos in a one-hour format. Sales of the 26 first-run episodes are on a barter basis (or cash if preferred) for 52-week commitments. The show is aimed at 6-12 p.m. NYT on Saturdays and Sundays. The premiere is this September. Among clearances are WUEU(TV) Atlanta; KSCH-TV Stockton, Calif.; KUSK(TV) Prescott, Ariz.; WCFT-TV Tuscaloosa, Ala., and KCGT-TV Tulsa, Okla. ■ **Video Media Marketing Ltd.** has opened sales on "25 Color Spectaculars of the 60's," and will negotiate 12-24-month payment plans and the number of runs. Among the films in the package are "The Last Days of Pompeii," "Goliath Against the Giants," "Revenge of the Black Knight" and "Warrior and the Slave Girl." ■ **All American Television** is testing pilot for possible development as series—*Steve Landesberg/Sports Fan*, an hour of comedy and conversation, to air between Sept. 14 and Oct. 27. The show will become a strip if the pilots are successful. The format includes an opening monologue by Landesberg, followed by discussion with at least three guests from the ranks of players, owners, referees, sports writers, coaches and managers. Additional segments will include pre-produced features. The show will be taped at the Sands in Atlantic City. Distribution of the pilots is on a barter basis, with 12 minutes being split equally by stations and All American. All American has also announced distribution of the 90-minute *Miss World Pageant*, for Nov. 28-Dec. 22 on a barter basis with stations getting 13 minutes and All American keeping 11. The show will be taped in London on Nov. 14 by Thames Television. ■ **Fox Lorber Associates** has cleared the one-hour *Magical Mystery Tour* on 80 stations, representing 75% of U.S. households. The special is available for airing between Nov. 28 and Dec. 15 for barter with Fox Lorber keeping five minutes and stations getting seven. According to the company, the show is being run twice by stations—once in access or prime time, and once in late fringe. Among clearances are WCBP-TV New York, KCBS-TV Los Angeles, WGN-TV Chicago, WTAF-TV Philadelphia and WDIV(TV) Detroit.

TV stereo hits the hundred mark

In just about a year the new service is available in 64 markets; figures on number of sets in use will not be released until 1986

The first 100 stereo television stations are now on the air, with broadcasters switching to the service at the rate of one a day so far this month. Stereo service is available to 53.5 million viewers in 64 markets.

The 100-station milestone comes nearly a year after Chicago public station WTTW(TV) became the first full-time stereo broadcaster last August, and several days after NBC began the first regular commercial network feed on July 16.

The most recent additions to the stereo list include: WNET(TV), going full-time in the New York market Aug. 1; Group W-owned KYW-TV Philadelphia and WBZ-TV Boston; KPRC-TV Houston; KING-TV Seattle; WKRC-TV and WXIX-TV Cincinnati; WNOL-TV New Orleans; WOLF-TV Wilkes Barre-Scranton, Pa.; WLEX-TV Lexington, Ky., and in Indiana, WNDU-TV South Bend, WNIN(TV) Evansville and WKJG-TV Fort Wayne. Others are: Texas stations KFDA-TV Amarillo, KRIS-TV Corpus Christi and KRBC(TV) Abilene; KIVI(TV) Boise (Nampa), Idaho, and WECT(TV) Wilmington, N.C.

More than half the 100 stations are in the top 30 markets, with stereo available in 25 of those markets, while 50 of the top 100 markets have broadcasters providing stereo service.

Competition to go stereo has made markets with more than one TV stereo broadcaster the rule rather than the exception. There are currently 26 multiple-station markets with a total of 65 stereo broadcasters, and over half of the top 40 markets have more than one stereo station. Seven markets have three stereo broadcasters and another three markets, New York, Seattle-Tacoma and Hartford-New Haven, Conn., all have four stereo stations.

Nearly one-third of the 100 stations are NBC affiliates or network-owned-and-operated, largely a result of a mid-month push to meet that network's July 16 stereo All Star Game feed which saw 10 broadcasters switching to stereo on one day alone. Independent stations make up the next largest group of stereo broadcasters, with 24, followed by 19 public stations, 14 ABC affiliates and 12 CBS affiliate, and owned-and-operated stations.

The multichannel sound's second audio program (SAP) channel, with potential uses for second-language programming or enhanced audio, has not had nearly the success of stereo. Only a handful of broadcasters, such as WNJT(TV) Trenton, N.J., have used the subchannel.

But one major broadcaster gearing up for SAP is Metromedia-owned KTTV(TV) Los

Angeles, which plans to provide a Spanish-language version of *Dynasty* five nights a week starting in September.

While the number of viewers actually receiving the service is still debatable, with receiver manufacturers so far declining to reveal sales figures for stereo sets, the industry's first hard figures should be available by early 1986.

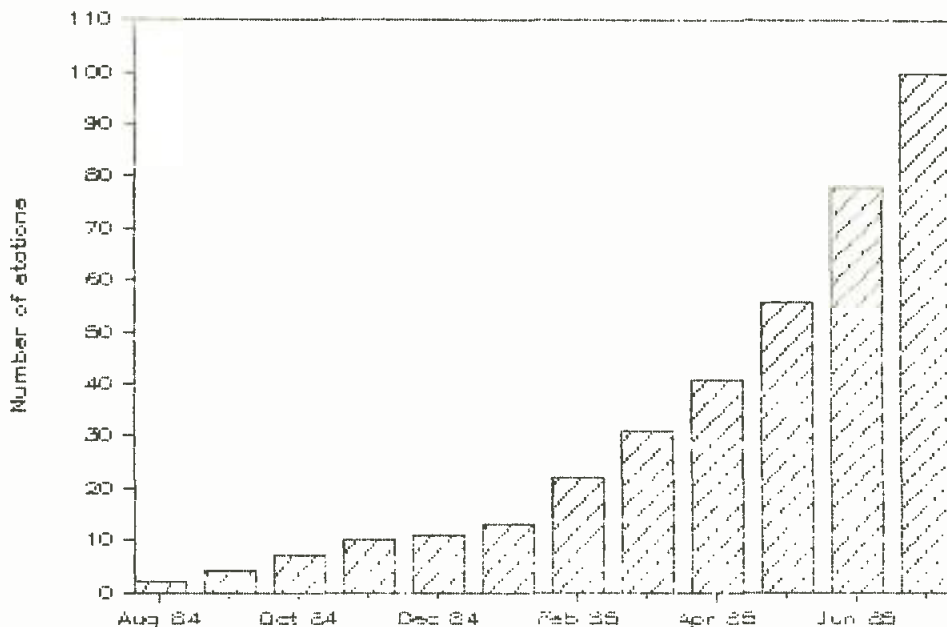
The Electronic Industries Association told BROADCASTING it will compile receiver manufacturer estimates for 1985 stereo set sales, and possibly stereo adapters for mono sets, for release next January. Sales figures then provided weekly to EIA by manufacturers will be released on a twice-yearly basis.

A list of stations broadcasting in stereo as of July 24 and a graph tracking the service's growth in number of stations follow:

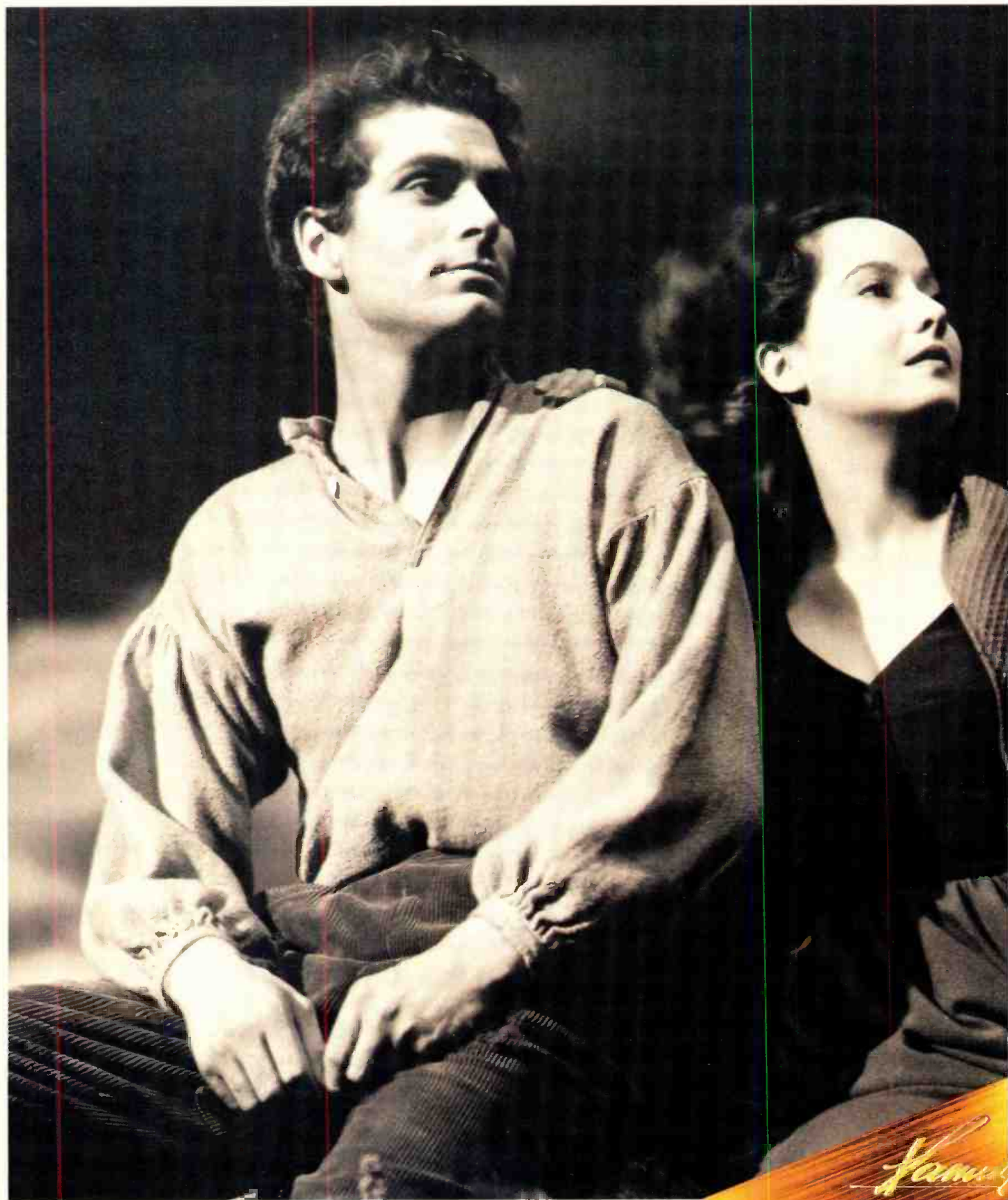
Tuscaloosa, Ala. WDBB (Ind.) ■ Anchorage KTVA (NBC) ■ Phoenix KPNX-TV (NBC) ■ Los Angeles KNBC-TV (NBC) and KTLA (Ind.) ■ Sacramento-Stockton, Calif. KOVR (ABC), KRBC-TV (Ind.) and KXTV (CBS) ■ San Francisco KRON-TV (NBC) and KTZO (Ind.) ■ Denver KCNC-TV (NBC) and KUSA-TV (NBC) ■ Hartford-New Haven, Conn. WEDH (PBS), WFSB (CBS), WTIC (Ind.) and WTRX (Ind.) ■ Washington WDCA-TV (Ind.) and WRC-TV (NBC) ■ Jacksonville, Fla. WTLV (ABC) ■ Miami WPBT (PBS) and WCIX (Ind.) ■ Tallahassee, Fla. WFSU-TV (PBS) ■ Atlanta WTBS (Ind.) and WXIA-TV (NBC) ■ Chicago WTTW (PBS) ■ Boise, Idaho KIVI (ABC) ■ Evansville, Ind. WNIN (PBS) ■ Fort Wayne, Ind. WKJG-TV (NBC) ■ Indianapolis WFYI (PBS) and WPDS-TV (Ind.) ■ South Bend, Ind. WNDU-TV (NBC) ■ Des Moines, Iowa KDIN-TV (PBS) ■ Wichita-Hutchinson, Kan. KAKE-TV (ABC) and KWCH-TV (CBS) ■ Lexington, Ky. WLEX-TV (NBC) ■ New Orleans

WNOL-TV (Ind.) and WYES-TV (PBS) ■ Baltimore WJZ-TV (ABC) and WMPB (PBS) and WMPT (PBS) ■ Boston WBZ-TV (NBC), WGBH-TV (PBS) and WJTV (Ind.) ■ Detroit WDIV (NBC) ■ Duluth, Minn. WDSE-TV (PBS) ■ Minneapolis WUSA-TV (NBC) ■ St. Louis KPLR-TV (Ind.) ■ Omaha WOWT (CBS) ■ Las Vegas KRLR (Ind.) and KTNV-TV (ABC) ■ Charlotte, N.C. WBTV (CBS) and WSOC-TV (ABC) ■ Greensboro-Winston-Salem-High Point, N.C. WXII (NBC) ■ Raleigh-Durham, N.C. WPTF-TV (NBC) ■ Wilmington, N.C. WECT (NBC) ■ New York WNBC-TV (NBC), WNET (PBS), WSNL-TV (Ind.) and WWHT (Ind.) ■ Schenectady, N.Y. WMHT (PBS) ■ Cincinnati WCET (PBS), WKRC-TV (ABC) and WXIX-TV (Ind.) ■ Cleveland WCLQ-TV (Ind.), WOIO (Ind.) and WVIZ-TV (PBS) ■ Columbus, Ohio WCMH-TV (NBC) ■ Zanesville, Ohio WHIZ-TV (NBC) ■ Oklahoma City KTVY (NBC) and KWTW (CBS) ■ Portland, Ore. KATU (ABC) ■ Harrisburg-York-Lancaster-Lebanon, Pa. WGAL-TV (NBC) ■ Philadelphia KYW-TV (NBC) and WCAU-TV (CBS) ■ Wilkes Barre-Scranton, Pa. WOLF-TV (Ind.) ■ Providence-New Bedford, R.I. WJAR-TV (NBC) and WPRI-TV (ABC) ■ Greenville-Spartanburg, S.C.-Asheville, N.C. WAXA (Ind.) and WYFF-TV (NBC) ■ Knoxville, Tenn. WATE-TV (ABC) ■ Abilene, Tex. KRBC-TV (NBC) ■ Amarillo, Tex. KFDA-TV (CBS) ■ Corpus Christi, Tex. KRIS-TV (NBC) ■ Dallas-Fort Worth KERA-TV (PBS) ■ Houston KPRC-TV (NBC) and KUHT (PBS) ■ San Antonio, Tex. KSAT-TV (ABC) ■ Wichita Falls, Tex.-Lawton, Okla. KJTL (Ind.) ■ Salt Lake City KSL-TV (CBS) and KUED (PBS) ■ Richmond (Charlottesville), Va. WVIR-TV (NBC) and WWBT (NBC) ■ Seattle-Tacoma KING-TV (NBC), KIRO-TV (CBS), KOMO-TV (ABC) and KTZZ (Ind.) ■ Madison, Wis. WISC-TV (CBS) ■ Milwaukee WMVS (PBS) and WTMJ-TV (NBC) ■ San Juan, P.R. WSJU (NBC) ■

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RCA wants to beef up satellite NTSC

It demonstrates enhanced format using M/A-Com scrambling; HBO backs move to improve current system

Pitching a stick-with-NTSC approach to users of satellite television, RCA Corp. last week mounted a major demonstration designed to illustrate how potential improvements for the decades-old NTSC format, combined with the economic benefits of compatibility, make it a better choice for enhancing present TV systems than other proposed signal formats.

The demonstration, held last Tuesday at RCA Laboratories in Princeton, N.J., was principally a comparison between an enhanced "B-NTSC" format (using M/A-Com Videocipher scrambling and eliminating subcarriers by providing post-code modulated digital audio and data in the horizontal blanking interval) and the multiplexed analog component, or MAC, system originally developed in Europe and being suggested by some industry segments as a potential satellite transmission method.

Joined by representatives of Home Box Office, a supporter of M/A-Com's Videocipher technology, RCA also pointed out improvements in other parts of the television chain, i.e. production and reception, which it argued would be possible if NTSC transmission methods were retained on the C-band or Ku-band satellites used either for direct broadcast satellite or programing feeds to cable operators.

According to Paul Wright, RCA senior vice president, corporate planning and development: "The demonstrations show conclusively that advanced NTSC picture processors using the current television transmission bandwidth can outperform MAC. In comparing picture quality, noise and interference levels the NTSC transmissions can best deliver enhanced video."

For the demonstration, RCA had B-NTSC and MAC signals going through a single RF link to simulate a satellite transmission, and showed both systems converted to NTSC for display on an NTSC receiver. The MAC signal was also displayed on a linear input RGB monitor.

Although comparisons between MAC and B-NTSC video parameters were acknowledged by RCA to be "difficult" and the differences generally insignificant, RCA gave B-NTSC the advantage in video transmission quality, primarily citing MAC's poorer luminance signal-to-noise ratio. Comparisons with other digital audio schemes also offered only "small differences."

But a clearer advantage begins to fall to B-NTSC, the company argued, when viewed in light of developments expected during the next decade for NTSC in other parts of the television chain. Improvements for NTSC at the source studio, for instance, are expected to arrive with the advent of digital component studios and the use of high-definition TV cameras, as well as signal pre-processing techniques currently in experimental design stages.

At the receiver, additional developments

to eliminate NTSC artifacts were said by RCA to include the use of frame-code filters to reduce cross-color and cross-luminance, while motion-adaptive progressive scanning can cut interline flicker and line crawl effects.

RCA acknowledged MAC systems could eliminate the artifacts as well, but said they required RGB input receivers, which it argued there is little consumer demand for, and few of which it said are currently available. Also cited by RCA as receiver cost disadvantages for MAC are the need for NTSC encoders, line memories and baseband video processing.

The economics of enhanced television then becomes the main reason for retaining an NTSC system, the company argued. "Our approach is fully compatible with the existing 180 million television sets in American homes," Wright noted, "as well as current M/A-Com encryption techniques for C-band satellite broadcasts." (The company had also announced last week its move into the home receiver/descrambler market with marketing of a system designed with M/A-Com's Videocipher.) The C-band/Ku-band set-top descramblers could be ready as early as next spring, Wright indicated, with units built into receivers as more satellite programing becomes available.

Economic concerns are also at a premium for the cable industry, already a prime user of RCA satellite technology in C-band, and hoped by the company to embrace the use of Ku-band satellites being launched December of this year and in 1988.

"Half-a-million miles of cabling and 20 million converter boxes; that is our interest,"

Ed Horowitz, vice president of technology for HBO, told BROADCASTING. "The idea is to maintain compatibility, to have a logical evolution from here to there without destroying the base."

According to Horowitz, there has been confusion generated about the desirability of new signal formats, leading to the belief that improvements, even incompatible ones, can be made as if the industry were starting with a "clean sheet."

"What I don't want to see in the case of the cable industry are problems on the consumer end because of incompatibility," he commented. "Sometimes new is not better, and there is a lot of room left in NTSC, with improvements for our closed-circuit satellite link possibly giving us an advantage over broadcasters."

Horowitz added that with HBO getting ready to begin its C-band-direct business using M/A-Com scrambling, the company wanted to "really clarify where it stood" and so took the opportunity to join RCA in its "re-endorsement" of NTSC.

Asked to respond to comments that the companies' move bypassed industry standardization bodies, such as the Advanced Television Systems Committee and Direct Broadcast Satellite Association which are examining MAC systems designed by Scientific-Atlanta and CBS, as well as alternative B-NTSC systems from General Instrument and Telese, Horowitz responded: "I don't believe we're 'end-running' anybody. The reality of the marketplace to contend with is that it's time to get down to business and get behind NTSC."

HBO participates in standards bodies such as ATSC, Horowitz noted, and believes they are a "valuable forum" for standards discussions, but he added, "At this point, this is a marketplace issue." □



Spot player software

The software interface between computers and the new generation of video spot players, or multi-event record/playback systems (MERPS), has been the subject of several National Association of Broadcasters-administered meetings since March, and, according to organizers of the effort, a final series of user-recommended interface capabilities is now nearly complete.

The report, meant to suggest user interests to equipment manufacturers rather than serve as recommended standards, will supplement a 21-page document on MERPS performance objectives published by NAB in February 1984. The document is subject to approval by the NAB Engineering Advisory Committee, parent to the MERPS group, before being distributed this summer.

According to subcommittee chairman, Rupert Stowe, director, production systems analysis, CBS Engineering and Develop-

ment: "Software compatibility is important in cases where MERPS machines are used to air news spots and are interfaced with newsroom computers, for example. In the more general application of commercial of program playback, users would also need to steer MERPS from a host computer containing operations schedules from all events during the day.

"Most users would like to control MERPS from the computer; to talk to and direct its activities," he told BROADCASTING. "That requires that interfaces be compatible."

The interface is really a "two-way street," Stowe added, since it must allow not only for a computer to give commands, but also for it to receive various data from MERPS machines.

Among the types of data the user report will probably suggest manufacturers consider for the controller-MERPS interface are cassette identification, playlist and status information and a variety of commands ranging from event preview to cassette

loading, as well as a display of playlist and inventory data.

The subcommittee, comprising representatives of the three commercial networks, several group owners, independent stations and others, agreed on the user requirements at its fourth meeting in New Orleans July 9, and the final draft should be completed by this week, according to Ralph Justus, NAB staff engineer and administrator for the group.

Although Stowe believes the subcommittee's initial work is complete, he expects the upcoming generation of digital video recorders to introduce new issues for MERPS systems that will require a "revisiting" of the group's work as early as next year.

One example cited by Stowe: The likelihood of 90-minute cassettes for digital spot players, accompanied by moves to a completely automated playback system, could replace the traditional one-segment-per-cassette with multiple-message-cassettes. This change will probably make current bar code identification methods outdated, he explained, since multiple-message-identifying information could not be stored on the limited bar code space, but would have to be provided by computer memory, making the interface even more "acute."

Satellite predictions drop

Battelle Columbus Laboratories, a Columbus, Ohio, research foundation, in its 1985 annual report on future demand for space launch services released last week, forecast significantly lower demand for such services from the communications satellite industry than it did in its 1984 report.

According to the new Outside Users Payload Model (OUPM), as the report is called, the number of communications satellites—domestic and international—that will be

looking for launch vehicles between 1985 and the end of the century will be between 105 and 170 as compared to between 147 and 237 forecast in the 1984 OUPM.

The 1985 report forecast between 69 and 111 domestic satellites by the end of the century as compared to between 97 and 163 in the 1984 report, and between 36 and 59 international satellites as compared to between 50 and 74 a year earlier.

The "drastic reductions" in its domestic satellite projections, the report said, stem from several factors: anticipated delays caused by the FCC procedures and difficulty in securing financing; "no apparent great demand" for new satellite capacity in the near future, and the threat of competition from fiber optics systems. In addition, the report said, "the direct broadcast satellite segment of the market is apparently having difficulty defining a market, obtaining financing and coping with pioneering an entirely new area of television delivery."

The decrease in projected international satellites, the report said, is based on the anticipated slowdown in the growth of international communications and plans for fiber optics links under the Atlantic and Pacific oceans. The latter, it said, "could take most, if not all, of any increased demand for international traffic in these regions."

Primarily because of the reductions in the number of projected communications satellites, the report's projections for total "payloads," including everything from communication satellites to "material processing" satellites, were also down from 1984 figures. The current report forecast between 385 and 727, down from between 437 and 823.

The report said that there is a "reasonable likelihood" that the actual numbers will fall within its predicted ranges. Historically, it said, the actual numbers tend to be closer to the low side.

Motorola looking good

Motorola has come a long way in its effort to make its AM stereo system the nation's de facto standard, according to a series of surveys of AM broadcasters conducted by John H. Pennybacker, a journalism professor at Louisiana State University.

Forty-three percent of the AM stations responding to the 1985 survey felt that the Motorola system now had the best chance of winning the marketplace standards battle. That compares with 19% that thought so in a 1984 survey and 4% in a 1983 survey.

And while the perception of Motorola as the ultimate winner was improving, that of Kahn Communications, Motorola's sole surviving rival, was fading. Although 11% thought it would triumph in 1983, only 6% did in 1985.

The 1985 survey also found that 56% of the broadcasters believed that multisystem radios capable of picking up both the Kahn and Motorola systems would "speed the integration of AM stereo." That compares with 88% that thought so in 1984.

Most of the stations responding to the survey (77%) said they would wait until "the marketplace choice is clearer" before they adopted an AM stereo system. The smaller the market, the greater the reluctance of the broadcaster to choose a system.

The responding stations had mixed feelings about the impact of AM stereo on their medium. Although 74% said AM stereo would be "fairly important" or "very important" to the future of AM broadcasting, only 28% felt that it would "significantly improve" their market positions.

For the 1985 survey, questionnaires were mailed to 1,000 AM stations in December 1984. The surveyers received 556 usable responses.

Law & Regulation

Intelsat meeting could be landmark gathering

Pricing structures, separate systems issues on agenda

The Intelsat Assembly of Parties meeting to be held in Washington in October is shaping up as one that could mark a watershed in the history of the 21-year-old organization. Proposals that would affect the way Intelsat prices its services—charging the same price for the same service, worldwide—and the guidelines it follows in its economic coordination of separate international communications satellite systems are expected to be on the agenda. The Assembly would act after the board of governors considers them and fashions recommendations in its quarterly meeting, in September.

The pricing matter is seen as reflecting concern over the policy the U.S. has adopted declaring separate systems to be in the national interest—a policy fleshed out by the

FCC last week with its grant of construction permits for the establishment of three international communications satellite systems (see "Top of the Week"). Intelsat Director General Richard Colino maintains that the organization lacks the pricing flexibility it needs to operate in a competitive market. The coordination issue—although it had been under study for several years before appearing on the agenda of a board of governors for the first time last September—is a matter of some urgency to the U.S. because of the emergence in the last two years of the American applicants for separate systems.

The U.S. has steadfastly maintained that Intelsat has sufficient pricing flexibility under the Intelsat Agreement as it stands—and, in fact, exercises it regularly. But the U.S. says its principal concern is that the global averaging system now in effect was developed to ease the cost burden on developing

countries on so-called "thin routes" and that deviation from that system would adversely affect those countries.

But the pricing issue—proposals to amend V(d) of the Intelsat Agreement—is being added to the agenda of the Assembly of Parties meeting at the request of three developing countries—Cameroon, Tanzania and Colombia. Colombia's proposed amendment, however, would permit deviation from the present system only "when the space segment is used for the transmission of programs of a high humanitarian and social content, in particular for the purpose of promoting education in developing countries."

Cameroon and Tanzania concur in a proposal to eliminate the sentence in V(d) that requires the same price to be charged for the same service on all routes and to replace it with language directing the board of gover-

nors to establish "utilization charges" on the basis of a number of factors, such as the ocean region areas, satellites, and time and priority of access involved. The proposed amendment would also direct the board to establish same-rate charges for each type of space segment use, except when the board determines "it is in the best interests of Intelsat to deviate from this charging principle, including, but not limited to, instances where this is necessary to meet competition in various ocean regions or traffic routes."

The U.S. position on such proposals remains to be set. Legislation, in the form of an amendment to a State Department authorization bill that has been approved by the House, would require the U.S. to "support an appropriate modification" of V(d). Identical language is contained in a report accompanying a House supplemental appropriations measure. The Senate, however, has not approved a counterpart of either. That and other differences between the House and Senate versions of the legislation and the report language remain to be worked out in conferences.

The possibility remains that the administration, which would prefer no mention of the pricing matter in legislation, and Intelsat, which has lobbied hard for language endorsing its position on pricing flexibility, can reach a compromise on their differences. At least David Markey, head of the National Telecommunication and Information Administration and one of the principal administration participants in the debate, said he has had a number of "informal" talks with Intelsat representatives on the issue, and continues to hope "we can work something out."

As for the proposal to modify the criteria and guidelines Intelsat uses in its economic coordination of separate satellite systems, the U.S. feels that the tide is running its way. The U.S. has been concerned about the proposed modifications put forward by Director General Colino, arguing that they would be unduly strict and mechanistic, and would make successful coordination of separate systems difficult if not impossible. But at the board's last meeting, in Bergen, Norway, last

month, U.S. officials said other members expressed opposition to guidelines described as "inflexible." The United Kingdom and Australia offered proposals the U.S. appeared to regard as acceptable. And officials said board members indicated they would support the use of existing guidelines, which are regarded as flexible, as supplemented by the contributions of the United Kingdom and Australia, as a basis on which to develop new ones (BROADCASTING, June 24).

The proposed modification of XIV(d) procedures would be discussed both at the board of governors meeting and at the Assembly meeting in connection with a number of requests for coordination of proposed satellite systems that would serve the U.S. One involves the proposal of the Turner Broadcasting System to obtain service from the Soviet Union's Intersputnik. Another is Mexico's proposal to provide U.S.-Mexico transborder service with two new domestic satellites.

Others involve U.S. hopes to complete technical coordination of 11 domestic satellites that would provide service between the U.S. and Latin America and the Caribbean, and of 10 of those that would also provide U.S.-Canada service. Those American satellites are part of a pool of 29 that Intelsat otherwise coordinated, on economic and technical grounds, at its Assembly of Parties meeting in January. The U.S. is also seeking coordination of the 29 for U.S.-Mexico service.

In a related matter, Pan American Satellite Corp., one of the applicants granted a construction permit to build a separate system, has filed a complaint with the FCC regarding Comsat, the U.S. signatory to the Intelsat Agreement, accusing it of participating in Intelsat's "predatory and anticompetitive actions." If the U.S. agrees after an investigation, Panamsat said, it should recommend to Congress that it remove Comsat as the U.S. signatory "on the ground that its allegiance is pledged to its own and Intelsat's" interests, not the U.S.'s.

Panamsat's complaint grows out of actions taken by the Intelsat board of governors' meeting. The applicant, which intends

to serve Latin America, asked the commission to investigate Intelsat's procurement policies regarding the \$2 million refocusing of two satellites, Intelsat (VB (F-14) and (F-15)), to serve large portions of South America—and Comsat's participation in that modification. Panamsat contended that the satellites' C-band spot beam transponders will be used to provide (technically pre-emptible but) *de facto* nonpre-emptible planned domestic lease service—and that, as a result, Comsat's U.S. ratepayers will pay a substantial share of the costs associated with those satellites "without receiving any benefit whatsoever." And that action, Panamsat added, violates the commission's long-standing ban on cross-subsidization of competitive service offerings through rates charged for monopoly services.

The predatory pricing in which Panamsat says Intelsat is now engaged involves the board's decision to reduce Intelsat's rates for domestic leased services by up to 15%, a reduction that is expected to be applied to the C-band spot beam transponders on the VB (F-14) and (F-15) satellites. "Because the new rates are not cost-justified, but rather are designed to 'forestall' the entry of competing dedicated domestic satellite systems," Panamsat said, quoting from a summary of the board of governors' discussion, "Intelsat and Comsat are engaged in a classic example of predatory pricing behavior."

Last week, Panamsat's counsel, Norman Leventhal, said a supplement to the complaint was being prepared. It involves a report—backed by what appears to be a draft of a proposed contract—that Intelsat is preparing to sell Venezuela a zone beam transponder 41 in the Intelsat V (F-6) satellite, located at 341.5 degrees east, and to be transferred to 338.5 degrees east, for \$1.8 million. The price is far less than the cost of transponders sold in the U.S.; Leventhal said Intelsat has been leasing the transponder to Venezuela for \$1.3 million annually, and he contends the offer is further evidence of Intelsat's determination to undercut Panamsat's efforts to line up customers for the service it expects the commission to authorize. "No one does business with us because Intelsat comes in with cheaper offers," Leventhal said. The satellite was launched in May 1983 and has a seven-year life expectancy. What's more, Leventhal said, Colino intends to present the sale as "a *fait accompli*" to the board of governors. For the draft contract says the \$1.8 million bill is payable by Aug. 31, and the board meets in September. Intelsat was not commenting on the report. Spokesperson Kim Degnan said, "It is not our practice to discuss internal matters that may or may not be pending with one of our signatories or parties."

Regardless of whether the commission recommends that Comsat be removed as U.S. signatory to Intelsat, Panamsat said the commission should order Comsat to exclude from its jurisdictional operating expenses and rate base all costs associated with VB (F-14) and (F-15) attributable to the planned provision of domestic lease services. Panamsat also said the commission should defer action on further Comsat requests for authority to participate in the operation of those satellites pending a determination as to

Mad over music must-carry. The National Association of Broadcasters, the Association of Maximum Service Telecasters and the Association of Independent Television Stations have all opposed a request by MTV Network Inc. that New York and New Jersey cable systems be relieved of the obligation to carry the signals of stereo music video station WWHT(TV) Newark, N.J. (ch. 68), its satellite, WSNL-TV Smithtown, N.Y., and a translator. In a request for waiver of the must-carry rules, MTV Network argued that the new format of WWHT(TV), on air since June 1, was competitive with its MTV, VH-1 and Nickelodeon programming, so mandatory carriage would grant the station an unfair advantage (BROADCASTING, July 1). In an opposition at the FCC, however, NAB and AMST said the request should be dismissed or denied. "MTVN alleges no saturation, economic hardship, technical, public interest or other ground upon which the commission has ever—or could now—grant special relief to any cable system," NAB and AMST said. In its own opposition, INTV said MTV Network was attempting to "artificially reduce" viewing of a local television station for the express purpose of preventing competition. "This unabashedly self-serving request must be summarily rebuffed by the commission," INTV said. The National Cable Television Association and the New Jersey Cable Television Association, however, supported the requests for relief by MTV Network and nine affected cable systems. "The WWHT carriage request presents a prime example of how a broadcaster—with only the barest claim, if any, to serving local interests—can use the must-carry rules to force its way onto a cable system at the expense of cable operators, cable programmers and, most importantly, cable subscribers, who will see desired programming replaced not on the basis of quality but strictly on the fact that a local broadcast station has qualified for carriage by administrative fiat," NCTA and NJCTA said in a joint filing. "This kind of injustice must not be allowed to continue."

whether "their use for domestic services is necessary to further the public interest, convenience and necessity."

The U.S. had intended to oppose the proposal to reduce domestic lease rates at the board of governors meeting, but the instructions given Comsat, according to both government and Comsat sources, were vague. Comsat, officials there said, felt its job was to hold off action on the proposal. But sentiment of board members was so heavily in favor of action, according to Comsat officials, the signatory's spokesman saw no chance of success, and went along with the consensus. Without offering any details regarding the instruction process, NTIA's Markey said, regarding a mixup in signals, "It might have been our problem . . . We have to do better." □

NAB makes case for '83 cable royalties

It argues for broadcasters' share of cable television fees

The National Association of Broadcasters launched a major offensive last week in the battle for 1983 cable television royalties. NAB presented its case for a share of the fees before the Copyright Royalty Tribunal which is being asked to divide the nearly \$80-million cable royalty pool among it and nine other copyright claimants.

The broadcasters' case was made by Victor Ferrall, outside counsel for NAB, followed by NAB President Eddie Fritts and John Abel, NAB senior vice president for research and planning, who outlined the association's claim for a major portion of the royalties.

Among the other witnesses scheduled to testify this week and later on behalf of NAB are: Dr. Robert LaRose, senior vice president for research, ELRA Group, East Lansing, Mich.; Arthur Miller, professor of law, Harvard University; Harold Protter, president, WNOL-TV New Orleans; Studs Terkel, WFMT-FM Chicago, and Raymond Nordstrand, president, WFMT-FM Chicago.

Several of the other parties (The Motion Picture Association of America, joint sports claimants and the Public Broadcasting Service) have already argued their cases. Also competing for the fees are: the American Society of Composers, Authors and Publishers, Broadcast Music Inc., SESAC, National Public Radio, religious programers and Canadian broadcasters.

Each group is asking for a larger portion of the pool than it received in 1982. But the toughest battle for the fees is being fought among NAB, MPAA and sports interests. Furthermore, the process became more complex due to the establishment of three discrete royalty pools: the basic royalties (about \$51.4 million for signals paid at the basic or normal rates); the 3.75% royalties (roughly \$12.6 million for the carriage of signals paid at the 3.75% rate adopted in 1982), and the

NTIA wants BOC's allowed in. The National Telecommunications and Information Administration has recommended that the seven Bell operating companies be allowed to offer electronic publishing in four years, when AT&T will be free to do so. The recommendation is contained in a major report on "Directions for National Policy" in telecommunications. The 183-page report suggests some "mid-course" corrections may be necessary if telecommunications industry competition, deregulation and divestiture are to be of maximum benefit to business and the public.

And one of the suggested corrections involves the order—imposed by the federal court in breaking up AT&T three years ago—prohibiting the operating companies created at the time from offering information services. The report says that "prompt attention" to eliminating that ban is required. Its effect, the report adds, has been "to deny the public choices which otherwise would be available."

The report says the ban is also unfair since it puts the operating companies "at a distinct disadvantage in relation to AT&T, IBM and its planned affiliate, MCI, and other companies that are increasingly entering the local exchange services market on a selective basis."

NTIA does not believe "the time is ripe" for lifting the ban, however. The report notes that the 1982 decree requiring the divestiture of AT&T prohibited the company from engaging in electronic publishing for seven years—and that the ban has four years yet to run. Since the electronic publishing prohibitions in the decree were aimed at furthering First Amendment values, the report says, "the limitations on AT&T and the Bell Operating Companies should be comparable both in scope and duration." Accordingly, the ban on the operating companies' participation in electronic publishing would run another four years. "Such a specific and limited prohibition on the Bell companies," the report says, "is far more desirable than the present over-inclusive and indefinite ban."

syndicated exclusivity royalties (syndex—some \$16 million representing the surcharge payment the tribunal adopted in 1982 for cable systems in the top-100 markets to reflect the repeal of the FCC's syndicated exclusivity rules).

Broadcasters are asking for 97% of the syndex fund and 19.4% of both the basic and 3.75% funds. MPAA is seeking 80% of the basic fund, 85% of the 3.75% fund and 100% of the syndex pool. Both parties are maintaining that as a "matter of law" they are entitled to the syndex fund. Additionally, the joint sports claimants, MPAA, PBS and the music interests have reached an accommodation on distribution of the fees and are not expected to challenge one another's claims. Joint sports have filed for 20% of the basic fund and 30% of the 3.75% fund. PBS requested 8% of the entire fund.

The tribunal is being asked to determine the value of distant signal programming to cable operators as the basis for awarding the fees. NAB maintains that the value of programming should be based on how cable subscribers and operators value the programs. While, MPAA argues that viewership is an appropriate gauge for the tribunal to judge the value of programs in the cable marketplace.

Ferrall rejected MPAA's argument. Cable operators don't rely on viewing to determine the value of programming, he said. "Cable operators sell subscriptions, they don't sell audience. So the marketplace value of programs to them is not determined by viewing," Ferrall added. He contended that NAB's research would back up that argument.

Fritts told the tribunal that the data contains surveys of cable operators and cable subscribers and shows the marketplace value of station-produced programs to cable operators and subscribers is "more than three times greater than 4.5%, the royalty made in prior years." NAB is also asking the tribunal to award a share of the royalties to commercial radio stations, a proposition rejected in previous distribution proceedings.

Abel said the surveys were conducted by ELRA Group. According to his testimony, the survey confirms that "the value of station-produced programs was approximately 17% of the value of all television distant signal programs." The data, he noted, was derived from cross-sectional surveys of cable operators and cable subscribers. "The cable operators were asked the value of the different types of distant signal programs to them in terms of attracting and keeping subscribers. Subscribers were asked the value of the same program types in relation to their monthly subscriber fees. The studies include PBS and Canadian station programs as well as the programs appearing on U.S. commercial television stations," Abel explained.

The operator study was based on data from 284 randomly selected cable systems, he said. It found that news and other station-produced programs received a 13.3% value rating by operators. (The MPAA figures found that local programs accounted for 5% of total viewing hours.) Moreover, the ELRA study showed that sports programming received a 35.7% rating, movies 25% and syndicated series 15.8%. Furthermore, he pointed out, those results are corroborated by an early study presented by sports claimants in the 1979 and 1980 proceedings. It showed, Abel explained, "a value for news and public affairs programs ranging between 9.4% and 12.6%."

According to the ELRA survey of 821 cable subscribers, local programming received a 17.1% value rating. "These ELRA studies, unlike the MPAA/Nielsen studies, which merely measured gross viewing on selected distant signals, measure the criterion that actually determines whether the subscriber will keep subscribing, which is the marketplace value of distant signal programs." Since cable operators acquire programming to attract subscribers, these value assessments, Abel testified, are based on their judgements about what is valuable to their subscribers. The study also found that movies got a 26.2% rating and sports a 25.4% rating. □

Working up to WARC

Chairman of Geneva meeting reportedly chosen; U.S. firms up various committee leadership posts

With the Space WARC set to begin in Geneva on Aug. 8, word was circulating in Washington last week that general agreement had been reached on the person who will be elected chairman of the conference. He is a Yugoslav, Ilija Stojanovich, of Belgrade, a professor of electrical engineering, who has been involved in International Telecommunication Union matters for 20 years.

Election of a chairman has been a controversial matter in the past: The 1979 General World Administrative Radio Conference got off to an inauspicious start when four days were spent wrangling before Roberto Severini of Argentina was elected (BROADCASTING, Oct. 1, 1979). This time, the secretary general of the International Telecommunication Union, Richard Butler, "did a lot of groundwork around the world" before suggesting the name, according to the State Department's Harold Kimball, who is executive director of the U.S. delegation.

Stojanovich has participated in the work of ITU technical committees and as an adviser to the Yugoslavian government on ITU matters over the years and served as chairman last spring of a planning committee at the Region I (European) conference on expanding the use of the FM band. He also speaks six languages and, according to Kimball, "is widely respected, a gentleman." What's more, Yugoslavia's position on the contentious issues of the conference is regarded by the U.S. as "moderate." And Stojanovich has the virtue of coming from a country not particularly identified with either the developed or developing countries.

As at past ITU-sponsored conferences, vice chairmen will be drawn from the U.S., the USSR, Western Europe, Africa and Asia. The U.S. vice chairman will be Ambassador Dean Burch, who heads the U.S. delegation. Kimball will be his alternate. Besides the conference chairman and vice chairmen, the chairmen and vice chairmen of the committees of the conference will make up the steering committee.

Meanwhile, the U.S. delegation last week completed the task of choosing spokespersons and their alternates who will speak for the 56-member delegation at sessions of the various conference committees. They include: technical committee—spokesperson, Richard Parlow, National Telecommunications and Information Administration, and alternate, Tom Tycz, FCC; planning and regulatory committee—Ronald Lepkowski, FCC, spokesperson, and Ronald Stowe, Satellite Business Systems; planning subcommittee—Frank Urbany, NTIA, spokesperson, and Steve Doyle, Aerojet Techsystems Co.; regulatory issues subcommittee—Richard Shrum, State Department, spokesperson, and Tom Walsh, NTIA; broadcasting satellite committee—Edward Jacobs, FCC, spokesperson, and Edward Reinhart, Comsat, and editorial committee—Harold Horan, State Department (retired), spokesperson. □

Washington Watch

International no-no's. Report released by General Accounting Office criticizes Radio Liberty and Radio Free Europe for violating guidelines that require broadcasts to avoid "emotionalism, vindictiveness, belligerency, pretentiousness or any programming, the content of which could be legitimately construed as inflammatory." According to GAO, broadcast analysis department of Board for International Broadcasting reported 18 potential violations of guidelines during first eight months of 1984. Among violations cited were use of anatomical obscenity to describe Polish government official and reference to Soviet foreign minister as bandit. □

Remote point of view. National Association of Broadcasters has opposed aspect of FCC rulemaking that would permit access to broadcast remote pickup frequencies by cable interests. But NAB approved proposed extension of wireless microphone band from 947 to 944 mhz; supported proposal to extend short-term operation rule to allow full-time local operation of remote pickup stations under authority conveyed by basic broadcast license, and urged FCC to "liberalize the remote control rules for the remote pickup service." □

More hearings. FCC Review Board has remanded for further hearing comparative contest to replace deleted facilities of WNB(FM) Newark, N.J. In initial decision, Administrative Law Judge Walter Miller had granted application of Antonin & Garcia for proposing location in less-served Jersey City, N.J., while other applicants specified Newark. Board, however, said Antonin & Garcia's application couldn't be granted without further hearing on issues stemming from failure of Mary Garcia, Antonin & Garcia 50% owner, to pay federal income taxes for two years. □

Television too. Soviet Union has warned that it would jam foreign satellite television broadcasts aimed at its citizens, as it now jams terrestrial radio broadcasts. Reuters news service, reporting from Moscow, said semi-official Soviet news agency, Novosti, quoted "responsible Soviet circles" as saying Soviet Union could take measures in space to block Western "pirate" satellite television broadcasts, and would regard such broadcasts as ideological aggression. "Every state has the right to take available measures to counter such illegal television broadcasts not only in its territory but also in outer space," Novosti said. Reuters also quoted West Berlin satellite television expert as saying that jamming satellite-delivered television programming would cost as much as broadcast itself and would involve complex technology. Soviet Union already devotes substantial resources to jamming Western radio broadcasts. □

New address. FCC Seattle district office has moved to One Newport, Suite 414, 3605 132d Avenue, S.E., Bellevue, Wash. 98006. Phone: (206) 764-3324. □

Seeking advice. FCC has voted unanimously to publish and seek comment on report, "Future Public Safety Telecommunications Requirements," by Private Radio Bureau. FCC said it was especially interested in reaction to variety of options for meeting public safety needs, including making "at least" two UHF TV channels available for land mobile use in major markets and requiring use of narrowband technology. □

NBMC for Turner. National Black Media Coalition has urged FCC to grant Turner Broadcasting System's applications to assume control of CBS licenses (BROADCASTING, June 24). NBMC said Turner had met FCC's financial qualifications and that proposed spin-offs of broadcast properties held promise of substantial gain in media diversity. "NBMC will work with Turner to insure that minorities have every possible opportunity to purchase these stations," NBMC said. "The commission cannot consider Turner's ideological views (whatever they might be) and need not call into question his programming or equal employment opportunity bona fides," NBMC said. TBS's superstation, WTBS(TV) Atlanta, and CNN "have been sensitively programed, and the EEO performance of Turner's operation has been exemplary," NBMC said. □

USIA figures. Charles Z. Wick, director of U.S. Information Agency, is one of Reagan administration's wealthiest members, according to his personal financial disclosure statement. Wick, long-time friend of President Reagan, started career as lawyer and business representative for Tommy Dorsey and owned number of major business enterprises, including real estate and convalescent hospitals, when he joined administration in 1981. He reported family income of more than \$1 million last year. Report shows outside income of more than \$888,595. His government salary was \$75,100, while his wife, Mary Jane, was reported as having separate income of \$221,198. Financial statement also shows that Wick had assets of at least \$1.98 million, and possibly higher.

Closing in on the fourth quarter

With selling almost complete for year, it looks as if NBC will do better than predicted, with ABC and CBS not quite up to expectations

Money or orders have been received for close to 90% of the television networks' inventory for 1985, but the outcome for the year is still very much in doubt. The three networks together are doing more or less what was expected at the beginning of the year. But individually, NBC is doing more than expected while ABC, and to a small degree CBS, is doing less. Industry observers have at least some reason to think those trends might continue through the remainder of the year.

What happens to the remaining tenth of the inventory will be determined in the fourth-quarter scatter market. Both ABC and CBS are going into that marketplace with more prime time and daytime inventory than they had last year, and the advertiser demand for those remaining spots will have a strong impact on fourth-quarter profits which traditionally account for more than a third of the year's total. Both of them will be more open to any surprises, either positive or negative, than NBC, which sold at least as much inventory in the recent upfront market as it did last year.

Last year the fourth-quarter scatter market was steady in both prime time and daytime sales, strong in news and weak in sports. To compensate for an oversupply of sports inventory, the networks in the approaching fourth quarter will likely cut back on a women's golf tournament, a few other special events programs and several college basketball games. A bullish sign in that daypart is an increase in budgets by two major sports advertisers—beer and automobiles. Whether these changes in the supply and demand equation will be strong enough to improve what reportedly have been weak numbers so far this year remains to be seen.

Advertising demand for news programs has continued to be good. In the upfront marketplace the networks apparently sold much news inventory. ABC-TV's vice president in charge of sales, Jake Keever, is optimistic for both dayparts: "*Monday Night Football* has more franchise people [major advertisers] than at the finish of last year," he said. "The three-network news marketplace is up 18%. And more inventory was sold and at better prices."

A daypart of particular interest to Keever is daytime, where ABC still ranks number one in demographics and over the course of the year collects more than half of its profits. The daytime marketplace has for much of the year been satisfactory for the networks but sources on both sides of the bargaining table said that the third-quarter scatter mar-

ket is a little weak.

In prime time there is still some third-quarter inventory remaining, but both agency and network executives said there has been a little price weakening from the expected increases over last year's upfront. Peter Triolo, senior vice president and media director for William Esty, estimated that cost-per-thousand increases were in the 5%-to-10% range. "I think the sales goals of the networks have been reached and what is left will be used to solve their delivery problems [where advertisers will be given spots to make up for audience deficiencies on shows they previously bought]," he said.

Confirming that assessment was Jerry Dominus, vice president of sales for CBS-TV: "It hasn't been wonderful, nor has it been a killer. Money is being released closer to air, an evolution that has been taking place in the whole broadcasting business. Otherwise it seems to be quite healthy."

For prime time in the fourth quarter, Triolo thought a 10%-15% cost-per-thousand increase above the most recent upfront prices could be achieved by the networks. But firm predictions are still unclear for him and others, in part because advertisers are reportedly more reluctant to make early commitments in an uncertain economic environment. Also, no one is certain how to predict the impact of higher than expected upfront dollars on the scatter market. The only daypart with a clearly negative outlook for the networks is Saturday morning children's programming, where an influx of barter programming has in general kept the three-network prices even at best.

The potential 1985 bottom lines of the three networks could be as follows:

- ABC posted even network earnings in the first quarter but a decline in the second. Analysts have reduced earnings estimates for the parent company once this year, largely because of a larger than expected ratings decline, and could do so again before the year is over. Zack's Investment Research Inc. said that 26 weeks ago an average of 17 securities analysts projected ABC 1985 per-share earnings at \$7.07. Thirteen weeks ago that average had fallen to \$6.93 per share and one week ago it was at \$6.78. One unknown for ABC is how much of its inventory in the third quarter it will have to use for makegoods.

ABC executives had talked about plans to lay off up to 400 employees at least as far back as May but waited until after the upfront season, and just before the second-quarter earnings announcement, to set it in motion. Those layoffs will help the company reduce costs, but because of severance pay, the savings will not begin until the fourth quarter and for the year will likely be a few million dollars at best. And while most in-

dustry observers generally agreed that revenue for all three networks in 1985 would increase by 3% or maybe 4%, ABC affiliates at a recent meeting heard talk of a three-network increase of less than 1%, due primarily to ABC's performance.

In response to declining revenue, ABC has focused on its programming costs, according to Jay Nelson, a manager in the research department of Brown Brothers Harriman & Co.: "They have programed more with an eye to the bottom line than the top line, and it has shown up in both places."

One unknown for both ABC and NBC is the possibility of a strike by Major League Baseball players. If the strike were of short duration, ABC would not be affected in a major way but it would lose money if the World Series did not run. With 30-second spots for the best-of-seven-game series running at \$250,000, the revenues at stake run into the tens of millions of dollars.

During the 50-day players walkout in 1981, NBC made up all three hours on Saturday afternoons with a sports anthology show, but this time around the network would probably program two of those hours and return the remaining hour to the affiliates. NBC also would be hurt if the strike ended the season, since it is scheduled to carry the American and National League championship series.

- Because of the World Series on ABC and that network's strong daytime demographics, NBC will still not take in more revenue in the fourth quarter, even though for the first time all the revenue should reflect the ratings gains that NBC made last season. Still, securities analysts have already raised their 1985 profit estimates for the network and may do so again. In the first quarter, NBC's pre-tax earnings almost tripled. In the second quarter they increased 43% with the television network "accounting for most of this improvement," the company said.

At the beginning of the year, Brown Brother's Nelson thought NBC, including the owned TV and radio stations, would earn \$275 million-\$280 million (compared to \$218 million in 1984), but he has since raised his estimate to about \$325 million. Mark A. Reily, of F. Eberstadt & Co., now puts his NBC profit estimate at \$315 million: "I get the sense that while that number seemed aggressive a couple of months ago, it might now seem conservative."

What those estimates mean for the network itself is a possible pre-tax operating profit of about \$190 million, compared to a ballpark number for 1984 of \$100 million. There are some observers who think NBC could have increased this number a little more (and also helped the other two networks) by holding out for higher C-P-M increases in the upfront market. But the network's senior vice president of sales, Bob Blackmore, defends the strategy: "Don't forget that men's demographics were down last

year although we were flat because of a higher draw [larger audience]. Also, we realize that we are selling product out there. A sizable cost-per-thousand increase on top of a larger audience adds up to a significant increase. And we don't want to surprise previous customers with a huge increase they might not have planned for. If you are saying that business is going to be off in the fourth quarter, then we did the right thing because we sold more inventory upfront. If business booms, then we still made a good decision because what we did is good business."

■ CBS reportedly was more willing to hold back for price increases but because of lower audience delivery in the past season it

is unclear whether the company will meet its earlier projections of an 8% revenue increase over last year, discounting Olympics dollars. Riely thinks the network will finish 1985 close to the mark but a shade lower.

Like ABC, CBS has gone public with news about its cost-cutting efforts. Because of those efforts, while first-quarter revenue for the CBS/Broadcast Group (including owned stations and radio networks) was up only 3%, pre-tax earnings increased 9%. Similarly, the Broadcast Group managed to turn a 10% second-quarter revenue increase into a 14% pre-tax profit gain. The third-quarter results of all three networks will be without the tens of million dollars spent last

year for convention coverage.

Prognosticators have previously met defeat at the hands of a surprisingly bearish or bullish advertising climate and for any of them the picture, as one ABC spokesman said, "could turn on a dime."

But the near-term trend seems to be that the networks will have to continue to live with less to keep their shareholders happy. Said Nelson: "Revenue growth is modestly lower than expected. It seems to be the economy and ultimately the pressure on corporate profits of some advertisers. But so too has expense growth been less than expected and as a result profits have not been all that dissimilar from what has been expected." □



The week's worth of news and comment about radio

Bottom line refiguring

National Public Radio member stations will be responsible for \$17.2 million of NPR's \$25.7 million fiscal 1987 budget, the NPR board voted. The FY '86 budget (which takes affect Oct. 1) was also amended, following a Corporation for Public Broadcasting directive for NPR to fully fund an additional \$320,000 in depreciation expense. Travel funds will be cut by \$20,000, and the salary/staff budget will be cut \$300,000 by leaving vacant staff positions open.

The board also authorized the continuation of *Weekend All Things Considered* and various arts and performance programming that will be provided to subscribing stations after Oct. 1. According to the noncommercial network, NPR member stations will have to pay between \$500 and \$3,500 for *WATC* (in addition to network membership fees), based on the amount of a station's nonfederal funds. In the meantime, NPR is seeking underwriters, hoping to reduce the cost to stations. Some help was received when Oak Brook, Ill.-based Waste Management granted NPR \$100,000, becoming the principal funder of the program. Said NPR President Douglas Bennet: "NPR will now be able to lower the one-year fee that subscribing stations have agreed to pay. This will make the program affordable to many more of our public radio stations and as a result, helps make it available to the widest possible listening audience."

AM experiment

A new experimental format for AM radio called "trendformation" was launched by Bonneville International in San Francisco July 15 under the call letters of *KXLR(AM)*. The station was formerly known as *KOIT(AM)*, programming Bonneville's easy-listening format.

The new format was conceived by Jack Adamson, former president of the California division of Bonneville and currently a senior vice president for the company, and developed by Norm Woodruff, a radio programming

consultant, who has remained with the station in a full-time capacity. The station, according to Woodruff, features information on news events and emerging trends along with a combination of "light jazz" and "new age" music. Artists include Claude Boling, George Winston, Pat Metheny, Paul Desmond and Keith Jarrett. "There's about 20 minutes of music per hour," said Woodruff.

As for the informational portion of the format, Woodruff said the station doesn't air conventional newscasts at the top of each hour, but rather "facts of the hour." He describes these reports as uncolorful, clear text and concise. "We are not trying to go up against *KCBS(AM)* and *KGO(AM)* [two major news and talk facilities in San Francisco]. We have no police scanners or mobile news units," said Woodruff.

Woodruff said that *KXLR* is affiliated with Mutual Broadcasting and airs its half-hourly, five-minute newscasts around the clock for those listeners who "cling to tradition." The station also subscribes to AP and UPI. And to give the station a global flavor, *KXLR*, said Woodruff, airs the British Broadcasting Corp.'s World Service News on the hour each night (9 p.m. to midnight) and subscribes to the Kyodo news service of Tokyo. The trend information, for the most part, comes from six-minute hourly interviews with experts in a variety of fields.

Adamson told BROADCASTING that "trendformation" originated from his search for a new AM sound to complement the recently launched "soft hits" format on *KOIT(FM)* ("Riding Gain," June 24) so the two stations could be sold to advertisers in combination, a growing trend among many radio group operators. Adamson said the idea was inspired by the notion that today's baby boomers are getting into the corporate mainstream "and are looking for information that will affect their lives and careers."

Overseeing both *KXLR(AM)* and *KOIT(FM)* as vice president and general manager is Kari Johnson Winston. "But there are no other titles at the station," said Woodruff.

If the format succeeds, Bonneville, said Adamson, may look to use it at other AM properties it would acquire in markets where it owns FM's—in New York (*WRFM(FM)*), Chicago (*WCLR(FM)*) and Los Angeles (*KBIG(FM)*). "KXLR is the pilot for developing a tight, lean budgeted information station... The *KXLR* format is not for a stand-alone AM station," he said.

KXLR(AM) is not the only AM station in San Francisco trying something different. Last April, *RKO's* contemporary hit *KFRC(AM)* San Francisco launched a game show format from 9 a.m. to 3 p.m. each weekday.

On to boxing

Boxing is poised to make a return to national radio through a proposal by fight promoter Don King to create two ad-hoc radio networks, one in English and the other in Spanish, to air monthly bouts.

King said he has tapped John Chanin, a former ABC and Mutual sports executive who is currently senior vice president/administration for Meadowland Communications, East Rutherford, N.J., to head the networks, which are being marketed as the Don King Radio Network and the Don King Spanish Network. The first major fight for the English-language network will be the International Boxing Federation's (IBF) world heavyweight championship bout between Larry Holmes and Michael Spinks, which will be preceded by two other fight cards, in Las Vegas, on Sept. 21 from 8 p.m. to 11 p.m. NYT. The fight will also be carried on Home Box Office (HBO) beginning at 9 p.m.—the network will air the junior lightweight match as well as the main event—with Barry Thompkins, Larry Merchant and Sugar Ray Leonard at ringside.

Chanin told BROADCASTING that, thus far, he has cleared stations in seven of the top 10 markets and 50 of the top 100. Among the stations scheduled to air the fight are: *WABC(AM)* New York, *KNX(AM)* Los Angeles, *KNBR(AM)* San Francisco, *WWDC(AM)* Washington and *KTAR(AM)* Phoenix. Chanin said

he hopes to clear all top 100 markets.

Selected as the radio "host" for the fight is sports announcer Don Dunphy, a veteran of 44 years of boxing matches. A play-by-play announcer has not yet been named.

The first fight for the Spanish network, said Chanin, will be the World Boxing Commission's (WBC) world lightweight championship between Hector (Macho) Camacho and Jose Luis Ramirez from Las Vegas on Aug. 10 from 10 to 11:30 p.m., NYT. (HBO will also carry the fight live.) Chanin said that stations in 14 of the top 20 "Hispanic" markets will clear the broadcast.

The initial broadcast plan, according to Chanin, is to offer at least six more English and/or Spanish network-oriented fights over a six-month period—one per month. As for advertisers, Chanin said making presentations for the matches.

Harris launch

George Harris, program director of Metro-media's KMET(FM) Los Angeles and consultant to co-owned WMMR(FM) Philadelphia, is creating his own consultancy firm, Harris Communications.

Harris will launch an "adult rock" format that is currently being programed by KMET(FM), which has been signed as his first client station. According to Harris, the format will be targeted to 25-to-49-year-old males.

"In the past several years," said Harris, "album-oriented-rock (AOR) radio has come upon increasingly difficult times. The re-emergence of contemporary hit radio (CHR)/top 40, along with AOR's identity crisis, has contributed to these difficulties. 'Adult rock' will take advantage of the strength AOR had in 1975 with persons 12-24 and will emerge into today's strength with 25-49 adults."

Harris, whose new company will be based in Philadelphia beginning Aug. 12, also said he's joining forces with Philadelphia-based Bolton Research Corp. headed by Dr. Ted Bolton, which will formulate marketing and research objectives for stations.

Criteria criticized

FCC-suggested methods of predicting FM station interference to aeronautical radio navigation systems are unnecessarily conservative and could be unduly restrictive for broadcasters, according to the National Association of Broadcasters. The commission in April proposed FM broadcast site restrictions based on Federal Aviation Administration methods predicting extensive theoretical interference. But in advance comments filed with commission, NAB submitted an on-site, "worst-case" study at nine major metropolitan airports showing no observed interference to radio navigation systems.

Real estate Bloch

A one-hour call-in series, which is being billed as "America's first nationally syndicated real estate radio program," will be beamed live via satellite (Satcom 1R) beginning in September, the Action Line Group, Washington, producer of satellite TV and radio programing, announced last week. The program, titled *Real Estate Action Line*, will be fed every Sunday morning from 11 a.m. to noon, NYT. It is being offered to

stations on a market exclusive, barter basis.

H.I. "Sonny" Bloch, credited with having developed 36 communities before he became a broadcast journalist specializing in real estate and building industry news, is host of the program, which started locally in Winter Park, Fla., in 1979 before it expanded regionally in the state. The format includes an update on the week's developments in real estate and building. Action Line officials said toll-free lines will be open for listeners to ask questions or discuss problems with Bloch and featured guests. Gale B. Neme is executive producer of the series for the Action Line Group.

Deregulation

The FCC's deregulation of radio has meant less paperwork for broadcasters and more flexibility in meeting the needs of their listeners, FCC Commissioner James Quello told the United Kingdom Radio Festival in Bristol, England. "To the audience, radio deregulation has met with no noticeable reaction," Quello said. "I can safely say that I have heard very little from listening audiences regarding programing in the news and public affairs categories as a result of our deregulation efforts."

Football wrap-up

CBS Radio last week announced plans to launch a new, 13-week series summarizing the results of weekly college football games throughout the regular season beginning Saturday, Sept. 7. Titled *College Football Scoreboard*, the 20-minute broadcast will be anchored by CBS Radio sportscaster Ed In-

gles and will run through Nov. 30. The broadcast will be sponsored by True Value Hardware Stores.

Playback

NBC Sportscaster Bob Costas has been tapped to do both pre-game and half-time programs for NBC Radio Network's upcoming NFL coverage. According to NBC, Costas will do a minimum of 17 and a maximum of 19 regular-season contests (NBC is airing 27 regular-season games), but no post-season games. Meanwhile, NBC Sportscaster Bob Trumphy will handle a national, call-in post-game show titled *NFL Live* ("In Brief," Apr. 15).

Mutual Radio Network's new two-and-a-half-minute *Changing Times' Personal Business Report*, which made its debut July 1, has already cleared 180 stations including 16 of the top 25 markets, said Ben Avery, vice president, station relations. The week-day series, hosted by WOR(AM) New York vice president and news director Lou Adler, covers personal money management in addition to other business issues.

DIR Broadcasting, a New York-based radio program supplier, has launched *Pioneers In Music*, a one-hour series featuring "classic rock concerts" and hosted by WNEW-FM New York personality Dave Herman. The first program, which aired last week, featured performances by the British group, the Who. The series is sponsored by Pioneer Audio.

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The new NAB chairman charts his course

Ted Snider plans extensive travel and meetings with broadcasters to improve grass-roots lobbying support; must carry, AM parity, First Amendment on his list of concerns

As chairman of the National Association of Broadcasters, Ted L. Snider has assembled an ambitious agenda that could make him one of the association's busiest chairmen. To that end, Snider plans to travel extensively, and spend time meeting personally with his constituents. (Snider is president of Snider Corp., Little Rock, which owns KARN[AM]-KKYK[FM].)

He assumed the post last month (after a heated race against two opponents) and will chair his first executive committee meeting this week. On the eve of the meeting, Snider discussed with BROADCASTING some of his priorities as chairman.

Strengthening NAB's grass-roots lobbying efforts is one of his goals. It is so key, he said, that broadcasters must be constantly reminded of its importance. He will be working to make sure NAB's legislative liaison committee is functioning, and he has been meeting with staff to discuss ways to beef it up.

Enhancing NAB's relationship with its members and its image overall are matters Snider proposes to tackle. Those objectives stem from the recommendations contained in a private audit of NAB's public relations activities and image at large (BROADCASTING, June 24.) One way to improve the association's communications and responsiveness to the membership, he thinks, is by urging board members to work more closely with state associations. While he travels around the country, Snider also plans to spend time visiting with broadcasters on a one-to-one basis.

"I also want to make sure that our lines of communication are open with all the regulators, the FCC, the Federal Trade Commission and anybody else who might suddenly be a part," he said.

Indeed, the NAB chairman will encourage the appropriate committees to spend more time communicating with people outside the NAB. "I want us to reach out more."

For example, he explained, the FTC became a major player in the battle by public interest groups to ban beer and wine advertising. "Fortunately they saw eye to eye with us. But you never know which regulatory body might suddenly be playing a part in broadcasting." Another group that's very important to the NAB, Snider continued, is the manufacturers. (He is a former radio board chairman). "I am very concerned about keeping AM on a parity with FM. We've got to improve the sound of AM. We've got to



Snider

get more people transmitting in stereo; we've got to have better AM stereo receivers, receivers that are broadbanded that sound as good as FM. It can be done. We know it can be done."

Snider has already begun to address that issue. He has met with NAB's AM improvement committee and has discussed the subject with the National Radio Standards Committee and the Electronic Industries Association's receiver committee. "Most AM broadcasters will roll off their signal at 5 khz, 7 khz and maybe even up to 10 khz, but we've found that by spreading that out to 12½ khz, it tremendously increases the fidelity. This can be done, it's a matter of making sure the receivers are manufactured right. And the receiver manufacturers have told us that if we come up with some kind of pre-emphasis standard that they can design to, 'we'll build high fidelity AM radio.' So we're working on ways to do that."

Snider is also interested in seeing broadcasters gain full First Amendment rights. "I am concerned that broadcasters aren't as concerned as they should be about their First Amendment rights," he said. "We've never had them, so we don't as a group miss them. But the lack of full First Amendment rights causes us to be less than we could be especially in dealing with issues of local importance. We shy away from them because it's just not worth the hassle. If we did not face a hassle every time we took a position on an issue, an issue that really needs to be aired, we'd be doing a much better job as broadcasters."

It is incumbent upon NAB, he noted, to communicate to its members how crucial those rights are. Snider plans to start getting that message across this week when he ap-

pears on NAB's "Telejournal," a monthly satellite program used to present industry issues to TV members. Additionally, he wants to work with others interested in the issue, including Senator Bob Packwood (R-Ore.) and the Freedom of Expression Foundation.

There are also some pressing problems that need immediate attention, such as private line tariff increases, Snider pointed out. The scheduled elimination of the FCC's must carry rules is a matter for which NAB dropped everything last week to address. Indeed, Snider was called to Washington for several days to participate in the strategy and planning sessions.

One of the first tasks Snider faces as chairman is the selection of members to serve on the more than 25 NAB committees. Snider and NAB President Eddie Fritts are working to fill the committees.

"We have a lot of talent on these committees and given the committees' specific missions we can get a lot of the work done." He also favors holding a workshop for committee chairmen to "zero in on the functions of the committees and how to get more done."

"We want to make our committees more effective. We're trying to rotate new people in without losing the continuity of those that have been serving." Indeed, Snider has some ideas for enhancing committee membership. There are some committees, he explained, that can be made more effective by restructuring. He said all the radio committees might profit by joint meetings for staff reports and then breaking into subcommittees for work sessions.

"We're just exploring some of these things. The chairmen can't lead every charge. These people can accomplish a lot if they have a good, clear sense of direction and if we can build consensus and I can sell them on my ideas or they sell me, so that we agree upon what we should be doing." The main thing, he added, is to "use the committees to use the broadcasters to get the work done."

There are a number of other ongoing issues that NAB will stay on top of. NAB, he stressed, will remain active in its campaign against alcohol and drug abuse. Furthermore, the association will continue to explore ways to help public television find alternative funding. And he expects further activity concerning the controversy over pornographic rock lyrics. He is also concerned about minority training and ownership and will continue to work closely with NAB's minority affairs department.

Snider said he intends to "work hand in glove with Eddie" (Eddie Fritts, the NAB president). With that partnership in place, he's ready for action. □

NAB-NRBA joint convention off and running

Second Radio Management and Programing Convention is set for Sept. 11-14 with registration and exhibitors far ahead of last year; Mann and Stevens say show has learned from mistakes of initial outing; 'Radio '85' will feature more panel sessions

National Radio Broadcasters Association President Bernie Mann and Doubleday Broadcasting President Gary Stevens were in Washington last week to spread their good news: Registration for the second annual joint convention of the NRBA and the National Association of Broadcasters is five times what it was at this time last year. According to the Radio '85 Management and Programing Convention co-chairmen, problems of hotel logistics and reported infighting that plagued last year's event are not problems this year. So far, space sales and exhibitors are three times ahead of last year, and 87 of 100 suites have been spoken for.

If the numbers "are a precursor of what's going to happen," Stevens told BROADCASTING, "we're going to have the biggest convention we've ever had. . . We're cooking." To date, the convention has sold 157 booths on the exhibit floor, accounting for roughly half of the 311,000 square feet available, according to the NRBA. Radio '85, will be held Sept. 11-14 at the Dallas Convention Center and the Loews Anatole hotel. Stevens said that planning for the event is "working better this year. We eliminated a lot of the middlemen; people are working better together."

Mann too acknowledged a change from the first event: "Between NAB and NRBA, there have been reports that circulated" last year that there was "dissension and some problems and all that. I think whenever two organizations—which have not necessarily always been sharing the same bed—get together, sometimes it takes a while for the mood to permeate through the whole layer of departments." Last year there was "some concern: 'Is NAB getting enough visibility? Is NRBA getting enough?' I think now that that convention has been done. . . [now] that people sense that this is not a test, that it's going to go on and that there is an effort to really do what is best for both groups—we have found that the mood is so much better."

There will be 84 sessions at this year's convention (including several "long-form seminars" lasting about three hours), compared to 67 a year ago. Of those, 38 will be specifically devoted to programing and program formats, Stevens said. "The rest will be diffused," addressing management, programing, sales, engineering and "allied radio topics. . . that will include a lot of service people and financial evaluation and how to buy radio stations," Stevens said, adding that "you can't ignore the changing structure of ownership in radio. The opera-



Mann and Stevens

tors are buying them now."

Sessions are planned on effective marketing, financial planning and budgeting and sales management. There will also be a joint panel, via a two-way satellite television feed, between the radio convention and the Radio-Television News Directors Association's annual convention in Nashville (which will also be held Sept. 11-14).

Additionally, a session has been scheduled on pornographic rock lyrics and there will be "a booth" on antidrunk-driving public service activity, Stevens said.

Logistics for the event are better this year also, Mann and Stevens said. Last year in Los Angeles, panel sessions were divided between the Biltmore and Westin Bonaven-

ture hotels, which left convention attendees drained by the walk between the two locations in 100-degree heat (BROADCASTING, Sept. 24, 1984). And the first radio convention's 42,000 square feet of exhibit hall space spread across three floors of the Bonaventure, drew some complaints about having to travel to different floors to see all the exhibitors.

Whereas, last year "was a hurried putting together and trying to get enough space and enough room," Mann said, this year the meetings and exhibits will all be in one place. "Dallas is one of those cities where we have the luxury of that," Mann said. "Now unfortunately, we'd love to have it in the hotel, but even the Anatole isn't big

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enough to have both the exhibit space and the meetings in the same hotel," he added. There will be an additional "five or six" hotels nearby, Mann said, "where we've taken most of the rooms." Among those exhibiting at Radio '85 will be companies displaying software for computers, promotional ideas, sales training ideas, syndicators and programmers.

According to Stevens, this year's event is "going to be a good meeting. It's well-situated. It's running well ahead of last year. We learned from the mistakes that were made last year, particularly in the area of housing. We've been pretty good about selecting the people for the various panels. It's a great cross-section"—some "fresh faces," who Stevens said are "not only timely and provocative but also not repetitive."

Expenses and revenues for the convention will be divided "right down the middle" between NAB and NRBA, the co-chairmen said.

Asked if there will be a major focus to the convention, Mann said that "as far as the NRBA is concerned, one of the things we're going to put a lot of emphasis on is the All-Industry Negotiating Committee and their battle with ASCAP [American Society of Composers, Authors and Publishers] and BMI [Broadcast Music Inc.]. We've given them space in our booth and we're going to highlight them and going to highlight what they're doing. We feel very strongly about that."

With last year's convention behind them, Radio '85's organizers now have a track rec-

ord. As Stevens described it: "What you are really talking about is everybody's point of view in the radio business, which you've not had before. You have NAB's [meeting] which is sort of a traditional programming thing. We've merged it into the NRBA's thing. What you're really seeing here is the genesis of the creation of a separate identity for radio, relative to television on an annual convention basis—which we've not had before. . . . Our desire is that whoever goes and partakes of it goes away thinking that it

was whatever they wanted it to be."

As for the possibility of this convention replacing the radio portion of the NAB's own annual convention, Stevens said that "all parties are open to anything." He said he feels personally, however, that "it is important that we realize once a year that we are part of the communications industry. . . I find that it's really important that we [radio people] get together once a year with other people who basically are in the business of communicating." □

Changing Hands

PROPOSED

WNWS(AM) Miami □ Sold by Rockoff Broadcasting Inc. to Jefferson Pilot Communications Co. for \$4 million cash. **Seller** is principally owned by Neil F. Rockoff, former general manager of KHJ(AM) Los Angeles. It purchased station last year for \$5.9 million ("Changing Hands," April 14, 1984). **Buyer** is subsidiary of publicly owned Jefferson-Pilot Corp. insurance company. Subsidiary owns six AM's, five FM's and two TV's, and is headed by Wallace Jorgenson. It is also selling WGBS(AM) Miami (see below). WNWS is on 790 khz full time with 25 kw.

WGBS(AM) Miami □ Sold by Jefferson Pilot Communications to Mambisa Broadcasting Corp. for \$3.4 million cash. **Seller** is also purchasing WNWS(AM) Miami (see above). **Buyer** is principally owned by Amancio V.

Suarez, Miami real estate developer, with no other broadcast interests. WGBS is 710 khz full time with 50 kw.

WKKR-AM-FM Racine, Wis. □ Sold by Broadcast Management of Wisconsin Inc. to Columbia Theater Co. for \$2,050,000. **Seller** is debtor-in-possession headed by Joel M. Thorpe, president. It has no other broadcast interests. **Buyer** is subsidiary of Sterling Recreation Associates, Bellevue, Wash.-based station group of seven AM's and five FM's, principally owned by Frederick A. Danz and family. WKKR is daytimer on 1460 khz with 500 w. WKKR-FM is on 100.7 mhz with 50 kw and antenna 500 feet above average terrain.

KSET-FM El Paso, Tex. □ Sold by Dunn Broadcasting Co. to Jim and Jerry Ray, brothers, and Bob McDonald for \$1,750,000, comprising \$100,000 cash and remainder note at 10%, amortized over 10 years, with first two years interest only and balloon payment in eighth year. **Seller** is owned by John M. Dunn, former owner of KKJY(AM) Albuquerque, N.M. **Buyer** also owns KGNB(AM)-KNBT(FM) New Braunfels, Tex., where McDonald is general manager and Jerry Ray is sales manager. Jim Ray is general manager of KOKE-FM Austin, Tex. KSET-FM is on 94.7 mhz with 61 kw and antenna 940 feet above average terrain. *Broker: Americom Media Brokers.*

KLIQ(FM) Lake Oswego, Ore. □ Sold by Tamarack Communications Inc. to 107 Limited for approximately \$1.5 million, comprising assumption of \$1.4 million in liabilities and at least \$25,000 in commercial time, plus noncompete agreement of \$50,000. **Seller** is principally owned by David M. Jack, president. It also owns KNTA(AM) Santa Clara and KBIF(AM) Fresno, both California, and WSHO(AM) New Orleans. **Buyer** is owned by Victor M. Ives, general partner, and other limited partners. It also owns KUTI(AM)-KXDD(FM) Yakima and KOTY(AM)-KHWK(FM) Richland, both Washington. KLIQ is on 106.7 mhz with 100 kw and antenna 877 feet above average terrain.

KUFO(FM) Odessa, Tex. □ Sold by Stream Broadcasting of Texas Inc. to East-West Broadcasting Co. for \$950,000, comprising \$450,000 cash, \$175,000 noncompete agreement and remainder note at 10% over 10 years. **Seller** is owned by Harold H. Stream, who also owns collocated KOYL(AM). **Buyer** is owned by Brenda Horowitz, her father-in-law, Irving Horowitz, William

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Gruber and Richard Warren. Brenda Horowitz was applicant for new FM in San Diego. Elder Horowitz is retired physician from San Diego. Warren is engineer/air personality at KSON(AM) San Diego. Gruber owns advertising firm in San Diego. KUFO is on 97.9 mhz with 100 kw and antenna 360 feet above average terrain. *Broker: Jamar-Rice Co.*

WAXC(FM) Wapakoneta, Ohio □ Sold by Bulmer Communications Inc. to Keymarket Communications of Ohio Ltd. for \$666,666.67, comprising \$333,333.34 cash and remainder note at 9.5% over 10 years. **Seller** is owned by John A. Bulmer, who has no other broadcast interests. **Buyer** is equally 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. Two weeks ago it purchased KOFO(AM)-KKKX(FM) Ottawa, Kan. ("Changing Hands," July 22). WAXC is on 92.1 mhz with 3 kw and antenna 150 feet above average terrain.

WIDE(AM)-WBYC(FM) Biddeford, Me. □ Sold by Hoy Communications Corp. to Gold Coast Broadcasting Inc. for \$650,000 cash. **Seller** is principally owned by Frank M. Hoy and family. It has no other broadcast interests. **Buyer** is principally owned by James M. McCann and family. It also has interest in WEMJ(AM) Laconia, N.H. McCann's wife is applicant for new FM in York Center, Me. WIDE is on 1400 khz with 1 kw day and 250 w night. WBYC is on 94.3 mhz with 3 kw and antenna 170 feet above average terrain.

WFTX-AM-FM Christiansted, St. Croix, Virgin Islands □ Sold by Virgin Islands Broadcasting Corp. to Suburban Caribbean Communications Inc. for \$625,000 cash. **Seller** is owned by Hope Carpenter and Raymon Antonio De La Cruz, who have no other broadcast interests. **Buyer** is subsidiary of Suburban Radio Group, Belmont, N.C.-based station group of six AM's and four FM's owned by Bob Hilker and William Rollins. WFTX is on 970 khz with 5 kw day and 1 kw night. WFTX-FM is on 100.3 mhz with 38 kw and antenna 235 feet above average terrain. *Broker: R.A. Marshall & Co.*

WGEC(FM) Springfield, Ga. □ Sold by Christian Enterprises Inc. to WGEC Inc. for \$510,000, comprising \$100,000 cash and remainder note. **Seller** is principally owned by James N. Burkitt and family. It has no other broadcast interests. **Buyer** is principally owned by John M. Van Der Aa and Wendell Borrink, who also own WLNR(FM) Lansing, Ill. WGEC is on 103.9 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: R.A. Marshall & Co.*

KFKB(FM) Mountain Home, Ark. □ Sold by Baker Broadcasting Co. to Eustis-Wichert Communications Inc. for \$500,000, comprising \$200,000 cash, assumption of \$77,000 notes and remainder note at 9.5% over eight years. **Seller** is owned by Edward H. Baker and his wife, Evelyn. It has no other broadcast interests. **Buyer** is owned by Billy R. Eustis and Cheryl D. Wichert. Eustis is general manager of KXLS(FM) Alva, Okla. Wichert owns retail stores and real estate in Oklahoma. KFKB is on 107.5 mhz with 100 kw and antenna 900 feet above average terrain. *Broker: John Mitchell & As-*

Self examination. ABC News has announced panel members for its July 30 *Viewpoint* show, "Reporting Under the Gun" (BROADCASTING, July 8). The 90-minute broadcast, hosted by Ted Koppel, will examine the media's handling of crises such as the recent TWA Flight 847 hijacking. The panel members include Benjamin Bradlee, *Washington Post* executive editor; Roone Arledge, ABC News and Sports president; Lawrence K. Grossman, NBC News president; Charles Glass, ABC News correspondent, and three of the TWA hostages and their families. CBS has not answered a request for CBS News President Edward M. Joyce or another CBS representative to participate. The four journalists will appear on the program before an audience of 450-500 at the Marvin Center at George Washington University in Washington.

sociates.

WGOX(FM) Ravenel, S.C. □ Sold by CAMAC Broadcasting Co. to Sunshine Broadcasting Inc. for \$350,000 cash. **Seller** is owned by John and Anita Magliola and Milton A. Carson. Magliolas own WIS(FM) Key West, Fla. Carson has no other broadcast interests. **Buyer** is owned by George A. Silverman, who also owns WMGX(FM) Portland, Me., and WZID(FM) Manchester, N.H. His wife, Sunnie, is owner of WITX(FM) Belfast, Me. WGOX is on 101.7 mhz.

WKDL(FM) Trempeleau, Wis. □ Sold by Greater Trempeleau Broadcasting Co. to Riverview Communications for \$350,000, comprising \$302,000 cash and remainder note at 10% over six years. **Seller** is principally owned by Verdell Lonquist, who has no other broadcast interests. **Buyer** is owned by Patrick J. Delaney (40%), Joseph P. Roskos (40%) and Michael W. Schmitz (20%). Delaney is engineering and programing consultant in LaCrosse, Wis. He has interest in WTIM(AM)-WTJY(FM) Taylorville, Ill. Schmitz is account executive at WLXR-AM-FM La-

Crosse, Wis. He has interest in WSBW-FM Sturgeon Bay, Wis. Roskos is engineer at WIZM-AM-FM LaCrosse, Wis. WKDL is on 105.5 mhz with 1 kw and antenna 530 feet above average terrain.

System serving Elkins, W. Va. □ Sold by Tygart Valley Cable Corp. to Cablentertainment Inc. for approximately \$5 million. **Seller** is owned by Ralph Shepler, his wife, Mary France, and Chris W. Thornmiley and his wife, Kathryn. Shepler and Thornmiley have interest in Ohio Valley Cable Corp., Marietta, Ohio-based cable group operator with systems in Ohio and West Virginia. **Buyer** is Edison, N.J.-based cable MSO with systems in four states. It is headed by Robert E. Baum, president. System passes 5,000 homes with 4,900 subscribers and 110 miles of plant. *Broker: Waller Capitol Corp.*

Co-broker for the sale of WOCB(AM)-WRZE(FM) West Yarmouth, Mass. (July 22) was Raymond-O'Grady Associates.

For other proposed and approved sales see For the Record, page 67.

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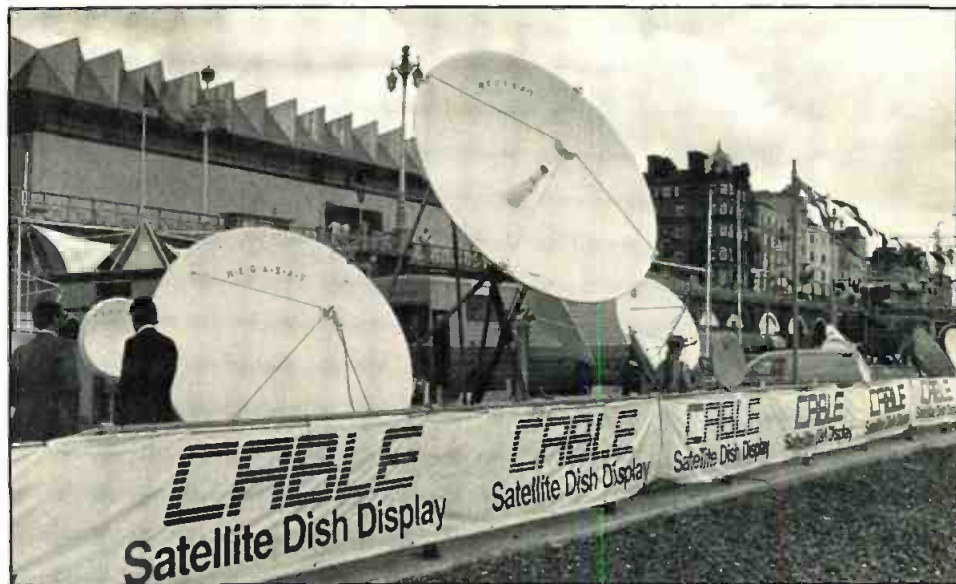
State-of-cable in the UK: slow, but steady

Cable conference in Brighton examines problems in Britain, including high cost of building systems, slow payback, but sentiment is that it will arrive with entertainment programming key

American telecommunications companies eager to expand into the potentially lucrative European market can expect further delays in the already slow development of the United Kingdom's infant cable television industry, which had been seen as the most likely entry point for many U.S. firms. However, key British government officials and cable pioneers participating in the Cable '85 Conference and Exposition (held July 9-11 at the Metropole hotel in Brighton, England) expressed cautious optimism about the industry's future in both the UK and Western Europe as a whole, with one expert predicting that at present growth rates, the UK should have 1.5 million cable homes by 1990.

"We are proceeding with determination and I have every confidence in the future," declared British Cable Authority Chairman Richard Burton during a keynote address, adding, "Cable is coming."

In an interview, Burton told BROADCASTING his office has received "quite a bit" of interest from U.S. firms in the UK's cable



development, although thus far only a handful of systems are being built with modest U.S. support. He said the cable authority, the single British franchising agency established last year by the Cable Broadcasting Act, welcomes foreign cable investment, although controlling interests must remain in British hands. The price tag for cable construction is high, owing to the government's requirement that new systems be capable of extensive interactivity. It's estimated it will cost \$30 million to build a medium-sized British cable system, or about \$3.6 billion to wire the entire country. Payback is expected to take about 20 years on these systems,

based on a 10% profit margin.

Acknowledging that investors have been hesitant to invest in a medium that so far serves fewer than 145,000 subscribers with only 860,000 homes passed, Burton said his office is committed to a timetable whereby 15 new franchises will be granted each year. (Other observers, however, say only eight to 10 new systems will be built annually for the foreseeable future.) There are 45 cable systems currently operating in the UK, but nearly all were originally constructed as repeater systems for the four broadcast networks and are only now being upgraded to accommodate cable-only program services. Two of the 45 are among the 11 new builds authorized in 1983 as part of a government-promoted experiment designed to stimulate national cable development. More than 40 of the systems are held by a single company—Rediffusion, a wholly owned subsidiary of the Mirror Newspaper Group, controlled by media entrepreneur Robert Maxwell.

"We welcome overseas investors—at least so long as the statutory restrictions relating to the control of cable operators are not breached—and are glad to see the contribution they are making to insure that cable happens here," Burton said in his prepared remarks. "But I wish that British investors showed equal enthusiasm. Some parts of British industry may lose out if the dominant interest comes from elsewhere." He predicted that investors from both sides of the Atlantic would show more enthusiasm for British cable when results are available from the four new systems that will be operational by the end of 1985. The ventures include two that have 20% ownership by Time Inc.'s American Television and Communications Co. (in Aberdeen and Westminster) and one (in Croydon) that enjoys 30% backing by Cablevision Communications. Cox Cable and Comcast have 20% equity in two systems yet to be built.

"I believe that interactive services are crucially important to the future of cable," Burton said, emphasizing government desires expressed in authorizing legislation last year. "It would be a foolish and short-sighted operator, in my view, who turned his back on business and interactive services—and the revenue they can bring—in order to concen-



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trate simply on trying to see more television." The government is seeking sophisticated systems capable of accommodating telephone services, business services, videotex, home banking and electronic mail. These demands have contributed to the cool reception among U.S.-based investors and equipment manufacturers.

The launch of the first new-build systems is one of several recent developments that have revived lagging enthusiasm for British cable. Last July, the BBC and 20 other partners abandoned plans to launch an eight-channel direct broadcast satellite service (BROADCASTING, July 1), citing cost and technical considerations. Meanwhile, cable operators now have at least four basic and two pay services to offer subscribers, with at least three more services planned for launch in 1985. Several U.S. companies are already involved in these ventures, and at least two American basic cable services plan to enter the British market in the near future.

There is also an expectation that the government will make concessions soon to firms anxious to obtain financial incentives for their upfront construction debts. To date, the Thatcher administration has firmly refused to grant capital investment tax credits and other inducements to potential investors, but Burton hinted that this position may be relaxed.

During a separate presentation, Liberal Party leader and cable company executive Alan Watson told the Cable '85 audience: "The government probably didn't know what impact its tax incentive decisions would have on the cable industry; otherwise they probably would not have made them the way they did." He predicted adjustments will be made soon.

Initial results from the UK's two newest systems have been disappointing, however. The Swindon system, launched last fall, has only signed about 500 subscribers, and Aberdeen Cable, turned on last May, has a mere 300 customers. Executives involved warn against expecting too much too soon.

"The [British] cable industry will survive and prosper," maintained Thorn EMI Director James Maxmin, whose company is principle owner of the Swindon system. "It will become a successful business, but everyone in the industry will have to understand that its potential and opportunities will be lower than the expectations of the early 1980's."

The American program suppliers have also kept a low profile in British cable, although they are hopeful that a substantial market will eventually emerge. Unlike British broadcasters, who face a strict limit on the amount of foreign-produced programming they may air, cable services are under vague guidelines expected to limit foreign acquisitions to around 25%.

ABC Video Enterprises Vice President Phil Boyer told BROADCASTING his company has already taken a 30% equity position in Screen Sport, an advertiser-supported satellite program service that also has backing from NBC Inc. and five British partners. He estimated the London-based channel receives about 60% of its current programming from ABC Video's ESPN basic cable sports network. Screen Sport is marketed to cable and satellite master antenna television

(SMATV) systems throughout Europe in a package with the advertiser-supported Children's Channel and Premiere International Pay Movie service, both also based in the UK and financially supported by Thorn EMI. Thorn EMI also operates Music Box, an 18-hour-a-day advertiser-supported music service. A fifth service, Sky Channel, is owned by Rupert Murdoch's News International and claims three million subscribers in 10 European countries. Sky Channel offers general entertainment programming, including a wide range of off-network U.S. series and made-for-television movies. Another pay movie service, Mirrorvision, operates in the UK with majority control by Maxwell's Mirror newspaper group, following the col-

lapse earlier this year of Maxwell's partnership with several major U.S. movie studios. (The venture was then known as The Entertainment Network—The Movie Channel and had about 45,000 subscribers at its demise.)

A third pay movie network, the Home Video Channel, is planning to sign on this fall, along with at least two new basic services—The Lifestyle Channel and The Arts Channel—from WHSmith Cable, a division of London's WHSmith Publishing Ltd.

ABC Video Enterprises' Boyer said his company is currently in negotiations with WHSmith as well as two London-based entrepreneurs—Patricia Smith and Sue Francis—regarding their proposals for life-style-

July 1, 1985

Traded

An exchange of cable television systems passing 446,000 homes and serving more than 205,000 basic subscribers has been transacted between

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Home Video Channel's Singer

oriented daytime services. "We'd like to sell to them," he said, "but it's still a little early." (A third life-style channel proposal has also been floated by Robert Maxwell's organization.) Boyer said ABC Video has no plans at present to sell programming to WHSmith's Arts Channel, however, and pointed out that much of the material programed in the U.S. on ABC Video's ARTS basic cable channel is acquired from Europe to begin with. Also under development at WHSmith is Videoline, a home shopping channel, and The Games Channel, with no launch dates yet announced.

Although the BBC has not announced any cable plans, the Independent Television Contractors Association, representing the UK's two commercial broadcast networks, is planning to launch ITV Superchannel in 1986, and a representative told the Cable '85 audience that considerable resources are being devoted to its development. The general entertainment, advertiser-supported service is expected to offer many ITV-produced (and some U.S.-acquired) programs to a pan-European audience via satellite.

A news-only channel is also planned by ITCA to compete with ventures being launched next fall by Turner Broadcasting's CNN and Samuels Broadcasting Ltd., of London and Los Angeles. The Samuels channel will begin with two hours of the Financial News Network, the U.S. basic ca-

ble business service, perhaps as early as November. In 1986 Samuels is expected to fold the feed into a round-the-clock general interest channel. CNN Europe will begin transmissions from Atlanta this September, coordinated by Turner's London bureau.

"CNN will not be available on cable in the UK initially," said Tony Whetstone, director general of the Cable Television Association of Great Britain. He told BROADCASTING that CNN is currently prevented from offering the service on cable in the UK because of existing exclusive agreements with British broadcasters.

At present only one cable program service from the U.S., the cultural channel, Bravo, is being offered to British subscribers through Cablevision Systems' involvement in the Croydon franchise. MTV: Music Television, however, has shown some interest in buying an equity position in Thorn EMI's Music Box music video service, marketed to about three million subscribers throughout Europe.

Whetstone said there have been "several discussions" with other possible basic cable suppliers from the U.S., "but nothing has been decided yet." He said the consensus is that the British market remains too small to make entry cost-effective for most American suppliers.

In pay cable, Paramount Pictures Corp. is partnered with MGM/UA Entertainment and

Universal Pictures in United International Pictures, which with the Rank Organization and the Mirror Newspaper Group operated TEN—The Movie Channel until early last June. The U.S. studios are still supplying Mirrorvision (TEN's successor) with product, but have shifted their financial backing to a joint venture with Dutch and Swedish partners in FilmNet/ATN, which premiered last March in the Netherlands.

"We have a gut belief that there is a great demand for cable-type services in Europe," Paramount Television Group President Mel Harris told BROADCASTING in a recent interview, "but it's still too early in the development of the learning curve." Harris said FilmNet/ATN began in the Netherlands because that country, like Belgium, is 90% cable-ready, the highest percentage in Europe. Expansion into Belgium, West Germany and Scandinavia is expected by the group within the next year.

UIP's rival in pan-European pay television is Premiere International, backed by Thorn EMI along with Columbia Pictures, Home Box Office, Showtime/The Movie Channel, 20th Century Fox Studios and Warner Brothers. Premiere is competing against Mirrorvision in the UK and will go up against FilmNet/ATN in Scandinavia, Belgium and the Netherlands within the next year. A German investment group is already operating a third pay service, Teleclub, in West Germany and Switzerland.

There was general agreement at Cable '85 that despite the British government's outspoken interest in cable-based interactive services, entertainment programming will be the engine that drives cable's development in the UK for the foreseeable future.

"It's a waste of time to talk about interactivity now," contended George Valentine, chairman of Satellite & Cable Marketing Ltd., a franchise applicant. "It may be something to discuss in 15 years, but certainly not now."

Looking at current growth trends, Valentine anticipates that by 1990, British cable operators may serve 1.5 million subscribers in five million television homes with a penetration rate approaching 40%. At that level, he said, national advertisers might begin to look favorably on the new medium as a sponsorship vehicle. Ultimately, he predicts that about 40 million British homes may be served by cable.

In a separate address, AGB Cable & Viewdata Marketing Director John Clemens said a survey conducted last December within the current British cable universe of 860,000 households passed placed pay penetration at about 7% of all cable homes. The services enjoying greatest acceptance among cable users were Sky Channel (16% penetration) followed by Music Box and The Children's Channel (each with 13.5% penetration). Screen Sport followed with 12% and the movie services with a combined total of 6%. The monthly churn rate was pegged at about 4%, with high cost most frequently cited as the reason for disconnection. The typical subscriber was young, had children and a modest or lower income.

Clemens said initial results suggest there is a large potential audience for cable programming, noting that cable-equipped homes

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showed a viewing level ranging from 19% to 29% for cable-only services, depending on availability. He also pointed out that British viewers watch an average of 4.3 hours per capita per day, compared with nearly seven hours by their American counterparts.

"Our conclusion is that there is a substantial demand—and willingness to pay—for additional television," said Clemens. "[But] for the product to get better, there has to be a helluva lot more audience out there."

British cable also faces substantial existing competition from the videocassette recorder in the UK, where VCR penetration has reached 35%. In addition, the government has recently deregulated SMATV, largely in the hope that program services originally designed for cable distribution will be able to survive during the slow construction phase.

Jeremy Rose, technical director of Communications Systems Ltd., told a Cable '85 audience that recent deregulation of the SMATV industry should strengthen its competitive edge with cable in unfranchised areas, although the government is protecting cable by prohibiting SMATV licensing in areas where cable franchises have been or are about to be awarded. It's estimated that about 250,000 British homes currently have access to SMATV or MATV systems, with that market expected to increase to about \$6.5 million in 1987. Individuals and companies from non-Common Market countries are barred from SMATV operations, said Rose, concluding that the industry faces a "fairly reasonable" future in coexistence with cable and DBS.

The revival of a domestic DBS service in the UK has been mentioned by several of the original partners in the so-called Club of 21, the 21-member BBC-led consortium that abandoned its DBS development plans last month. The system was being supported by the government under the condition that British companies construct the needed satellites which critics said raised the price-tag to an unrealistic \$635 million. RCA Americom has proposed building a DBS satellite system at about half the price, but it is unclear whether the Thatcher government will relax its construction requirements in the realization that other European nations are moving quickly ahead with DBS ventures of their own that could leave the UK in the cold. The government has so far declined to provide any funding for the DBS venture, but the feeling at Cable '85 was that some sort of British DBS service will eventually emerge for competitive reasons.

"DBS will limit cable's potential in some areas," predicted Thorn EMI's James Maxmin, one of the five nonbroadcast partners in the Club of 21 venture and still a possible participant in a revived DBS venture. "Low and medium-powered DBS is already here and will continue to grow...spurred by low-cost home dishes and SMATV."

Maxmin told conference participants that Thorn EMI is distributing the three cable-oriented program services it is now partnered in directly to single-unit homes, hotels and apartment houses under the Galaxy Television banner. The move is accompanied by overtures to SMATV operators following government deregulation.

Maxmin agreed that the UK, on its own, cannot expect to support individual domestic cable services due to the small number of potential subscribers.

"We must provide worldwide or pan-European services," he contended. "There is a critical software shortage now," alluding to the difficulty program suppliers have had in competing for motion pictures from major studios which also sell to the BBC and ITV.

Former TEN Program Controller Adam Singer, now managing director of the recently-formed Home Video Channel, maintained that satellite distribution is unnecessary for a successful British pay movie channel and criticized the industry for relying too heavily on the U.S. cable channel model.

"I have reservations about following U.S. pay television too closely," he said. "It overlooks one final ingredient: evolution." Singer noted that Home Box Office's shift toward a marketing orientation based on changing market conditions in the U.S. cable market did not necessarily apply to the UK because of the latter country's smaller size, lower standard of living, higher VCR penetration, lower cable and cinema awareness and the availability of uncut, uninterrupted films on the BBC.

"We have proposed [pay] channels that are unnecessarily expensive for the UK," he insisted, estimating that the two current movie channels were spending over \$10 million each on their 45,000 subscribers. "Mostly what we have is a second-hand programming business," Singer conceded.

The Home Video Channel will launch in

September without the benefit of satellite distribution, which Singer feels is unnecessary in the UK for a domestic service. It will also save costs on marketing and promotion, leaving those tasks to individual cable operators. Programing will be bicycled by videotape, with the savings used to acquire films from within the top 50 British VCR rentals.

A realistic appraisal of the market potential for interactive services was offered by Weston E. Vivian, vice president of Boston's Kalba Bowen Associates research firm. Vivian estimated that fewer than 5% of total U.S. cable revenues will be derived from nonentertainment services within the next five years, with the bulk of such revenues accounted for by videotex, business data delivery, home security and downloading of computer programs. He noted that almost all cable companies in the U.S. have deferred or canceled any prior commitment to develop and offer nonentertainment services, concluding that they are not prudent investments at this time. The situation will probably change in the longterm, according to Vivian, as the revenue stream from entertainment channels levels off.

"While total [U.S.] industry revenue for entertainment services this year will be \$8 billion, revenue for nonentertainment services will be only \$20 to \$30 million, or less than 0.3 percent of the total," he said.

Online Conferences Ltd., sponsor of Cable '85, estimated more than 2,000 persons attended the three-day event. About 50 companies occupied more than 6,000 square feet of exhibit space plus an outdoor satellite dish farm. U.S. companies on hand included Jer-

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Despite its slow start, American representatives at the conference said they still view the UK as an important element in their European cable expansion plans. Although the low countries and Switzerland are more extensively wired, political and regulatory delays in West Germany, France, Ireland and Scandinavia have limited cable development there to small or experimental systems. Representatives of firms attending Cable '85 said they believe British cable will grow at a much faster rate now that most regulatory hurdles have been overcome.

Ultimately, however, London's Communications and Information Technology research group estimates that only about 17% of Western Europe's 130 million television homes will have access to some form of cable by 1992, of which about 12% will be newly built systems. Annual capital expenditures by that time will be an estimated \$1.3 billion, with subscriber revenues reaching more than \$2.5 billion by 1995 and with advertising revenue reaching about \$1.3 billion that same year.

For the time being, at least, the European cable market is not a pot of gold for the American communications companies. □

Storer may decide this week on KKR and Comcast bids

Representatives from group owner query both potential suitors on details of their respective offering

A decision on the two competing bids for Storer Communications could be reached at a special meeting of the company's board which reportedly has been called for early this week. The two proposals, one from Bala Cynwyd, Pa.-based MSO, Comcast Corp., and the other from the New York-based investment banking firm, Kohlberg Kravis Roberts & Co., are both valued near \$2 billion.

The Comcast offer, made July 16, was at a significant premium over KKR's leveraged buyout proposal but by last Friday the first blush had worn off—both because it was

widely expected that KKR would raise its offer and because certain tax questions were being raised about the Comcast offer.

Although no officials for the parties involved were commenting, BROADCASTING has learned that meetings were held late into Thursday evening at the offices of Storer's New York law firm, Simpson, Thatcher & Bartlett. There, the two suitors separately fielded questions from the Simpson, Thatcher attorneys and Storer's investment bankers, Dillon Read & Co. According to one of those present, both KKR and Comcast were "asked for everything, including more money."

If Storer had its way, that extra money would come in the form of higher cash or equity to be invested in the surviving company, rather than simply raising the per-share offer to shareholders by increasing the ultimate debt. Of the two proposals, the Comcast offer, while higher on a per-share basis, would apparently be more highly leveraged, at least as measured by a such financial ratios as debt to assets and interest coverage.

The Comcast delegation, which included two company officials, as well as their representatives, was asked at length about the tax implications of the plan. There is apparently some worry on the part of Storer officials that the merger would not qualify as a "liquidation" under tax law and therefore when the television stations were sold the surviving company would inherit a much larger tax liability. In KKR's proposal, the television stations are to be kept. Additionally, Comcast's investment banker, Merrill Lynch, was queried about the value of the preferred securities that it plans issuing to raise whatever additional funds are needed after the sale of the TV stations. Merrill Lynch has committed to buy any unsold securities.

Storer itself said last week that second-quarter results were partly affected by expenses from the above and previous proceedings. It announced last week that second-quarter losses increased to \$15.9 million from \$1.1 million the previous year, on a 13% revenue increase to \$155 million. The company attributed the increased losses to a pretax \$14.2-million loss on the sale of a cable system and on \$14.2 million of pre-tax expenses in connection with the proxy contest leading up to the June shareholders meeting, its abandoned recapitalization plan and the recent merger activities. □

Nielsen to expand 'people meter' test to 600 installations

Device shows promise, says company, but needs more study

The A.C. Nielsen Media Research Group is expanding the testing of its "people meter," a device designed to show not only how many viewers are watching television and what they're watching but also their demographic makeup.

Nielsen said it is currently testing people meters in 300 locations and will double the number to 600 with installations beginning next fall. An evaluation will be made about a year later, in January 1987.

William S. Hamill, executive vice president of the Nielsen Media Research Group, said indications are "that the people meter in some form may prove successful. However, prudence and our rigorous measurement procedures dictate that we test people meters thoroughly, with even larger samples."

Hamill said: "A primary consideration is the performance of a people meter across time. Factors under close scrutiny include the cooperation of the households in continuing to provide reliable data over a substantial period of time.

"Other areas critical to the evaluation of the people meter include seasonal trends in people using television (PUT), evidence of fatigue in recording viewing, cooperation rate of the pre-designated sample and the ability of the meter to reflect the wide range of people's viewing habits."

And, Hamill added: "other criteria must be thoroughly evaluated before a decision can be made as to which system provides the most accurate basis for projecting measurement of the future performance of programs and advertising time. . . To validate an audience measurement that performs this function takes time—years not months."

Hamill said that Nielsen, on the assumption that people meters can be installed in its national or NTI (Nielsen Television Index) sample, has drawn up a conversion plan "that calls for additional people meters to replace some NTI meters, while simultaneously discontinuing the NAC (National Audience Composition) diary service. In effect, the 2,600 diaries currently used will disappear, and the people meters will replace them as an integral part of the NTI system," he said.

Hamill said Nielsen has fully underwritten the development of its people meter tests and has "continually recognized the need for improved audience composition measurement systems."

Nielsen's is one of two people meters currently being tested in the U.S. The other, known as PeopleMeter, was developed by AGB Research PLC of London and is represented in this country by AGB Television Research Inc. The American subsidiary says that since Feb. 4 it has been delivering continuous overnight people and household ratings based on a sample of some 400 TV homes in Boston. □

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Justice subpoenas network tapes of hijacking

ABC, CBS, NBC have agreed to cooperate; CNN says yes, but then decides to reconsider

The Department of Justice will get the cooperation—if uneasy—of at least three of the four television networks in the government's effort to bring to justice the hijackers of the TWA Flight 847 who killed one of the American passengers and held 39 American citizens hostage in Beirut for more than two weeks.

The networks gathered an enormous amount of material in their intense coverage of the story, and last week the department was on its way to scooping up much of it up with the aid of broad-gauge subpoenas for tapes and photographs, whether used on the air or not. And while the department declined to divulge much information concerning the subpoenas, CBS News said the department plans to present the material to a grand jury, sitting in Washington, that will be asked to indict the hijackers.

Spokespersons for ABC, CBS and NBC said those networks would provide less than everything. The spokesperson for NBC said the network would make available material that was broadcast but would limit the radio and television outtakes it turns over to those bearing on the identity of the Shiite Moslem hijackers being sought. The ABC spokesperson said it was "likely that we wouldn't give everything—Justice has asked for footage on specific shots, not every single inch." The CBS spokesperson said the network would provide materials "relevant to crimes committed" during the hijacking. A Justice Department spokesman said the department would "agree to reasonable limits."

As for CNN, it was experiencing second thoughts, after issuing a statement on Wednesday saying it would comply with the subpoena. On Thursday, it turned over some of the material it had aired—but then its officials began reviewing the matter with CNN attorneys who spent much of Friday in talks with Justice lawyers. They were attempting to define the scope of the materials requested. The talks were to continue today.

The subpoenas were personally approved by Attorney General Edwin Meese III, in accordance with department guidelines on such matters, but in his absence from the country were signed by Deputy Attorney General Lowell Jensen. And they constitute another and the most visible effort yet on the part of the government to locate the two hijackers who on June 14 took over the TWA flight that was on its way from Athens to Rome and diverted it to Beirut and the start of a 17-day ordeal for the passengers. Early in the crisis, the hijackers beat and fatally shot a U.S. Navy serviceman, and dumped his body on the tarmac of the Beirut airport. One Justice Department official said the



broadcast material is being sought to help investigators identify one of the hijackers. He said the government knows who the hijackers are but that it needs "a positive identification."

Broadcast journalists generally are reluctant to comply with government requests for outtakes; they feel such cooperation makes them appear to be an arm of the government and compromises their role as independent observers and investigators. There is also concern that camera crews and correspondents would become targets for terrorists if they believe broadcasters are cooperating with law-enforcement agencies. But the courts have tended to side with the government in a test of whether the First Amendment permits journalists to withhold information in criminal matters. The Supreme Court in 1972, in *Branzburg*, held that journalists have no more right than other private citizens to withhold information requested by a grand jury in a criminal case (BROADCASTING, July 23, 1972).

Spokespersons for NBC and CNN said the government attorneys who had contacted them originally on the matter—perhaps two weeks before the subpoenas were filed—indicated they were interested only in material that had been aired. NBC's response was that it would provide copies of such material, since it had already been made available publicly. CNN's executive vice president, Ed Turner, said he told the Federal Bureau of Investigation agent who called him that he would "rather have a subpoena."

But the Justice, it developed, was seeking outtakes as well. Still, CNN was preparing to comply, as it said in its statement, because it thought such an action was "in the public interest." Turner at that point was uncomfortable. "I'm nervous," he said. That feeling evidently was picked up by others in the organization as the week wore on.

Clearly the facts in the case made it difficult for the networks to attempt to resist the government's subpoenas, as they could by

challenging them in court. ABC said in a statement that its attorneys, in talks with government lawyers, had determined that the government's purpose was "to find the people who hijacked the TWA flight and killed an American citizen." In view of that, the statement added, "it's consistent with ABC News policy to comply with the subpoena by giving everything which appeared on the air and to provide off-air material in a manner consistent with the constitutional protection given to a news organization." CBS agreed to cooperate only after its lawyers spent two days in discussions with Justice Department lawyer defining the scope of the material to be made available to the government. And in its statement, CBS sought to make clear it was not abandoning its argument that the First Amendment protects unpublished material, and would continue to resist efforts to obtain such information, "except in the most compelling circumstances." CBS said it based its decision on "the unique circumstances" of the story, "as well as long-standing CBS News policies which allow the release of nonbroadcast materials essential to the investigation of crimes involving threats to human life."

Of all the networks, CNN, in its statement, offered the fullest description of what it was Justice was seeking: "video tapes, audio tapes and photographic material covering the taking of TWA hostages in Beirut last month." Then the statement said, "under the authority of the Federal Air Piracy Statute, the subpoena specifically seeks both published and unpublished material covering the hijacking itself, hijackers, guards, negotiators, the hostages themselves and all interviews."

The subpoenas, which had been issued on Tuesday, had a two-day return date. But a spokeswoman for NBC, Mary Lou O'Callahan, said NBC's attorneys, in their meeting with the Justice Department lawyers on Wednesday, had persuaded the Justice Department to cancel that deadline. O'Callahan said NBC officials were screening television and radio material that had been aired and would make that available. In addition, she said, "we will conduct an internal review of all video and audio outtakes. We will look for material bearing on the identity of the terrorists—that's what the Justice Department wants. Once we cull that out, we'll give it to the Justice Department for its presentation to the grand jury."

A Justice Department spokesman, Patrick Korten, indicated the department was aware of the sensitivity of its effort to obtain the material the networks collected in their coverage of the Beirut hostage story. "As far as we're concerned, we're not asking for source material, just pictures," said Korten, the department's deputy director of public affairs. "If it were not important," he added, "we wouldn't have asked for it." □

Stock Index

	Closing Wed Jul 24	Closing Wed Jul 17	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	113 3/4	113 7/8	- 1/8	- 0.11	17	3,306
N Capital Cities	212 1/2	222 3/4	- 10 1/4	- 4.60	20	2,739
N CBS	118	117 3/4	1/4	0.21	20	3,513
O Clear Channel	19	18 3/4	1/4	1.33	26	56
N Cox	74 3/4	74 7/8	- 1/8	- 0.17	23	2,109
O Gulf Broadcasting	15 1/2	15 1/2			141	690
O Jacor Commun.	3 3/4	3 3/4				21
O LIN	32 1/2	32 1/2			24	856
O Malrite	13 1/4	14 1/8	- 7/8	- 6.19	16	111
O Malrite 'A'	12	13 1/2	- 1 1/2	- 11.11	15	51
O Orion Broadcast	1/32	1/32				2
O Price Commun.	11 5/8	11 3/4	- 1/8	- 1.06		69
O Scripps Howard	44	40	4	10.00	26	454
N Storer	88	87 1/8	7/8	1.00		1,447
O SunGroup Inc.	3 5/8	3 3/4	- 1/8	- 3.33		5
N Taft	83	78 1/4	4 3/4	6.07	16	749
O United Television	23 7/8	23 3/8	1/2	2.14		262

	Closing Wed Jul 24	Closing Wed Jul 17	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	27 3/4	28 1/4	- 1/2	- 1.77	19	170
A Affiliated Pubs	48	48 1/4	- 1/4	- 0.52	21	587
N American Family	23 7/8	23 3/4	1/8	0.53	13	713
O Assoc. Commun.	28 1/4	28 1/4				135
N A.H. Belo	53 3/4	53 1/4	1/2	0.94	18	622
N John Blair	21 1/2	19 5/8	1 7/8	9.55	108	172
N Chris-Craft	47 1/2	50 1/8	- 2 5/8	- 5.24		303
N Gannett Co.	61 7/8	65 3/8	- 3 1/2	- 5.35	21	4,960
N GenCorp	44 5/8	46 3/4	- 2 1/8	- 4.55	50	977
O Gray Commun.	103	102	1	0.98	18	51
N Jefferson-Pilot	45	44 1/2	1/2	1.12	7	1,380
O Josephson Intl.	8 1/2	8 1/2				40
N Knight-Ridder	37 1/4	39 3/4	- 2 1/2	- 6.29	17	2,079
N Lee Enterprises	44 1/2	43 1/4	1 1/4	2.89	21	576
N Liberty	30	29 7/8	1/8	0.42	14	303
N McGraw-Hill	45 7/8	47 5/8	- 1 3/4	- 3.67	16	2,310
A Media General	76 1/2	81	- 4 1/2	- 5.56	15	534
N Meredith	71 3/4	69 3/4	2	2.87	16	678
O Multimedia	58	63 1/8	- 5 1/8	- 8.12	28	968
A New York Times	45 1/2	47 1/4	- 1 3/4	- 3.70	17	1,820
O Park Commun.	36	37	- 1	- 2.70	23	331
N Rollins	26 1/2	26 1/8	3/8	1.44	37	387
T Selkirk	24	25	- 1	- 4.00	52	195
O Stauffer Commun.	65	65			11	65
A Tech Operations	71	70 1/8	7/8	1.25	16	57
N Times Mirror	54 1/4	56 1/4	- 2	- 3.56	16	3,895
N Tribune	46 1/8	48 1/4	- 2 1/8	- 4.40	17	1,867
A Turner Bcstg.	19 1/2	20 1/2	- 1	- 4.88	41	425
A Washington Post	121 1/2	124	- 2 1/2	- 2.02	17	1,558

	Closing Wed Jul 24	Closing Wed Jul 17	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O American Nat. Ent	1 3/16	71 3/8	- 3/16	- 13.64	6	3
O Barris Indus	23 3/4	26	- 2 1/4	- 8.65	40	153
N Coca-Cola	71 3/4	74	- 2 1/4	- 3.04	15	9,387
N Disney	86 3/4	90	- 3 1/4	- 3.61	58	2,865
N Dow Jones & Co.	44 1/2	46 1/4	- 1 3/4	- 3.78	22	2,861
O Four Star	5 1/2	5 1/4	1/4	4.76	6	4
A Fries Entertain.	10 7/8	11 7/8	- 1	- 8.42	155	37
N Gulf + Western	38 3/8	39 7/8	- 1 1/2	- 3.76	12	2,692
O King World	18 7/8	19 1/2	- 5/8	- 3.21	16	96
O Robert Haiml	2 1/4	2 1/2	- 1/4	- 10.00		39
A Lorimar	37 1/2	37 1/2			9	286
N MCA	62 3/4	64 1/8	- 1 3/8	- 2.14	33	3,104
N MGM/UA	16 1/8	16 1/2	- 3/8	- 2.27		801
N Orion	11 1/4	11	1/4	2.27	39	106
O Reeves Commun.	11 3/4	12 5/8	- 7/8	- 6.93		146
O Sat. Music Net.	10	9 1/2	1/2	5.26		68
O Telepictures	26 5/8	27 1/2	- 7/8	- 3.18	20	207
N Warner	29 7/8	31	- 1 1/8	- 3.63		1,819
A Wrather	20 1/4	21	- 3/4	- 3.57		142

	Closing Wed Jul 24	Closing Wed Jul 17	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.	48 3/4	50	- 1 1/4	- 2.50	14	308
O Compact Video	5 1/8	4 5/8	1/2	10.81		22
N Comsat	37 5/8	37 1/4	3/8	1.01	12	681
O Doyle Dane B.	26 3/4	26 1/4	1/2	1.90	18	141
N Foote Cone & B.	57	58 1/2	- 1 1/2	- 2.56	13	202
O Grey Advertising	204	203	1	0.49	12	123
N Interpublic Group	42 1/4	42 3/4	- 1/2	- 1.17	14	459
N JWT Group	34 3/8	35 3/8	- 1	- 2.83	19	310
A MovieLab	8 1/4	8 1/4				13
O Ogilvy & Mather	45 1/8	45	1/8	0.28	16	413
O Sat. Syn. Syst.	7 1/4	7 3/8	- 1/8	- 1.69	12	41
O Telemation	5 1/2	5 1/2			5	6
O TPC Commun.	3/8	3/8				4
A Unitel Video	7 5/8	7 1/4	3/8	5.17	25	17
N Western Union	12 5/8	13 1/2	- 7/8	- 6.48		308

	Closing Wed Jul 24	Closing Wed Jul 17	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
CABLE						
A Acton Corp.	2 1/2	2 5/8	- 1/8	- 4.76		15
O AM Cable TV	2 5/8	3 1/2	- 7/8	- 25.00		9
N American Express	44 5/8	48 1/4	- 3 5/8	- 7.51	15	9,727
N Anixter Brothers	16 7/8	16 1/4	5/8	3.85	18	307
O Burnup & Sims	8 5/8	8 5/8			8	77
O Cardiff Commun.	1	1			100	5
O Comcast	18 1/4	20 5/8	- 2 3/8	- 11.52	27	356
N Gen. Instrument	17 1/4	17	1/4	1.47		559
N Heritage Commun.	18	18 5/8	- 5/8	- 3.36	38	262
O Jones Intercable	6 3/4	7	- 1/4	- 3.57	13	62
T Maclean Hunter X	12 3/4	14 3/8	- 1 5/8	- 11.30	18	470
A Pico Products	3 7/8	3 3/8	1/2	14.81		14
O Rogers Cable	10	10 7/8	- 7/8	- 8.05		228
O TCA Cable TV	23 1/2	23 3/4	- 1/4	- 1.05	33	157
O Tele-Commun.	32	33 1/4	- 1 1/4	- 3.76	291	1,493
N Time Inc.	54 5/8	58 3/8	- 3 3/4	- 6.42	16	3,320
N United Cable TV	32 3/4	31	1 3/4	5.65	51	330
N Viacom	50 5/8	48 1/4	2 3/8	4.92	22	790

	Closing Wed Jul 24	Closing Wed Jul 17	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS/MANUFACTURING						
N Arvin Industries	25 7/8	24 1/4	1 5/8	6.70	10	300
O C-Cor Electronics	8 1/2	8 1/2				25
O Cable TV Indus.	3 1/8	3 3/8	- 1/4	- 7.41	20	9
A Cetec	6 3/8	6 3/8			8	14
O Chyron	6 1/2	7 1/8	- 5/8	- 8.77	13	60
A Cohu	9 7/8	9 3/4	1/8	1.28	9	18
N Conrac	13 5/8	14 1/8	- 1/2	- 3.54	6	82
A CMX Corp.	1 3/4	1 7/8	- 1/8	- 6.67		7
N Eastman Kodak	45 3/4	46 1/2	- 3/4	- 1.61	12	10,440
O Elec Mis & Comm.	10 3/4	12 1/8	- 1 3/8	- 11.34		31
N General Electric	63 5/8	63 1/4	3/8	0.59	13	28,941
O Geotel-Telemet	1 7/8	1 3/4	1/8	7.14	23	6
N Harris Corp.	28 7/8	29	- 1/8	- 0.43	13	1,162
N M/A Com. Inc.	21 3/4	21 5/8	1/8	0.58	22	947
O Microdyne	6 1/8	6 5/8	- 1/2	- 7.55	77	28
N 3M	80 1/4	80 1/2	- 1/4	- 0.31	13	9,213
N Motorola	36	35 5/8	3/8	1.05	12	4,282
N N.A. Phillips	35 1/2	34 5/8	7/8	2.53	8	1,024
N Oak Industries	1 3/8	1 3/8				28
N RCA	44 7/8	46 1/2	- 1 5/8	- 3.49	13	3,684
N Rockwell Intl.	40 5/8	39 7/8	3/4	1.88	11	6,051
N Sci-Atlanta	13	12 5/8	3/8	2.97	20	302
N Signal Co.s	43 5/8	43 5/8			17	4,826
N Sony Corp.	15 1/2	16 1/2	- 1	- 6.06	13	3,579
N Tektronix	63 7/8	65	- 1 1/8	- 1.73	9	1,244
A Texscan	2 7/8	2 5/8	1/4	9.52	48	19
N Varian Assoc.	31 3/4	30 1/2	1 1/4	4.10	15	701
N Westinghouse	34 3/4	35 1/2	- 3/4	- 2.11	11	6,083
N Zenith	19 7/8	18 5/8	1 1/4	6.718	459	
Standard & Poor's 400	213.27	215.52	- 2	1/4	-	1.04

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

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

As compiled by BROADCASTING, July 17 through July 24, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

■ KFKB(FM) Mountain Home, Ark. (107.5 mhz; 100 kw; HAAT: 900 ft.)—Seeks assignment of license from Baker Broadcasting Co. to Eustis-Wichert Communications Inc. for \$500,000, comprising \$200,000 cash, assumption of approximately \$77,000 in notes and remainder note at 9.5% over eight years. Seller is owned by Edward H. Baker and his wife, Evelyn. It has no other broadcast interests. Buyer is owned by Billy R. Eustis and Cheryl D. Wichert. Eustis is general manager of KXLS(FM) Alva, Okla. Wichert owns retail stores and real estate in Oklahoma. Filed July 17.

■ WNWS(AMM) Miami (790 khz; 25 kw-U)—Seeks assignment of license from Rockoff Broadcasting Inc. to Jefferson-Pilot Communications Co. for \$4 million cash. Seller is principally owned by Neil F. Rockoff, former general manager of KHJ(AM) Los Angeles. It purchased station last year for \$5.9 million ("Changing Hands," April 14, 1984). Buyer is publicly owned Charlotte, N.C.-based station group of six AM's, five FM's and two TV's. It is also selling WGBS(AM) Miami (see below). Filed July 17.

■ WGBS(AM) Miami (710 khz; 50 kw-U)—Seeks assignment of license from Jefferson-Pilot Communications to Mambisa Broadcasting Corp. for \$3.4 million cash. Seller is also purchasing WNWS(AM) Miami (see above). Buyer is principally owned by Amancio V. Suarez, who has no other broadcast interests. Filed July 17.

■ KGMV(TV) Maui and KGMD-TV Honolulu, both Hawaii (KGMV: ch. 3; ERP vis. 14.1 kw, aur. 2.69 kw; HAAT: 5,950 ft. ant. height above ground: 60 ft.; KGMD-TV: KGMD-TV: ch. 9; ERP vis. 9.68 kw; aur. 1.71 kw; HAAT: minus 290 ft.; ant. height above ground: 258 ft.)—Seeks assignment of license from Heftel Broadcasting Maui to Lee Enterprises Inc. for \$20,000 for option. Seller is subsidiary of H&W Communications, Honolulu-based station group of four AM's one FM and two TV's, principally owned by Cecil Heftel, Democratic senator from Hawaii. It also recently purchased KTNQ(AM)-KLVE(FM) Los Angeles. Buyer is Davenport, Iowa, newspaper publisher and station group headed by Lloyd G. Schermer. It owns one AM, one FM and three TV's and newspapers in Illinois, Iowa, Wisconsin, Nebraska, Montana, Minnesota, Oregon and North Dakota. TV's. Filed July 19.

■ WIDE(AM)-WBVC(FM) Biddeford, Me. (AM: 1400 khz; 1 kw-D; 250 w-N; FM: 94.3 mhz; 3 kw; HAAT: 170 ft.)—Seeks assignment of license from Hoy Communications Corp. to Gold Coast Broadcasting Inc. for \$650,000 cash. Seller is principally owned by Frank M. Hoy and family. It has no other broadcast interests. Buyer is principally owned by James M. McCann and family. It also has interest in WEMJ(AM) Laconia, N.H. McCann's wife is app. for new FM in York Center, Me. Filed July 17.

■ WAXC(FM) Wapakoneta, Ohio (92.1 mhz; 3 kw; HAAT: 150 ft.)—Seeks assignment of license from

Bulmer Communications Inc. to Keymarket Communications of Ohio Ltd. for \$666,666.67, comprising \$333,333.34 cash and remainder note at 9.5% over 10 years. Seller is owned by John A. Bulmer, who has no other broadcast interests. Buyer is equally 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. Two weeks ago it purchased KOFO(AM)-KXXX(FM) Ottawa, Kan. ("Changing Hands," July 22). Filed July 19.

■ KLIQ(FM) Lake Oswego, Ore. (106.7 mhz; 100 kw; HAAT: 877 ft.)—Seeks assignment of license from Tamarack Communications Inc. to 107 Limited for approximately \$1.5 million, comprising assumption of approx. \$1.4 million in liabilities and at least \$25,000 in commercial time, plus noncompete agreement of \$50,000. Seller is principally owned by David M. Jack, president. It also owns KNTA(AM) Santa Clara, KBIF(AM) Fresno, both California and WSHO(AM) New Orleans. Buyer is owned by Victor M. Ives, general partner, and 11 other limited partners. It also owns KUTI(AM)-KXDD(FM) Yakima and KOTY(AM)-KHWK(FM) Richland, both Washington. Filed July 16.

■ WGOX(FM) Ravenel, S.C. (101.7 mhz)—Seeks transfer of control of CAMAC Broadcasting Co. from Milton A. Carson (50%), and John Magliola and his wife Anita (25% each before; none after) to Sunshine Broadcasting Inc. for \$350,000 cash. Sellers, John and Anita Magliola, own WIIS(FM) Key West, Fla. Carson has no other broadcast interests. Buyer is owned by George A. Silverman, who also owns WMGX(FM) Portland, Me. and WZID(FM) Manchester, N.H. His wife, Sunnie, is owner of WITX(FM) Belfast, Me. Filed July 17.

■ WBUG(AM)-WXRY(FM) Ridgeland, S.C. (AM: 1420 khz; 1 kw-D; FM: 104.9 mhz)—Seeks assignment of license of Ridgeland Broadcasting Co. to Pennington Communications of South Carolina Ltd. for \$85,000 cash. Seller is principally owned by Daniel W. Davis, president. One partner, Robert Parnell, has interest in WDPN(FM) Columbia, S.C. Buyer is owned by William J. Pennington Jr. and his son, William III. It also owns KQMG(FM) Carrizo Springs, Tex. Filed July 18.

■ KUFO(FM) Odessa, Tex. (97.9 mhz; 100 kw; HAAT: 360 ft.)—Seeks assignment of license from Stream Broadcasting of Texas Inc. to East-West Broadcasting Co. for \$950,000, comprising \$450,000 cash, \$175,000 noncompete agreement and remainder note at 10% over 10 years. Seller is owned by Harold H. Stream, who also owns colocated KOYL(AM). Buyer is owned by Brenda Horowitz (49%) and her father-in-law, Irving Horowitz (36%), William Gruber (10%) and Richard Warren (5%). Brenda Horowitz was app. for new FM in San Diego. Elder Horowitz is retired physician from San Diego. Warren is engineer/air personality at KSON(AM) San Diego. Gruber owns advertising firm in San Diego. Filed July 16.

■ WOKL(AM) Eau Claire, Wis. (1050 khz; 1 kw-D)—Seeks transfer of control of Progressive Communications Inc. from stockholders to William E. Payne and Martin C. Hannemann for \$50,000 note at 10% over 15 years. Seller is equally owned by Robert W. Braunn, Dennis Hogan, Murtis G. Smith, Arthur Devine and Fred Ebitino and his wife, Kay, who each own 10.5%. William Payne owns remaining 36.8%. It has no other broadcast interests. Buyers also have interest in WMIN(AM) Maplewood, Minn. Filed July 17.

■ WKKR-AM-FM Racine, Wis. (AM: 1460 khz; 500 w-D; FM: 100.7 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from Broadcast Management of Wisconsin Inc. to Columbia Theater Co. for \$2,050,000. Seller is debtor-in-possession headed by Joel M. Thorpe, president. It has no other broadcast interests. Buyer is subsidiary of Sterling Recreation Associates, Bellevue, Wash.-based station group of six AM's and four FM's, principally owned by Frederick A. Danz, and family. Filed July 17.

■ WKDL(FM) Trempeleau, Wis. (105.5 mhz; 1 kw; HAAT: 530 ft.)—Seeks assignment of license from Greater Trempeleau Broadcasting Co. to Riverview Communications for \$350,000, comprising \$302,000

cash and remainder note at 10% over six years. Seller is principally owned by Verdel Lonnquist, who has no other broadcast interests. Buyer is owned by Patrick J. Delaney (40%), Joseph P. Roskos (40%) and Michael W. Schmitz (20%). Delaney is engineering and programing consultant in La Crosse, Wis. He has interest in WTIM(AM)-WTJY(FM) Taylorville, Ill. Schmitz is account executive at WLXR-AM-FM La Crosse. He has interest in WSBW-FM Sturgeon Bay, Wis. Roskos is engineer at WIZM-AM-FM La Crosse. Filed July 18.

New Stations

Applications

AM's

■ Frazier Park, Calif.—Anita L. Levine seeks 1050 khz; 2.5 kw-D. Address: 10880 Wilshire, Los Angeles 90024. Principal owns KSUR-FM Greenfield, Calif., and is wife of Saul Levine, who owns KKAR(AM) Hesperia and KGGO(FM) Los Angeles, both California, and KRTR(FM) Kailua and KSHO(TV) Honolulu, both Hawaii. 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 (75%), his wife, Jeannette (15%) and daughter, Karen (10%). It also owns WRIX(FM) Honea Path, S.C. Filed July 12.

FM

■ Sun Valley, Idaho—Wood River Public Broadcasting Corp. seeks 95.3 mhz; 62 w; HAAT: 661 m. Address: 2nd Ave. and Croy St., Box 2286, Hailey, Idaho 83333. Principal is nonprofit corporation headed by Gretchen Guard, president. It has no other broadcast interests. Filed July 12.

TV's

■ Anchorage—Native Alaska Broadcasting seeks ch. 5; ERP vis. 58.6 kw; aur. 5.86 kw; HAAT: minus 123.2 ft.; ant. height above ground: 300 ft. Address: Box 110-345, 99511. Principal is equally owned by Ronald F. Cassidy and Raymond LaRue. Cassidy has interest in KSEV-TV Fairbanks, Alaska. Filed July 11.

■ Myrtle Beach, Fla.—Moore Broadcast Industries Inc. seeks ch. 32; ERP vis. 795 kw; aur. 79.5 kw; HAAT: 533 ft.; ant. height above ground: 528 ft. Address: 9600 N. Kings Hwy, 29577. Principal is owned by R.M. Moore (51%) and Luke Green (49%). Moore has interest in WCGG-TV Greenwood, S.C. Filed July 16.

■ Albuquerque—Graciela Olivarez seeks ch. 41; ERP vis. 26.5 kw; aur. 2.65 kw; HAAT: 4,144 ft.; ant. height above ground: 106 ft. Address: 3908 Parsifal NE, 87111. Principal owns LPTV K48AM, Albuquerque, N.M. Filed July 11.

■ 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 Toliver, who has no other broadcast interests. Filed July 2.

Facilities Changes

Applications

AM's

Tendered


■ WRHC (1550 khz) Coral Gables, Fla.—Seeks CP to change freq. to 1560 khz; increase night power to 5 kw; increase day power to 50 kw, and change TL. App. July 23.

■ WKJB (710 khz) Mayaguez, P.R.—Seeks CP to nighttime power to 750 kw. App. July 18.

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Accepted

- WJKB (780 khz) Siesta Key, Fla.—Seeks MP to change TL. App. July 22.
- WKLS (970 khz) Atlanta—Seeks mod. of lic. to move SL to 1800 Century Blvd. Atlanta. App. July 22.
- WMTL (1580 khz) Leitchfield, Ky.—Seeks MP to make changes in ant. sys. App. July 22.
- WSJP (1130 khz) Murray, Ky.—Seeks CP to replace expired permit for changes. App. July 22.
- WBSO (650 khz) Clinton, Mass.—Seeks MP to change TL. App. July 22.
- WBZN (1030 khz) Wake Forest, N.C.—Seeks MP to change TL and make changes in ant. sys. App. July 18.
- WAVB (1510 khz) Lajas, P.R.—Seeks CP to correct ant. site coordinates. App. July 18.

FM's

Tendered

- *WSAJ-FM (89.5 mhz) Grove City, Pa.—Seeks CP to change freq. to 91.9 mhz and change ERP to .156 kw. App. July 19.
- KRGT (92.1 mhz) Taylor, Tex.—Seeks CP to change community of lic. to Hutto, Tex.; change TL; change ERP to 1,660 kw; change HAAT to 450 ft., and make changes in ant. sys. App. July 23.
- *KASB (89.3 mhz) Bellevue, Wash.—Seeks CP to Seeks CP to change freq. to 90.3 mhz; change TL; change HAAT to 182 ft.; make changes in ant. sys., and change ERP to .01 kw. App. July 19.

Accepted

- KSRF-FM (99.5 mhz) Greenfield, Calif.—Seeks CP to install aux. sys. App. July 22.
- WTHM (98.3 mhz) Goulds, Fla.—Seeks CP to change ERP to 1.55 kw. App. July 19.
- WPIQ (101.1 mhz) Brunswick, Ga.—Seeks CP to change TL; change HAAT to 1,459.6 ft., and make changes in ant. sys. App. July 23.
- WFXE (104.9 mhz) Columbus, Ga.—Seeks CP to change ERP to 3 kw. App. July 19.
- WLYZ (95.3 mhz) Nashville, Ga.—Seeks mod. of CP to change ERP to 1.8 kw and change HAAT to 412 ft. App. July 19.
- KKIC-FM (101.7 mhz) Emmet, Idaho—Seeks mod. of lic. to move SL to Meridian, Idaho. App. July 23.
- KQPI-FM (99.1 mhz) Idaho Falls, Idaho—Seeks mod. of CP to change ERP to 100 kw. App. July 19.
- WCSJ-FM (104.7 mhz) Morris, Ill.—Seeks CP to change ERP to 40 kw and change HAAT to 184 ft. App. July 23.
- WSTQ (97.7 mhz) Streator, Ill.—Seeks CP to change HAAT to 328 ft. App. July 18.
- KSAY (96.1 mhz) Clinton, Iowa—Seeks CP to change TL. App. July 22.
- *WFWM (91.5 mhz) Frostburg, Md.—Seeks mod. of CP to change TL; change ERP to .168 kw; change HAAT to 1,333 ft., and make changes in ant. sys. App. July 19.
- WKZB (95.3 mhz) Drew, Miss.—Seeks mod. of lic. to move SL. App. July 23.
- KSD-FM (93.7 mhz) St. Louis—Seeks CP to change HAAT to 984.98 ft. App. July 22.
- KPQX (92.5 mhz) Havre, Mont.—Seeks CP to install aux. sys. App. July 22.
- KINI (96.1 mhz) Crookston, Neb.—Seeks CP to change ERP to 100 kw and change HAAT to 1,006 ft. App. July 22.
- WLNH-FM (98.3 mhz) Laconia, N.H.—Seeks CP to change ERP to 1.9 kw. App. July 22.
- WPNH-FM (100.1 mhz) Plymouth, N.H.—Seeks CP to change ERP to 2.33 kw and change HAAT to 364 ft. App. July 18.
- WNBR (100.7 mhz) Wildwood, N.J.—Seeks CP to change ERP to 25 kw. App. July 18.
- WAWZ (99.1 mhz) Zarephath, N.J.—Seeks CP to change ERP to 23.4 kw and change HAAT to 723 ft. App. July 19.
- WPYX (106.5 mhz) Albany, N.Y.—Seeks CP to change ERP to 15.3 kw. App. July 19.
- WAPP (103.5 mhz) Lake Success, N.Y.—Seeks mod. of CP to change SL. App. July 23.
- WNEW-FM (102.7 mhz) New York—Seeks CP to install aux. sys. App. July 18.
- WPEG (97.9 mhz) Concord, N.C.—Seeks mod. of CP to change TL; change HAAT to 1,463.86 ft., and make

changes in ant. sys. App. July 23.

- WYFL (92.5 mhz) Henderson, N.C.—Seeks CP to change ERP to 100 kw and change HAAT to 1,016.8 ft. App. July 22.
- WKIT (102.5 mhz) Hendersonville, N.C.—Seeks CP to change TL; change HAAT to 1,607.2 ft., make changes in ant. sys. App. July 23.
- WZYC-FM (103.3 mhz) Newport, N.C.—Seeks CP to change TL and change HAAT to 953 ft. App. July 22.
- WFMA (100.7 mhz) Rocky Mount, N.C.—Seeks CP to change TL; change HAAT to 984 ft., and make changes in ant. sys. App. July 23.
- WLK (96.9 mhz) Statesville, N.C.—Seeks CP to change HAAT to 1,548 ft. App. July 23.
- WKTC (104.3 mhz) Tarboro, N.C.—Seeks CP to change TL and make changes in ant. sys. App. July 23.
- WTHP (98.3 mhz) Thomasville, N.C.—Seeks mod. of CP to change TL; change HAAT to 340.14 ft., and make changes in ant. sys. App. July 23.
- WAKW (93.3 mhz) Cincinnati—Seeks CP to change ERP to 26 kw and change HAAT to 498.56 ft. App. July 19.
- WDBN (94.9 mhz) Medina, Ohio—Seeks mod. of CP to change TL; change ERP to 26.3 kw, and change HAAT to 879.04 ft. App. July 19.
- KYFM (100.1 mhz) Bartlesville, Okla.—Seeks CP to install aux. sys. App. July 18.
- WIOQ (102.1 mhz) Philadelphia—Seeks CP to install aux. sys. App. July 19.
- WPIT-FM (101.5 mhz) Pittsburgh—Seeks CP to change ERP to 47.5 mhz. App. July 19.
- *KAUR (89.1 mhz) Sioux Falls, S.D.—Seeks mod. of CP to specify coordinates. App. July 19.
- *WWLR (91.5 mhz) Lyndonville, Vt.—Seeks CP to change TL; change HAAT to minus 75 ft., and make changes in ant. sys. App. July 19.
- KNBQ (97.3 mhz) Tacoma-Seattle, Wash.—Seeks CP to change TL and change HAAT to 1,690 ft. App. July 19.
- WJZQ (95.1 mhz) Kenosha, Wis.—Seeks CP to change ERP to 50 kw. App. July 22.
- WKKB (92.1 mhz) Manitowoc, Wis.—Seeks CP to change ERP to 1.69 kw and change HAAT to 419 ft. App. July 19.
- WVCY (107.7 mhz) Milwaukee—Seeks CP to change TL; change ERP to 24 kw; change HAAT to 539 ft., and make changes in ant. sys. App. July 23.
- WEKZ-FM (93.7 mhz) Monroe, Wis.—Seeks mod. of CP to change ERP to 38.3 kw and change HAAT to 581.4 ft. App. July 19.
- WSBW (100.1 mhz) Sturgeon Bay, Wis.—Seeks CP to change ERP to .83 kw. App. July 19.

TV's

Accepted

- WHBR (ch. 33) Pensacola, Fla.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw change HAAT to 1,365 ft. App. July 18.
- WMFP (ch. 62) Lawrence, Mass.—Seeks MP to change ERP to vis. 3,200 kw, aur. 320 kw and change HAAT to 929 ft. App. July 18.
- WEJC (ch. 20) Lexington, N.C.—Seeks MP to change ERP to vis. 4,616 kw, aur. 461.6 kw; change HAAT to 855 ft., and change TL. App. July 18.
- KDOR (ch. 17) Bartlesville, Okla.—Seeks MP to change ERP to vis. 3,981 kw, aur. 398 kw; change HAAT to 1,247 ft.; replace ant., and change TL. App. July 18.

Actions

AM's

- WKEA (1330 khz) Scottsboro, Ala.—Returned app. to add night service with 500 w; install DA-N, and make changes in ant. sys. Action July 12.
- KTMS (1250 khz) Santa Barbara, Calif.—Granted app. to reduce DA-N standard pattern. Action July 16.
- WADM (1540 khz) Decatur, Ind.—Granted app. to make changes in ant. sys. Action July 16.
- WJIK (1580 khz) Camp Lejeune, N.C.—Granted app. to change freq. to 830 khz; change to DA-2; add night service with 2.5 kw; increase day power to 10 kw, and change TL. Action July 11.
- WDIX (1150 khz) Orangeburg, S.C.—Dismissed app. to change remote control point to 2580 North Road, N.E., Orangeburg. Action July 18.

- WQZQ (1600 khz) Lebanon, Tenn.—Granted app. to add night service with 500 w; increase day power to 5 kw; install DA-2; change freq. to 1200 khz, and change TL. Action July 12.
- KXAM (1440 khz) Helotes, Tex.—Returned app. to increase power to 1 kw; change TL, and make changes in ant. sys. Action July 12.

FM's

- KVMA-FM (107.9 mhz) Magnolia, Ark.—Granted app. to install new transmission sys. Action July 16.
- *KKUP (91.5 mhz) Cupertino, Calif.—Granted app. to make engineering changes. Action July 15.
- WGLV (97.7 mhz) Micanopy, Fla.—Granted app. to change TL. Action July 15.
- WYAY (106.7 mhz) Gainesville, Ga.—Granted app. to change HAAT to 1,156 ft. Action July 15.
- WJCL-FM (99.5 mhz) Savannah, Ga.—Granted app. to install new transmission sys. Action July 12.
- KUUB (95.1 mhz) Bozeman, Mont.—Dismissed app. to change TL and change HAAT to 220 ft. Action July 11.
- WGGN (97.7 mhz) Castalia, Ohio—Granted app. to change TL; change ERP to .355 kw, and change HAAT to 744 ft. Action July 15.
- WRUT (97.1 mhz) Rutland, Vt.—Granted app. to change TL; change ERP to 1.150 kw, and change HAAT to 2,591.2 ft. Action July 1.

TV's

- KCPM (ch. 24) Chico, Calif.—Granted app. to make changes in ant. sys. Action July 17.
- WFTX (ch. 36) Cape Coral, Fla.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 987 ft.; replace ant., and change TL. Action July 16.
- *KBIN-TV (ch. 32) Council Bluffs, Iowa—Granted app. to relocate main SL outside community of lic. Action July 16.
- *KDIN-TV (ch. 11) Des Moines, Iowa—Granted app. to relocate main SL outside community of lic. Action July 16.
- *KTIN-TV (ch. 21) Fort Dodge, Iowa—Granted app. to relocate main SL outside community of lic. Action July 15.
- *KIIN (ch. 12) Iowa City—Granted app. to relocate main SL outside community of lic. Action July 16.
- *KYIN (ch. 24) Mason City, Iowa—Granted app. to relocate main SL outside community of lic. Action July 15.

- *KHIN (ch. 36) Red Oak, Iowa—Granted app. to relocate main SL outside community of lic. Action July 16.
- *KSIN-TV (ch. 27) Sioux City, Iowa—Granted app. to relocate main SL outside community of lic. Action July 15.
- *KRIN (ch. 32) Waterloo, Iowa—Granted app. to relocate main SL outside community of lic. Action July 15.
- New (ch. 2) St. Joseph, Mo.—Granted app. to change ERP to vis. 100 kw, aur. 10 kw; change TL; change transmitter, and change HAAT to 2,000 ft. Action July 9.
- KLTJ (ch. 49) Irving, Tex.—Granted app. to change HAAT to 365 ft.; change ERP to vis. 2,773 kw, aur. 277.3 kw, and change TL. Action July 17.

Call Letters

Applications

<i>Call</i>	<i>Sought by</i>
Existing AM's	
WSFU	WACQ Helms Broadcasting, Carrville, Ala.
KRZZ	KAKZ New West Radio Inc., Wichita, Kan.
Existing FM's	
KRZZ-FM	KAKZ-FM New West Radio Inc., Wichita, Kan.
WTLT	WELP-FM American Communications of Greenville, South Carolina Inc., Easley, S.C.
Existing TV	
WNWO-TV	WDHO-TV Toledo Television Investors Limited Partnership, Toledo, Ohio

Grants

<i>Call</i>	<i>Assigned to</i>
New AM's	
KTOR	Five Cities Radio, Grover City, Calif.
WJOR	Raymon & Brenda Chandler, St. Joseph, Tenn.
New FM's	
WKRY	Radio Cayo Hueso, Key West, Fla.
WWTM	DCS Radio Associates, Harbor Beach, Mich.
New TV's	
KMOH-TV	Grand Canyon Television Co., Kingman, Ariz.
KNAG-TV	Grand Canyon Television Co., Gallup, N.M.
KIUI-TV	John R. Powley, Logan, Utah
Existing AM's	
KNNC	KEZL Par Broadcasting Co., Oceanside, Calif.
WBOP	WNVY Tri-Cities Broadcasting Co., Pensacola, Fla.
WCHZ	WBOP Pratt-Mark Communications, Pensacola, Fla.
KWOF	KLEU Michael Facciani Ministries Inc., Waterloo, Iowa
WTCN	WVLE Valley Broadcasting Corp., Stillwater, Minn.
KZUE	KCAN Magnolia Broadcasting Co., El Reno, Okla.
Existing FM's	
WZLI	WLET-FM Faver Broadcasting Group Ltd. II, Toccoa, Ga.
KBKC	KCMO-FM Summit Radio of Kansas City Inc., Kansas City, Mo.
WMLV	WITO Tri Radio Broadcasting Inc., Ironton, Ohio

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	10,548
FM transistors	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	186	25	211
Total TV	1,214	273	1,487
VHF LPTV	218	74	292
UHF LPTV	127	136	263
Total LPTV	345	210	555
VHF transistors	2,869	186	3,055
UHF transistors	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Classified Advertising

RADIO

HELP WANTED MANAGEMENT

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.

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.

General manager. Profitable West Coast AM/FM with much greater profit potential. Group owner. Must have GM experience. Please document your past sales, profit and salary figures. \$50,000 salary plus incentives. EOE. Box R-62.

Experienced Sales Manager. Send resume to Eric Rhoads KLRZ FM, 307 West 200 South #5002, Salt Lake City, Utah 84101.

General Manager. Southwest media market. Must be experienced, sales-oriented aggressive self-starter. Send complete resume and personal references. All replies confidential. Box R-169.

General Sales manager Shreveport's biggest and best. KWKH-AM/FM offers lifetime career opportunity, if you are qualified to be our new general sales manager. Looking for people oriented, skilled executive who wants to be a general manager someday. Send resume and qualifications to: Gene Dickerson, KWKH Radio, P.O. Box 31130, Shreveport, Louisiana 71130. Equal Opportunity Employer.

Tampa Bay market. Expanding major market group broadcaster requires GM for Tampa Bay FM. Successful sales management experience required. Excellent compensation package with strong growth potential. Send resume with compensation history to Box R-24. EOE, M/F.

HELP WANTED SALES

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.

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.

Can you be good on the air and great on the street? Rural Arizona combo needs an aggressive, friendly person to give us some extra sales punch. Position will require daily airshift. Resume to R-167.

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.

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.

Senior Sales Executive wanted for Tyler, Texas Class C FM. Excellent position for knowledgeable, professional broadcaster with appreciation for excellence. Must be good producer, leader, trainer. Personality easy listening station (Churchill) enjoys credibility in booming East Texas Marketplace. Send resume and references to: Dudley Waller, Waller Broadcasting Inc., P.O. Box 1648, Jacksonville, Texas 75766 or phone 214-586-2527. EOE.

Come to one of the fastest growing areas in the Northeast. WLAD/WDAQ-FM in Fairfield County, Connecticut is looking for an account executive to sell local and agency accounts. Combo sell. Super opportunity for solid sales person. Must have at least two years success. Resume to David Ocker, Station Manager, WLAD/WDAQ-FM, 198 Main Street, Danbury, CT 06810. EOE.

Tampa, St. Petersburg, Clearwater. Killer closer, for newly rated AM powerhouse. 30% commission. I'm seeking a PRO. You must have proven track record. Gigantic excellent account list including agencies. Call Bob 1-813-578-1040. Hurry! Box R-157.

Radio Sales—position opening in South Georgia. AM/FM Hot Hits radio station looking for someone with proven track record. \$200.00 per week starting salary plus 20% commission, gas expenses & bonus plan. Call 912-924-1290 between 10a.m. & 5p.m. only.

Salesperson needed for Southwest Florida Class C FM station; requires one year's experience, and good driving record. Resume to Diane Rosenhal, P.O. Box 331, Fort Myers, FL, 33902, or call 813-337-2346. EOE.

Michigan FM Top 100 market good account list for aggressive rep with one year minimum experience in medium or small market. Gary Ballard "Foxy 101," Box 357, Pinconning, MI 48650. 517-879-4444.

Account executive (Radio)—Growing N.J. broadcast corporation seeks experienced Account Executive for radio sales. Candidates must possess excellent communication skills, ability to be creative, and desire to develop new and existing accounts. We offer attractive compensation package and excellent benefits. If interested, please send resume and cover letter to: Cristina Ruiz, 605 Mattison Ave., Asbury Park, N.J. 07712.

Growing group needs account executives who want to be sales managers. We offer training, salary, bonus and a great future. Write Wanda Williamson, VP, Community Service Broadcasting, 108 North Tenth Street, Mt. Vernon, IL 62864. EOE/MF.

HELP WANTED ANNOUNCERS

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.

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.

Classical music station, major market, seeks announcer for evenings & some overnight. Language skills & knowledge of classical music a must. Reply: PD, WGMS, 11300 Rockville Pike, Rockville, MD 20852.

Small market combo in Arizona has immediate need for board person strong in production. 4 hour airshift daily on country format. Resume to R-165.

Long Island needs a great morning drive personality. Mature sound for adult format. Good pay and benefits. WLM, Woodside Ave., Patchogue, NY 11772. EOE.

South Florida Gulfcoast. Country morning DJ metro 300,000. Near beach. Resume and tape confidential. Box 278 Fort Myers, Fla. 33902. An equal opportunity employer.

HELP WANTED TECHNICAL

Chief engineer: for Wisconsin AM/FM station. Knowledge of AM directionals, 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/WFRW, Box 2222, Wisconsin Rapids, WI 54494, 715-424-1300.

Broadcast engineer—radio stations WDHA/WMTF 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.

Assistant engineer. AM-DA, Class C FM. Excellent opportunity for experience. Top 50 Market. Send resume to: P.O. Box 2808, High Point, NC 27261.

Chief engineer. KPXL-FM, Dallas. Susquehanna Broadcasting is seeking an experienced Chief Engineer for our Country format, Class C. Strong Audio, RF, & Studio Maintenance with construction experience. Send resumes to Norman Phillips, Western Region Engineering Manager, 411 Ryan Plaza Dr., Arlington, TX 76011. EOE/M-F.

Broadcast engineer. Audio/video engineer. Memphis State University's department of theater and communication arts. Chief operator for WSMF-FM 92. University's radio station. Inclusive of all equipment installation, repair and maintenance in labs and classrooms. Oversees all FCC related documents for radio station. Qualifications: A.S. in electronics technology, or military electronics school (B.S./E.T. preferred) and two years experience in radio or TV broadcasting or directly related field. Salary: \$17,424-\$19,344. Send letter of application and resume to: Robert McDowell, Department of Theater and Communications Arts, Memphis State University, Memphis, TN 38152. Application due by August 9, 1985. Position available September 2, 1985.

NYC FM Station needs part time board operators/engineers. Mid-Town location. Good salary. Write credentials...Box R-164.

HELP WANTED NEWS

News director- WGNY AM/FM, Orange Dutchess Counties, NY. Dominant regional adult facilities. Largest staff outside NYC. ND experience required. Owners and management dedicated to excellence. T&R to Bill Musser, GM, Box 212, Goshen, NY 10924. EOE, M/F.

News & Production for growing FM country station in medium market 40 miles southwest of Chicago. Responsibilities include gathering and reporting local news, producing commercials and programming a satellite automation. Send tape, resume & salary history to: GM, WCCQ, 1520 N. Rock Run Drive, Joliet, IL 60435. EOE.

News/Commercial announcer for small market FM in beautiful mountains. Send T&R to KHX-FM, P.O. Box 26523, Prescott Valley, AZ 86312.

News Reporter for AM/FM. One of Tennessee's outstanding new stations. Rush T&R to R.M. McKay, Jr., WKRM, P.O. Box 1377, Columbia, TN 38401.

Afternoon News Anchor position available at South Florida's leading FM. Strong journalistic abilities a must. Tape and resume to WKGR-FM, 1860 Old Okeechobee Rd., Suite 106, West Palm Beach, FL 33409.

We need someone who wants to strengthen our news dept. Sincere interest in gathering and reporting news a must. Boardshift responsibilities, too. Southwest small market AM/FM. Resume to R-166.

See Louisiana College under Help Wanted Instruction.

Canton, Ohio AM-FM combo needs enterprising, dedicated news reporter/anchor major news push. B.A. and minimum one year experience required. Tape & resume to: News Director, P.O. Box 9217, Canton, OH 44711.

Catskill resort FM. NBC, AP. Seeking bright newspaper. EOE. M/F. Rush tape to Bill James, WSUL, 250 Broadway, Monticello, NY 12701.

Experienced newspaper wanted. Capable writer, reporter, anchor needed for small market news leader near DC. Send T&R, writing samples to: Joni Baluh, WINC, Box 3300, Winchester, VA 22601.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Personality. Midwestern FM requires personable communicator for AC format. Community involvement important. Reply to: Box R-108.

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.

See Louisiana College under Help Wanted Instruction.

Operations/Production Manager for So. Calif. Public FM station. Responsible for program traffic, logs, scheduling & training of board operator & production assistants. One year experience in radio operations of traffic, and thorough knowledge of audio & radio production. Send resumes to: Office of Staff Personnel; California State University, Long Beach; 1250 Bellflower Blvd., Long Beach, CA 90840. Filing deadline 7/26/85.

Mature Personality for EZ listening format. Experience a must. Strong production. Competitive compensation, excellent benefits. Tape/resume to Tony Abrego, P.O. Box 850, Edinburg, TX 78540. 512-383-7478.

SITUATIONS WANTED MANAGEMENT

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.

Currently managing station up for sale. Seeking management opportunity with stable organization. Offering complete background including sales, programming, automation, promotions, computers, people management. Prefer West, Northwest, Rocky Mountain areas. Box R-83.

Money maker! Fact: the difference between winning and losing in this business is the difference between GM's. And, face it, the best GM's are generally bottom-line part owners who spend money as if it were their own, because it is! Options: 1) Offer an equity position to a proven pro who knows what he's doing (because he's done it, repeatedly!). 2) Offer an opportunity to earn ownership. 3) Offer a combination of options! If you need a complete-charge pro with an industry-wide reputation for developing winners and building championship sales teams, someone who knows how to carve up a market and cover it wall-to-wall and a cost-conscious GM who knows how to collect what is sold, and, finally, someone whose expertise will pay off from day one (as my references will confirm) then let's talk about winning, together. Box R-159.

Profits Doubled at this medium AM/FM combo. Seeking long term opportunity in the South. Experience includes successful management, sales, programming, technical and motivation. Adequately capitalized turnaround welcomed. Box R-151.

Major Market Moneymaker- seeks small/medium market challenge. Programming/sales success. Box R-150.

Ratings in? Need help? experienced GM can increase your numbers and create demand for your air time. R-168.

Interim Management. Semi-retiree. 40-years small medium market expertise. Will cover bases on temporary basis, or while awaiting consummation of sale. Expenses, modest salary. P.O. Box 33, Hastings, NE 68901.

GM by age of 25 and ownership by 29. Now with 16 years' experience and GSM, GM, and CEO. Have programmed some of America's largest, most dominate ARB shares and have been responsible for some phenomenal sales successes. Looking for group executive and major/medium market position commensurate with topflight abilities and track record. R-163.

Seventeen year management pro. Strong on administration, budgeting & programming. Shirt sleeve manager who gives 110%. Call Mike 412-528-3153.

SITUATIONS WANTED SALES

Radio sales Professional seeks equity position or cash partnership. Reply to Lanny Finfer, 1330 Lily Way, Southampton, PA 18966.

Business Manager/controller with expanding group. B.S. Accounting and three years hands-on with CPA firm: F/S, cash flow, financing and computer. Previously seven years OM. Very stable employment record. Box R-146.

SITUATIONS WANTED ANNOUNCERS

Go anywhere now. Excellent PBP, production, copy, news writing. Phil 319-388-0543 day or night.

South Florida Professional. Announcer seeking "on air" or production position in So. Florida. 3 yrs. exp. urban cont., AC & Traffic reporting. Extensive music mixing & news producing exp. Ross 305-753-2756.

Play-by-play and sports talk host in top 75 market wishes to join sports oriented station. Box. R-172.

SITUATIONS WANTED NEWS

Experienced sports & news, PBP, excellent writing/delivery skills. Ambitious, professional image. B.A. communications. Rick, 419-592-0706, 592-8060.

Hardworking female pro, 9yrs. on-air experience, large and small market. Seeks news anchor/reporter position. Will relocate. Box R-34.

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.

Tenacity & personality. I'm an ambitious and talented black woman with a lot of guts seeking a position as a talk show hostess. Excellent appearance and a captivating voice. Background in communications, entertainment, radio sales, etc. Torea 213-467-9504.

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.

Experienced Program director, production manager, news and sports director interested in moving to Hawaii. 7 years' experience. Please write box R-160.

TELEVISION

HELP WANTED MANAGEMENT

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, agency or rep. firm. Send resume/salary requirements to Box R-138. EOE.

Deputy Director, Madison, WI. The Wisconsin Educational Communications Board, licensee of Wisconsin's Public Broadcasting Networks, is seeking a Deputy Director. The Board is responsible for the planning, development, and operation of statewide broadcast telecommunications systems including radio, television, ITFS and SCA. Requires knowledge of the principles and practices of Public Broadcasting, management of complex organizations and good oral/written communications skills. Preference will be given to individuals with professional experience in public broadcasting and a minimum of five years of senior level management experience. Starting salary commensurate with experience but not less than \$39,200 per year. Send letter of application, resume and three professional references to: Wisconsin Educational Communications Board, ATTN: Paul Norton, Executive Director, 3319 West Beltline Highway, Madison, WI 53713. Application deadline August 12, 1985.

Managing Editor. WPBT, public television in South Florida, has an immediate opening for a Managing Editor to work on the national program "The Nightly Business Report." The Managing Editor is responsible for supervising the daily operations of the program, coordinating bureaus and freelance crews, evaluating and making recommendations to the Executive Editor on hiring and promoting of editorial staff and maintaining quality control on the program including critiquing from a content and visual perspective. College degree with major studies in journalism, minimum of four years' experience in business news-reporting and/or producing and television management and production experience in all phases of TV newsgathering operations required. National news experience strongly preferred. We offer a competitive starting salary and excellent benefits. Send resume along with salary requirements to: Personnel, WPBT, P.O. Box 2, Miami, FL 33261-0002. An equal opportunity employer, M/F/H.

Public Information Director. South Dakota Public Broadcasting Network, Vermillion, South Dakota. Duties: To develop and coordinate all program publicity and advertising for radio and television networks; Research, write and edit on-air, print, and advertising materials; act as direct liaison to public for program information; edit monthly program guide; responsible for management of promotion budget. Requires: BA/BS in journalism or communication with a broadcast emphasis or a related field and 2-3 years' experience in public information work, or an acceptable equivalent combination of education and experience. Minimum salary: \$13,292. Deadline: August 15, 1985 or until filled. Send resume (including social security number) to Bureau of Personnel, Public Safety Building, Pierre, SD 57501. An equal opportunity employer.

General Sales Manager: We are selectively searching for the most qualified independent GSM in America who's earned an opportunity to lead the sales charge at the leading independent in the Southwest. We are the number one station, company and growth market in broadcasting. Resume to Harry Delaney, KTVT, The Super Ones, 4801 West Freeway, Fort Worth, TX 76106.

HELP WANTED SALES

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.

Local Sales Manager- N.E. Medium Mkt. Affiliate. Strong leadership and motivational skills necessary. Minimum three years local sales experience. Send resume to Anne Lent, General Sales Manager, WROC-TV, 201 Humbolt Street, Rochester, NY 14610. EOE, M/F.

TV Account Executive- #1 Indie in major Southeast market is looking for an experienced salesperson who wants to be #1. Qualifications include 3-6 years TV experience with major agencies plus proven success in new business development. Send resume and salary requirements to Box R-156. EOE.

Account Executive- NBC affiliate in upper Midwest. Growing group looking for tomorrow's leaders with minimum two years' sales experience. Send resume to Rob Kriehoff, WLUK-TV, P.O. Box 19011, Green Bay, WI 54307. EOE.

ABC affiliate seeks professional salesperson with proven track record. Sales Manager, WOLO-TV Box 4217 Columbia, SC 29210. 803-754-7525.

HELP WANTED TECHNICAL

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.

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 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.

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.

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.

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 Colner Ave, LA, CA 90025. Attn: Barry Brooks, Director of Engineering. 213-479-8081.

Transmitter Supervisor for TV-AM-FM including AM-FM studios and E.N.G. video equipment. Minimum five years experience required. EOE. Keith Reynolds, CE, KTVO TV, Highway 63 North, Kirksville, MO 63501, 816-665-7781.

Assistant Chief Engineer needed immediately in Mid-Atlantic independent television station. Work with state-of-the-art equipment handling the theoretical, technical and maintenance aspects of the operation. Only those with supervisory and maintenance background need apply. Box R-152.

Video Promotion Manager, WHA-TV, Madison, Wisconsin. Minimum 3 years experience in video promotion, B.A. required. Requires proven writing skills and ability to manage people. Must be familiar with 3/4" editing, on-location and studio production. Directing and computer editing experience preferred. Salary \$18,100 minimum, excellent benefits. For application information contact Pratima Sharma at 608-263-2114. Application deadline August 14. WHA-TV in an equal opportunity employer.

Television Maintenance Engineer. Requires experience in the following areas: 1. VTR and VCR maintenance and operation, 2. Knowledge of computer graphics and computer editing, 3. General television broadcast maintenance standards, 4. Must be able to work with little supervision in a responsible manner. Salary range: Mid 20's DOE. Submit resume to: Chief Engineer, KEYT-TV, P.O. Drawer "X", Santa Barbara, CA 93102. KEYT-TV is an EEO Employer.

TV maintenance engineer. One of America's top independent TV broadcast facilities on the Sun Coast of Florida seeks a qualified maintenance engineer with strong electronics background and 3-5 years hands on broadcast equipment maintenance. Knowledge of 3/4 inch equipment and 1 inch tape machines as well as TCR-100 quad tape machines desirable. Secure future and growth potential for the right person. Send resume to WTOG-TV, P.O. Box 20144, St. Petersburg, FL 33742, ATTN: Rick Anderson.

Maintenance Engineer. Experienced, all phases of equipment maintenance. UHF transmitter experience preferred. General class license required. EOE Resumes to Bruce Sherman-KNXV-TV. 4625 S. 33rd Place, Phoenix, AZ 85040.

Chief Remote Engineer- New Hampshire Public Television, a rapidly growing three-station network with signal carried to portion of four states, seeks skilled engineering manager to operate and maintain 36-foot fully equipped mobile unit and portable microwave systems. Heavy station production plus commercial rentals throughout New England. Develops and manages annual operating budget, conducts site surveys, supervises production crews during remotes, coordinates and schedules maintenance. Works with Director of Production on marketing and maintaining customer relations. Associate's degree in Electronics or equivalent and five years experience in broadcasting or related electronics. First class or general class FCC radio telephone license. Salary range \$21,230 to \$33,000, commensurate with experience. NHPTV is located on the New Hampshire Seacoast 60 miles north of Boston. Send resume including current salary by August 23, 1985 to: Director of Engineering, NHPTV, Box 1100, Durham, NH 03824.

Satellite and Production Engineer. Satellite Network in New Jersey seeking engineer with experience in studio production and uplinking. Resume and salary history to Box R-171.

Chief Engineer for growing NBC affiliate in the DC-Baltimore area. Must have 5 years' television experience. Must currently be chief, assistant chief, or maintenance supervisor. Experienced with UHF transmitter, studio and ENG cameras, 3/4" and 2" tape machines, and satellite. Good skills in personnel, management, training, and budgeting. Salary commensurate with experience. Attractive benefits. Send resume and salary requirements to Personnel, WHAG-TV, 13 East Washington Street, Hagerstown, MD 21740. EOE.

TV Master control operator needed for single person operation of automated master control and remote control of UHF transmitter. Previous master control experience with references required. Experience with UHF transmitter operation and single person operation desired. Bi-lingual (Eng./Span.) preferred. Send resume to P. Gallagher, 1139 Grand Central Ave., Glendale, CA 91201. EOE.

Chief Engineer: opportunity for getting in at the construction phase of a new UHF TV station. "Hands-on" experience with installation and maintenance a must. General Class FCC license and/or SBE certification a plus. Level of operation modest, with anticipated total station staff of 8. For further details: WETG, Gannon University Broadcasting, Inc., Perry Square, Erie, PA 16541. 814-871-7446.

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.

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.

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 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.

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 but 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.

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.

Expanding Washington news bureau looking for experienced TV reporter. Must have a least 1 year on air experienced at a top 50 TV station. Openings for entry level positions as well--news assistant and technical assistant. Send resume to Box R-147.

Weathercasters needed. Send tapes and resumes to: Steve Porricelli or Jackie Roe, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-3653.

Anchor/Producer for a major weekday newscasts at fast growing #1 Nielsen rated affiliate in the Florence-Myrtle Beach market. Our anchorman is leaving after five years to enter family business. Applicants should have reporting and some producing/anchoring experience. Leadership qualities and maturity are musts. Tape/Resume to Jan Pale, News Director, WPDE-TV, Box F-15, Florence, SC 29501. EOE/M/F.

South Florida affiliate needs creative news photographer/editor. 2 years experience, minimum. Top-notch operation with visual emphasis. Send tape and resume to: WBBH-TV, 3719 Central Ave., Ft. Myers, FL 33901.

Weather Anchor/Reporter: WXY-TV has an opening for a Weekend Weather Anchor/Reporter. Minimum 2 years experience and college degree required. Knowledge of Colorgraphics Wx Computer helpful. Send resume, audition videotape, and salary requirements to: News Director, WXY-TV, 801 Wavy Street, Portsmouth, VA 23704. No phone calls please. We are an affirmative action, equal opportunity employer. M/F.

Videojournalist: Experienced person to shoot/report edit news with an aggressive news shop. Write, don't call: Tom Becherer, WLKY-TV, 1918 Mellwood Avenue, Louisville, KY 40206.

Producers! Outstanding positions, all unadvertised currently available through our service. APR-Broadcast 919-756-9244. A service of American Professional Relations.

News Producer. Opening for qualified news producer, minimum 2-years experience. Good conversational writing skills and good news judgment a must. We're looking for someone who places a high priority on local news and issues. Salary depends on experience. Send resume to Ed Scripps, KJRH-TV, P.O. Box 2, Tulsa, OK 74105. No Phone calls.

West TN net affiliate seeks news anchor-reporter. Four years' proven experience, degree, and/or comparable experience preferred. Minorities encouraged to apply. Send tape and resume to GM, WBBJ-TV, 346 Muse, P.O. Box 2387, Jackson, TN 38302. EOE.

Weatherman/Meteorologist for medium market station with the best equipment available. Send resume, tape and salary requirements to Andy Shaw KCEN-TV, Box 188, Temple, TX 76503. EOE. No calls please.

Anchor/Reporter. Number 1 station in small South-eastern market looking for two personable, energetic anchors. Reporting and editing skills required. Position to be filled by Aug. 26. Send tape and resume to Bill Martin, WCTV, P.O. Box 3048, Tallahassee, FL 32315.

Weather Anchor. Number-one rated station seeking knowledgeable weather anchor for Monday-Friday newscasts. Meteorologist preferred, but will consider others. Person hired will also help formulate a weather center. Growth opportunity, group operation. EOE/MF. Send tape/resume to: Stew Kasloff, News Director, WVVA Television, P.O. Box 1930, Bluefield, West Virginia 24701.

Broadcast Manager. Public TV station WIPB seeks aggressive professional to direct the on-air operations, oversee programming, production and development in a growing university/community-oriented station. Have the best of both worlds--excellent growth opportunity and stable employment, with outstanding benefits. Requires BS Degree in Broadcasting or related field (MS preferred), 2-3 years' experience in programming a television station plus 2-3 years' production experience and demonstrated leadership in developing community-oriented programming. Salary commensurate with experience. Send resume by 8-8-85 to: Human Resources Department, Ball State University, Muncie, IN 47306. An equal opportunity/affirmative action employer.

Anchors, Reporters and Weathercasters needed to replace clients hired recently in San Antonio, High Point, Saginaw and Jacksonville, FL. APR-Broadcast 919-756-9244.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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 Nemec, 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.

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.

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.

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.

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, WXEX-TV, 21 Buford Rd., Richmond, VA 23235. EOE.

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.

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.

Production Supervisor for progressive cable MSO in Chicago's NW suburbs. 2-3 years cable, broadcast or industrial production experience. Able to produce, direct, write and edit single and multi-camera television programs. Must have experience with minor maintenance and repair of 3/4" equipment with ability to trouble-shoot. Chicago area applicants only. Call Joan at 312-577-1818.

West Coast PM Magazine seeking solid co-host to work with our established female co-host. The ideal candidate is a seasoned personality who can look as natural in a tuxedo as in a rugged outdoor setting. Send detailed resume, references and salary history. Absolutely no beginners. EOE. Box R-158.

Television station Production Manager. ABC affiliate 150+ market. Needs creative Manager for on-air and creative commercial production. Live unit capability Box R-155.

Production Manager- Colorado. Needs hands-on Manager with minimum three years' television production experience. Management experience required. ABC affiliate with strong local sales emphasis. Individual will manage on-air operation and local commercial production including some local programs. Box R-154.

Writer/Producer. Looking for an experienced writer/producer with exceptional promotion and commercial production skills (and an understanding of control room operations) to join our unique NW team. If you are an enthusiastic pro with three years' experience send resume, videotape and writing samples to: Search Committee, KVOS-TV, 1151 Ellis Street, Bellingham, WA 98225. No phone calls please. KVOS-TV is an equal opportunity employer.

Producer/Director: 3-5 years' experience required: Computer Editing, Location Electronic Field Production, Studio and Post Production, Digital Video Effects. Must be able to write copy, produce creative concepts and work with clients to design those concepts around the clients' marketing goals. Also responsible for all facets of individual account management as it relates to production. Resumes to Box R-161.

Camera/Editor for small Florida Suncoast production company. Minimum 2 years' experience. Send resume only no later than August 15 to Video Techniques, Inc., Rt. 7-Box 281, Brainerd, MN 56401.

Assistant Production Manager needed to fill a creative director position--responsible for quality of all locally produced commercials. Send resume and tape to Program Director, WTVO-TV, Box 470, Rockford, IL 61105.

KTVN-TV has an immediate opening for the position of senior producer director. We're looking for a highly creative, take-charge individual with several years' experience in hands-on commercial production. Excellent writing skills a must, as well as a strong ability to develop good working relationships with clients, agencies, and account executives. Send resume, tape to: David Fete, Operations Manager, KTVN-TV, 4925 Energy Way, Reno NV 89502. EOE.

Story Producer, P.M. Magazine. One of the most successful P.M. Magazine shows is looking for an experienced story producer. Must be able to research, write and produce features. Send your reel and resume to Ron Obston, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

Eugene, Oregon network affiliate seeks qualified "hands-on" production manager. Send resume to General Manager, KMTR-TV, Box 7365, Eugene, OR 97401.

SITUATIONS WANTED MANAGEMENT

General Manager or Station Manager: Over 20 years solid results in programming, sales, news and budget control. Industry leader with best credentials. Box R-149.

SITUATIONS WANTED TECHNICAL

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.

Experienced anchor/reporter in medium market looking for career advancement. Will anchor and/or report. Box R-145.

Female award winning anchor/reporter with medical education and feature reporting specialties seeks move to Midwest major market. Box R-162.

Radio Newswoman with some television experience seeks TV reporting job in small/medium market. Knowledge of ENG shooting and editing. Have worked a beat. Tape available. Cheryl 804-782-1963, mornings.

SITUATIONS WANTED NEWS

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.

TV Weatherman. Will consider fulltime/parttime. Have forecast, will travel. 602-297-4408.

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.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Volunteer State Community College seeks communications instructor to teach and manage college radio station. Experience in commercial and/or non-commercial radio required. M.A. with at least 18 quarter hours in Mass Communication course work required; salary negotiable; position is one-year, non-tenure tract appointment. Send letter and credentials to: Personnel Office, Volunteer State Community College, TN 37066. Deadline for application August 15, 1985. Position begins September 1, 1985. Equal Opportunity, Affirmative Action, Section 504 employer, M-F.

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.

Md. State Dept. of Education, Division of Instructional Television. Public Broadcasting Specialist V, Grade 10 (\$16,168-\$21,206). Position #039772. This is technical work responsible for coordinating and providing videotape duplication services; services in the utilization of interactive video distribution systems, videodisc systems, and computer systems; and assisting in the production of television programming. Min Quals: Graduation from high school or possession of a state high school equivalence certificate; completion of a technical school curriculum in Electronics or Radio/Television; two years experience providing technical services in broadcast, non-broadcast or closed-circuit television programming. An Associate of Arts degree in Electronics, Engineering or Science and courses in Computer Science and Television Production are desirable. Applicants must complete the application for state employment, form MS 100, indicating application for Position #039772. Requests for application must be directed to the State Department of Education, Organization and Personnel Office, 200 West Baltimore Street, Baltimore Maryland 21201, phone 310-659-2038. The application and any support documentation, must clearly demonstrate that the applicant meets the prerequisite minimum qualifications and possesses the essential competencies for the position. All applications will be acknowledged. The closing date for the receipt of applications is August 16, 1985. The Maryland State Department of Education is an equal opportunity/affirmative action employer without regard to race, sex or age. Minorities, women and handicapped individuals are encouraged to apply.

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.

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.

Sony BVU 200 remote controllers, BVE 500 Editors, N.G. Battery Belts. Call collect 303-629-5347. Immediate cash.

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 507-895-2885.

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.

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.

BMS portable microwave transmitting system, nearly new, including antenna and battery pack. 315-683-5669.

Used broadcast TV equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Remote truck: 35' 5th-wheel gooseneck trailer and 1980 seven-passenger pickup truck. \$13,000. 201-287-3626.

FM transmitters: 20, 10, 7.5, 3.5, 1, and .25 KW. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

AM transmitters: 50, 5, 2.5, 1, 250, and .05 KW. Continental communications. Box 78219, St. Louis, MO 63178, 314-664-4497.

Dubner CBG2 with Dual I/Omega Disk Drives, Electronic Digitizer, Floppy Disk Drive & Controller, Digitizing Tablet 11x11. Additional I/O Board with 2 Serial Ports, 4096 Colors, Megomem-Single Megabyte Board of RAM Memory for Enhancing Animation. Factory warranty of one year parts and labor \$85,000. Financing available...Chyron III \$4,500...ADDA ESP Still Store. T.V. Graphics, 555 Broad St., Glen Rock, NJ 07452, 201-444-2911.

2-TCR100 Video Cart Machines, Pinzone Systems, well maintained and operating, with 2700 carts. John McNally, KWTV 405-843-6641.

RCA TCR-100 quad cartridge systems. 2 complete units including approx. 2,000 cartridges, plus spare parts. Serial numbers in 4 & 6 thousand series. Avail. June 1, 1985. Currently in use. Inspection arranged. Entire package \$50,000.00. 904-393-9871.

VPR-3s, VPR-2Bs, TR-600s (high serials), TK-760s, TK-29, Quantel VEP-5000, TP-66s, TP-15s, TP-7s, HL-79As. Call Media Concepts 919-977-3600.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

Attention radio stations with a dish. Looking at Sat-Com 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 Calland 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.

TV News Tips. Help for landing job in larger markets. Coaching team gives reporters and anchors complete analysis of tapes. Write TVM, 841 Kenneth St., St. Paul, MN 55116.

RADIO

Help Wanted Management

CHAIN OF MEDIA MARKET STATIONS

needs aggressive people who want to be managers or sales managers. Contact Pat Demaree, 501-521-5566, P.O. Box 878, Fayetteville, AR 72702. EOE.

Help Wanted Sales

CETEC ANTENNAS SALES

Cetec Antennas, a world leader in the field of FM and TV Broadcast Antennas is growing. We need highly motivated broadcast professionals to join our dynamic sales team. Cetec Antennas, a division of Cetec Corporation, offers an ideal setting in beautiful Northern California for the right person. Make your move now by sending qualifications and work history to:

Mr. James Olver, Vice President and General Manager, Cetec Antennas, P.O. Box 28425, Sacramento 95828. We are an equal opportunity employer.

Radio Sales

Katz Radio - America's largest national radio representative is looking for aggressive salespeople to fill immediate expansion openings in various Katz Radio offices across the country. If you are interested in establishing a solid career in a company which recognizes the potential for growth, please send resume in confidence to:

Dick Romanick
President
General Sales Manager

Katz Radio
1 Dag Hammarskjold Plaza
New York, NY 10017
(212) 572-5560

KATZ COMMUNICATIONS INC
An Employee-Owned Company



A Katz Radio. The best.



CAN YOU SELL RADIO?

Southwest Broadcasting is looking for an experienced (2 yr. min.) account executive with small or medium market experience. Move up to the nation's 21st largest radio market, Riverside/San Bernardino, CA. If you're a pro looking to improve, call me today, KCAL-AM & FM 714-825-5020. Ask for Les Crook. An Equal Opportunity Employer.



Situations Wanted Progamring, 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

Help Wanted News



TWO LONG TERM OPPORTUNITIES

Morning personality for 50 years old Shenandoah Valley Institution. 60-70 percent shares among 35+ with news-agriculture-conversation. Heavy community/client involvement.

Experienced, mature with sense of humor.

Farm news Director who understands farming to become "Voice of Agriculture" in 100 mile radius. Will have own segment and maintain exclusive client list. Heavy farm community involvement/appearances.

Resume/tapes in confidence to:
Bob Rall, General Manager, Box 752
Harrisonburg, Va. 22801. EOE.



Member of the Gilmore Broadcasting Group

TELEVISION

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



Situations Wanted News

EXPERIENCED PROFESSIONAL ENERGETIC RADIO BROADCASTER

seeks new opportunity & challenge, am selling my small market stations. Journalism background, including news, sports, talk shows, politics, 15 years successful management, then ownership. Open to all ideas: ownership, management, PR, news, talk shows, lobbying. George Lipper, P.O. Box 250, Macomb, IL 61455, 309-833-5561.

Help Wanted News

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.

Help Wanted News Continued

METEOROLOGIST

Network affiliate with top 100 audience in Biloxi, Mississippi seeking meteorologist who likes sunny South. Station has radar, NAFAX and the latest in weather graphics. Rush resume and video cassette to Dave Vincent, News Director, WLOX-TV, P.O. Box 4596, Biloxi, MS 35935-4596 or call 601-896-1313. EOE, 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

Breakthrough Television!

On-air talent needed for new 5-million-watt INDIE TV as it was born to be - LIVE! News, interviews, opinions, patter, video jockeys, seniors' host. One of America's most desirable living areas - the Hudson Valley. Send tapes and resumes to: Box 1609, Kingston, NY 12401 EOE.



WTZA • TV

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.

Help Wanted Management

NATIONAL SALES MANAGER

Major broadcast company has immediate opening. Must have minimum 5 years television sales experience—3 years National Rep firm. Position requires travel, leadership capabilities, and professional insight. Candidate must be committed to excellence.

Write Dept S
1712 E. Randol Mill Rd.
Arlington, TX 76011

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.

THE BROADCASTING CORPORATION OF NEW ZEALAND

This statutory body is charged with the management of six autonomous divisions: TVNZ, Radio NZ, Resource Services, The Listener, the NZ Symphony Orchestra, and BC Enterprises, the overseas marketing arm for TV and radio. Revenues of NZ\$220 million provide an operating surplus of NZ\$20 million and the Corporation is unique in operating two commercial TV stations and a radio network of some 36 commercial radio stations, the latter being in active competition with private radio. A third private TV channel is about to be authorised.

Due to the retirement of the Chief Executive and the Director General—Television, we have been asked to find suitably qualified individuals for these challenging positions.

CHIEF EXECUTIVE

The Chief Executive is responsible to the Board for the overall management of BCNZ in accordance with the conditions of the Broadcasting Act. In addition to apprising the Board of issues likely to affect BCNZ's operating policy, the Chief Executive will be expected to contribute to strategy and co-ordinate the management of the individual divisions in accordance with overall objectives.

The successful candidate will be well qualified academically and practically, with demonstrated intellectual acumen and considerable business experience at a senior level. Candidates should be graduates aged 45-50 with practical qualifications derived from substantial contact with or experience in media management. Specific experience in broadcasting is not essential but a track record of profitable leadership in a multi-functional general management role is mandatory.

DIRECTOR GENERAL-TV

Reporting to the Chief Executive of the Corporation the Director General—TV has full responsibility for the profitable operation of TVNZ. The Director General—TV will be a member of the Corporation's Executive Committee. Responsibilities will include developing strategic plans, drawing-up divisional capital and operational budgets, overseeing the day-to-day management of the service and providing advice to the Chief Executive on industry issues and trends likely to warrant changes in corporate policies or plans.

The appointed candidate will be experienced in the successful management of a large broadcasting based organisation in a competitive environment. Probably aged 35-45, applicants should have first class academic credentials and a demonstrated track record of innovation as a broadcaster.

Whilst nationality is open, an appreciation of the culture, gained while a resident in New Zealand, would be a distinct advantage.

These are the top posts in what is a complex media business by world standards. Both appointments command an exceedingly attractive package including a substantial salary on the basis of a five year renewable contract.

Please reply in confidence with full career details to:

R-153

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.

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 Programing, Production

REMOTE CAMERAMEN

The Christian Broadcasting Network, Inc., an evangelical ministry located in Virginia Beach, VA has immediate openings for experienced ENG/EFP cameramen/editors. Four years experience, preferable with Ikegami, Sony 110's and Betacam and Sony 800 editing systems preferred. Extensive travel is required for these Virginia Beach based positions. Send resume and recent tape to:

Personnel
Box RC
Christian Broadcasting Network, Inc.
Virginia Beach, VA 23463

CBN is an equal opportunity employer.

Help Wanted Technical

THE TERRITORY OF AMERICAN SAMOA

Is seeking for qualified applicants for two vacant positions within the Office of Public Information:

TV ENGINEER II: The incumbent operates electronic television production equipment for studio and remote productions; performs operational maintenance and necessary repairs; calibrates and installs new equipment; performs translator and transmitter maintenance. The applicant must have an Engineering degree or equivalent and four (4) years experience in TV broadcasting and/or engineering maintenance. Two (2) years of which should have been at engineering project management and must have the First Class Radio-telephone license. Salary range \$18,449 to \$22,349.00 per annum.

TV ENGINEER IV: The incumbent supervises the operation, and operational maintenance and repair of studio and remote electronic equipment for the transmission of television programs of to record productions for subsequent transmission; and performs other duties as required. The applicant must have an Engineering degree or equivalent plus six (6) years experience in TV broadcasting three (3) years engineering maintenance. Four (4) years of which should have been at supervisory and engineering project management. Must have a valid First Class FCC Radio-telephone license. Salary range \$25,204 - \$30,404.00 per annum.

Non-federal, two-year employment agreement. Free transportation, leave, low cost housing, medical and other benefits. Airmail completed SF-171 Civil Service Form, Resume and copies of degrees, etc. to: Director, Office of Manpower Resources, American Samoa Government, Pago Pago, American Samoa 96799.

TV MAINTENANCE ENGINEER

The State University of New York Central Administration, Albany, New York invites applicants to apply for the position of TV Maintenance Engineer. The TV Maintenance Engineer is responsible for maintenance of TV plant and equipment, including R.F. and Digital Electronics: Does related work as required. Performs adjustments and repair of Network transmission and studio equipment; works with highly sophisticated laboratory and field measurement devices; assists in design of communications system; installs equipment as required; performs technical operations tasks as required.

QUALIFICATIONS: Minimum seven (7) years significant TV broadcast equipment involving Digital and R.F.

Excellent fringe benefits are available; salary range \$25,000 to \$35,000 commensurate with experience. The search committee will begin review of resumes August 9, 1985.

Letter of interest and resumes should be sent to:

Gladys Gould
Director of Personnel and
Affirmative Action
State University of New York
Central Administration
Personnel Office, Room S-125
State University Plaza
Albany, New York 12246

State University of New York Is an
Affirmative Action/
Equal Opportunity Employer

Maintenance Engineer

Large Philadelphia TV production facility. Excellent pay/benefits. Background in Sony 1100, 2000, HL-79E, and Digital desired. Also ADO, Paint Box, Dubner, Chyron, IV, & CMX helpful. Call Clint, 215-568-4134.

WBZ-TV 4

CREATIVE SERVICE SENIOR PRODUCER

Top network affiliate seeks marketing professional with at least five years video/film production experience. Proven creative script writing, post production, radio and print capability a must. Previous management experience preferred. Send resume and video/radio/print samples to:

Creative Services Director
WBZ-TV 4
1170 Soldiers Field Road
Boston, MA 02134

No phone calls accepted. Westinghouse Broadcasting and Cable, Inc. is an equal opportunity employer.

PROMOTION WRITER/PRODUCER

The CBN Cable Network, located in Virginia Beach, Virginia, seeks a Promotion Writer/Producer. Requires minimum B.A. degree in Communications with 3-5 years experience in major market network affiliate or independent promotion production for on-air campaigns. Must show expertise in computerized 1" editing and in development of computer graphics, with demonstrated experience in field production and talent direction. Must possess ability to work odd hours and 2nd and 3rd shifts on a rotating basis. If you feel led and wish to serve, send letter, resume, and tape to:

Personnel
Box WP
Christian Broadcasting Network, Inc.
CBN Center
Virginia Beach, VA 23463

CBN is an equal opportunity employer.

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.

CREATIVITY TO BURN...

that's just the first requirement you'll need to become the Senior Promotion Producer at KDKA-TV in Pittsburgh. You must also be a first rate writer, equally adept with television, radio and print copy. You must work well with a variety of intense creative types, yet be comfortable taking charge during studio and field production. you'll need at least two years major market experience. And did we mention your superb organizational skills? Send a letter, resume, and cassettes of your television and radio promos to Arthur Greenwald, Creative Services Director, KDKA-TV, One Gateway Center, Pittsburgh, PA 15222. KDKA-TV, a Group W station, is an equal opportunity employer.

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

Associate Director of Programming Katz Television Continental

Katz Television Continental is expanding its programming department and has an immediate opening for an Associate Director to consult its represented stations on programming and promotion strategies.

If you have a proven track record in station programming and/or program research, marketing and promotion, send resume (no calls please) to Mitchell Praver, Programming Director, Katz Television Continental, One Dag Hammarskjold Plaza, New York, N.Y. 10017.

Katz Television is an Equal Opportunity Employer.

KATZ TELEVISION CONTINENTAL

A Division of Katz Communications Inc



Katz. The best.

TELEVISION PROJECT MANAGER

The Christian Broadcasting Network, Inc., an evangelical Christian ministry located in Virginia, VA, has an immediate opening for a Project Manager. This position encourages individual responsibility, creativity and resourcefulness, with minimal supervision. Duties similar to a Production Supervisor, Unit Manager, and/or Production Manager. Directly supervises productions in studio and on location. Minimum 6 years experience in all area of TV and/of film production required. If you feel led and wish to serve, send resume and salary history, in confidence to: The Christian Broadcasting Network, Inc., Employment Dept. - Box PM, CBN Center, Virginia Beach, VA 23463. CBN 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, Dept. AP, Attn: Ellen Rakieten, 3415 University Avenue, Minneapolis, MN 55114.



Equal Opportunity Employer M/F

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.

Business Opportunity

COURT SALE

Radio station WBMP-FM, Elwood, Indiana. August 15, 1985, 10:00 a.m. County Courthouse, Tipton, Indiana. Call IRS Revenue Officer Glenn Gray, 317-269-6431.

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.

Situations Wanted Programing, Production, Others

Award-winning

Paintbox Artist seeks major market position. National and local television experience. Please call 404-636-6568.

Consultants

MAJOR FM OPPORTUNITY

Docket 80-90 creates 689 allocations nationwide. Turnkey FCC licensing services for new FMs, incl. transmitter site acquisitions. Over 180 professional engineers, field consultants, staff. Flat fee pricing and guaranteed application work. Call today for details: 301-925-9400. ATTN: Carl Hurlbaeus, Sachs/Freeman Associates, Inc., 1401 McCormick Drive, Landover, MD 20785 Member AFCCE.

ALLIED FIELDS
Help Wanted Sales

**Help Wanted Programing,
Production, Others**

**Public Notice
Continued**

**CABLE TV
AD SALES
MANAGERS
& ACCOUNT
EXECS**

Storer Communications is seeking qualified individuals for local cable TV ad sales positions in several systems at various locations.

Applicants must have cable, broadcast (radio preferred) and/or other media direct and agency sales successes.

Mail your proposal, including resume, compensation expectation and geographic preference to:

*Storer Communications, Inc.
P.O. Box 61-8000
Miami, FL 33261-8000
Attn.: John M. Grubbs,
Vice President
Business Development*

Please—no phone calls. All applicants will receive full, confidential consideration and all proposals will be acknowledged.

*Equal Opportunity Employer
Male/Female.*

STORER
COMMUNICATIONS • INC



ST. JOSEPH'S

VIDEOGRAPHER

St. Joseph's Hospital & Medical Center

Our media department is presently recruiting a highly creative individual to function as Videographer. This challenging position requires a BS degree in Television Production or equivalent experience and 3 or more years in television production preferably in a medical environment. As a part of our media team the selected applicant will oversee production directing, camera operations, set design, lighting, audio recording, tape/film editing and the operation of the hospital's audio visual equipment library. Some supervision of other audio visual technicians will be performed.

You'll discover new intellectual challenge and creative endeavors at St. Joseph's. In addition, you'll enjoy competitive salary and outstanding benefits. For immediate and confidential consideration, send resume to:

**Employment Coordinator
St. Joseph's Hospital & Medical Center
P.O. Box 2071
Phoenix, AZ 85001**

equal opportunity employer

**\$50 REWARD
FOR YOUR EXCESS VIDEO**

Attention videographers/cinematographers! Mail us your excess video footage and we will pay you \$50 if accepted. Need all types, from scenic and human interest to exotic themes. Must be broadcast commercial quality, 3/4" in 30 second format, with releases where necessary.

**Send footage to: DTL ENTERPRISES
4211 Hubbell Avenue
Des Moines, Iowa 50317**

**Or call for further information:
515-263-3066
All unpurchased will be returned.**

Miscellaneous

**LIKE TO VISIT CHINA?
JOIN US**

*Escorted and hosted by Radio Peking.
Most comprehensive 22 day tour.
Inquire cost, potential tax benefits.*

*Paul Hale, 1619 N. Royal St.
Colorado Springs, CO 80907 303-633-4795*

Public Notice


PUBLIC NOTICE

This announcement is to inform the general public that Mr. Dan Weathers in no longer affiliated with Express Tower Co., Inc. and is no longer authorized to conduct business in any manner in the name of Express Tower Co., Inc. Effective July 8, 1985.

PUBLIC NOTICE

The Villages of Antwerp, Evans Mills, Philadelphia and Theresa in Jefferson County, New York, invites applicants for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request For Proposals" available for the undersigned. Application will be accepted until September 30, 1985, and all applications received will be available for public inspection during normal business hours at the Antwerp Village Clerks Office, John Love, Chmn., Cable TV Joint Committee, Box 131, Antwerp, NY 13608. 315-659-8959.

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

Employment Services

LOOKING FOR A JOB IN TELEVISION?

Get DIRECTION, the new National Directory of Television Employers. Well over 2,600 companies listed with addresses, phone numbers and business descriptions. Compiled by insiders of the television industry. DIRECTION also includes a book of job search techniques for television. Get the edge over your competitors with this innovative job search tool! For more information, write Communications Connection, One Linden Place, Dept. A3, Great Neck, New York 11021.

10,000 RADIO-TV JOBS

The most complete & current radio, TV publication published in America. Beware of imitators! Year after year thousands of broadcasters find employment through us. Up to 98% of nationwide openings published every week, over 10,000 yearly! All market sizes, all formats. Openings for DJs, salespeople, news, production. 1 week computer list: \$6. Special bonus: 6 consecutive wks. only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 1563 N. Eastern, Las Vegas NV 89101.** Money back guarantee!

Wanted to Buy Stations

LOST INTEREST?

Successful group wants all or part of your problem station. Seeking test markets for exciting, new programming format. AM's, FM's, CP's. Will consider an active partnership or complete buyout. Could be the best phone call you've made all day. DigiSoft Engineering. 203-488-5026.

WANTED TO PURCHASE

California radio station—20,000-50,000 plus watts AM-FM non directional signal. Principals only 415-461-3656.

**WANTED AM
OR
Construction Permit**

in Large Market. Qualified individual has \$500,000 in cash to invest. In confidence, phone 417-723-8310, day or night.

For Sale Stations

FIRST \$85,000 CASH

buys this AM with PSA located in Southwest Missouri. Includes approx. 3 acres real estate. Only station in County of 20,000. Call 918-786-2284.

AM-CP

5,000 watts days, 1,000 watts nights, top 100 market, do it your way from the ground up, easiest way into large market radio. 512-546-4106, PRW & Associates, Box 3127, South Padre Island, TX 78097

NO. CALIF. CLASS B FM

Station serves picturesque 3-county mountain area with good signal & translators. Equipment new in 1983. Billings increase monthly. Asking \$795,000 with \$250,000 down, about 2.7 X 1985 gross. Contact Elliot Evers. 415-387-0397.



Dan Hayslett



10509 Berry Knoll Dr., Dallas 75230

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
IN	AM/FM	\$450,000	30%
VA	AM	\$35,000	DOWN PAYMENT
AL	AM/FM	\$225,000	25%
AR	AM/FM	\$335,000	15%
SC	AM	\$35,000	DOWN PAYMENT

P.O. BOX 1714 - SPARTANBURG, S.C. 29304 - 803/585-4638

Exclusive offerings

Kansas: AM and FM, \$500k, terms
Colorado: Daytimer, good dial position, \$230k
Montana: Fulltimer with FM CP. \$160k, terms
Mississippi: AM and FM, \$500k

Bill-David Associates
2508 Fair Mount St.
Colorado Springs, CO 80909

HOLT

TOP 100 MARKET

Mid-South Sunbelt FM/AM combo. Solid coverage from a downtown antenna site lets this Class A deliver the market. \$1.3 million with 25% down.

215-865-3775

For Sale Stations Continued

MEDIUM MARKET AM/CLASS C FM

Will sell our combo with some cash flow. Will subordinate note for right buyer/operator. All inquiries kept confidential. R-173.

MIDWEST SMALL MARKET

Class A FM, 250 W. AM. Buildings and land included. \$400,000 with terms ... cash discount. Box R-148.

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

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS

"Specializing in Sunbelt Broadcast Properties"

5050 Poplar • Suite 1135 • Memphis, TN 38157

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.

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

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

HELP

We now have 9 stations in the Northeast under some form of sales contract. Buyers are waiting. The market is excellent for selling right now. Phone and we'll set up a personal meeting to visit you in your community. No obligation.

8 Driscoll Dr., St. Albans, VT 05478

802-524-5963

GEORGE WILDEY 207-947-6083 (ME)

Location	Size	Type	Price	Terms	Contact	Phone
Rky. Mtn.	Maj	FM	\$2500K	Cash	Elliot Evers	(415) 387-0397
TX	Metro	AM/FM	\$1900K	Cash	Bill Whitley	(214) 680-2807
CA	Med	FM	\$1750K	Terms	Jim Mergen	(818) 366-2554
NE	Maj	Network	\$1000K	Terms	Ron Hickman	(401) 423-1271
VT	Sm	AM/FM	\$895K	\$200K	Ron Hickman	(401) 423-1271
CT	Sm	AM	\$750K	Terms	Warren Gregory	(203) 364-5659
IN	Med	AM/FM	\$710K	Terms	Burt Sherwood	(312) 272-4970
KA	Sm	FM	\$650K	\$250K	Bill Lytle	(816) 941-3733
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Fates & Fortunes

Media

John Davidson, VP and general manager, KICU-TV San Jose, Calif., named executive VP, broadcast group, of parent, Wilson Communications. **James Evers**, director of operations, KICU-TV, named VP and director of operations for Wilson Communications.

Garrett Girvan, chief financial officer, cable division, Viacom, Pleasanton, Calif., named senior VP, California systems, responsible for Viacom's 10 cable systems in state.



Ferns

Wes Ferns, general manager, KLMG-TV Tyler, Tex., named president of station.

Stephen H. Haas, from WEAT-FM West Palm Beach, Fla., joins WSBK(AM) Boca Raton, Fla., as VP and general manager.

Harvey Cohen, general manager, WCIX(TV) Miami, joins WZL-

(TV) there as executive VP and general manager.

Al Fetch, WYRK(FM) Buffalo, N.Y., joins WVKO(AM)-WSNY(FM) New York as VP and general manager.

Herman Ramsey, general manager, WGNX-TV Atlanta, named VP.

Thomas Mosher, general sales manager, KIQQ(FM) Los Angeles, named VP and general manager.

John Moffitt, VP and general manager, WUAB(TV) Lorain, Ohio, joins KTHT(TV) Houston as executive VP and general manager.

David Habisch, station manager, WDG(A) Minneapolis-St. Paul, joins KRXY-AM-FM Lakewood, Colo., as general manager.

Bryan Kneeland, VP and general manager, Centel Cable Co. of Iowa, named controller of parent, Centel Communications Co., Chicago, unit of Centel Corp.

Bill Ritchie, independent consultant, joins KTPX(TV) Odessa, Tex., as acting general manager following resignation of general manager **Carl Rogers**.

Francis Zeuli, business office manager, Continental Cablevision of St. Paul (Minn.), named system manager, Continental Cablevision of Northern Dakota County, Minn.

Lee Douglas, head of programming, WCZY(FM) Detroit, named VP, operations, WCZY-AM-FM.

Terry Dugas, instructor of broadcasting, Seton Hall University, South Orange, N.J., joins KLMG-TV Longview, Tex., as director of broadcast operations.

Erica Frank, from New York brokerage firm

of Butcher, Singer, joins WKSS(FM) Hartford, Conn., as business manager.

Edward Reitkopp, attorney, Lockheed, Burbank, Calif., joins NBC there as labor attorney.

Michael Lang, general attorney, ABC, New York, named senior general attorney, labor relations, East Coast.

Robert Wildrick, from Ford Motor Co., Mahwah, N.J., joins UA-Columbia Cablevision of New Jersey, Mahwah, N.J., as director of personnel and administration.

Edward Clark, staff accountant, Deloitte, Haskins & Sells, New York, joins Price Communications there as assistant controller.

James Conley, senior VP, broadcast group, Meredith Corp., New York, elected director of Park Communications, Ithaca, N.Y.

Jeff Pryor, production manager, KFDM-TV Beaumont, Tex., named operations manager.

Ron Alexander, local sales manager, KFDM-TV, named director of management information systems.

Suzanne Cardwell, personnel director, Automata, Reston, Va., manufacturer of printed circuit boards, joins Public Broadcasting Service, Washington, as assistant director of personnel. **Jinny Goldstein**, associate director, Adult Learning Services, PBS, Washington, named director of adult learning.

Eugene Baierschmidt, associate director of development, noncommercial KUED(TV) Salt Lake City, named director of development.

Robert Johnston, controller, KNBR(AM) San Francisco, joins noncommercial KQED-FM there as controller.

Marketing

J. Donald McNamara, president of Interpublic Group of Companies, New York, will retire Sept. 30. **Philip H. Geier Jr.**, chairman and chief executive officer of Interpublic, will assume title of president. According to Geier, McNamara's functions will be redistributed among corporate officers, with majority going to **Eugene Beard**, executive VP and chief financial officer.

Jeff Schur, senior VP, Grey Advertising, New York, joins Needham Harper of Canada, Toronto, as president and chief executive officer. **Dan Pepler**, VP, director of creative services, Needham, Harper, Toronto, named executive VP and chief creative officer.

James Eaton, VP, art studio manager, Kenyon & Eckhardt, New York, joins Foote, Cone & Belding there as VP, director of graphic services. **Risa Korris**, producer, Marschalk, New York, joins Foote, Cone & Belding there as producer. **Carol Fabricatore**, freelance assistant art director, FC&B, New York, named illustrator.

Mark Stevens, account supervisor, Bozell &

Jacobs, Omaha, named VP. **Leslie Berkshire**, assistant manager, communications, Greater Omaha Chamber of Commerce, joins B&J there as account coordinator.



Parker

Richard Parker, creative head, Richardson, Myers & Donofrio, Philadelphia, joins Gillespie Advertising, Princeton, N.J., as senior VP, creative director.

Miriam Coleman, from Young & Rubicam, New York, joins Wunderman, Ricotta & Kline there as VP, operations manager of client services.

Appointments, Kornhauser & Calene, New York: **Chris Hall**, VP, senior TV producer, Grey Advertising, New York, to senior VP, director of television production; **Martin Bowen**, VP, group management supervisor, Carrafiello-Diehl Associates, New York, to VP, account supervisor; **Neil Wittenberg**, senior account executive, K&C, to VP, account supervisor; **Eileen Morganweck**, from BBDO, and **Andrea Levine**, from K&C's research department, to account executives.

Andre Nel, associate creative director, Mazzino/Murray/Johns, San Francisco, joins D'Arcy MacManus Masius, St. Louis, as senior art director.

Roger Schnorrbusch, manager, print production, Seltel, New York, named VP, director of production and operations.

Marie Amico-McConnell, research manager, Republic Radio, New York, joins Torbet Radio there as station information supervisor.

Gary Benz, VP, account supervisor, Needham Harper Worldwide, Chicago, named management representative.

Barbara Wilson-Anchors, senior account executive, Liller Neal, Atlanta, joins Cargill, Wilson & Acree there as account supervisor.

Polly Langbort, senior VP, director of communications planning, Young & Rubicam, New York, joins Wunderman, Ricotta & Kline there as senior VP, director, media and marketing services. **Fred Slobodin**, director of broadcast production, Wunderman, Ricotta & Kline, named VP.

Marty Owens, Los Angeles manager, and **Bob Bee**, Atlanta manager, Independent Television Sales, New York, named VP's.

Kathy Bogas, from Marshall Field's, Chicago, joins Tatham-Laird & Kudner there as copywriter. **Timothy Claffey**, senior art director, Bozell & Jacobs, Chicago, joins TL&K as art director.

Carl Teitelman, from SSC&B, New York, joins Kenyon & Eckhardt there as account supervisor.

Steven Mitsch, from Chiat/Day, New York, joins HCM there as senior art director.

Valerie Gleason, account executive, Needham Harper Worldwide, Chicago, named account supervisor.

Mary Louise Schiavone, account executive, TeleRep, Miami, joins Petry, Tampa, Fla., in same capacity. **Jeff Joselson**, from WGGT-TV Greensboro, N.C., joins Petry Television/Petry National Television, Philadelphia, as account executive.

John Hauenstein, from Greater Boston Cable Corp., Colony Communications system in Woburn, Mass., joins co-owned Greater Fall River (Mass.) Cable TV as sales manager.

Brian Turner, from Blair Radio, New York, joins Christal Radio there as account executive.

Lora Dinga, from KTIM-AM-FM San Rafael, Calif., joins McGavren Guild Radio, San Francisco, as account executive.

Drew Pape, account executive, Katz Communications, Los Angeles, joins Blair/RAR there in same capacity.

Stuart Kauder, senior analyst, Petry National Television, New York, named group research manager, blue team.

Vicki McFadden, account executive, KRQX(AM)-KZEW(FM) Dallas, joins CBS Radio National Sales there in same capacity.

Marty Edelman, local sales manager, KPIX(TV) San Francisco, joins KNTV(TV) San Jose, Calif., as general sales manager.

Clare Mannion, director of marketing and development, noncommercial WTTW(TV) Chicago, named VP, marketing and development.

Norb Ryan, national sales manager, WTMJ-TV Milwaukee, named general sales manager.

Michael Tracy, local sales manager, KPVI-TV Pocatello, Idaho, named general sales manager.

Michael Leyes, sales coordinator, WNDU-TV South Bend, Ind., named general sales manager, succeeding **Dave O'Shea**, retired.

Sarah Taylor, local sales manager, WTOP(AM) Washington, named general sales manager, WTOP and co-owned WTKS(FM) Bethesda, Md.

Hoyt Andres, national sales manager, KHTV(TV) Houston, named general sales manager.

Eilene Maloney, from WFLA-AM-FM Tampa, Fla., joins WFLP(AM) Pinellas Park, Fla., as general sales manager.

Mike Armstrong, national sales manager, WLOS-TV Asheville, N.C., joins KSLA-TV Shreveport, La., as general sales manager.

John L. Peroyea, general manager, KMDL(FM) Kaplan, La., joins WYNK-AM-FM Baton Rouge as general sales manager.

Don Carmichael, sales manager, WJXT(TV) Jacksonville, Fla., named general sales manager.

Martin Fenton, national sales manager, WSOC-TV Charlotte, N.C., named local-regional sales manager. **David Wade**, from TeleRep, Cleveland, and **Sheryl Fody**, from Adam Young, New York, join WSOC-TV as account executive.

Dennis Doten, senior account executive, Cote Associates, Hampton, N.H., joins WLKZ(FM) Wolfeboro, N.H., as marketing consultant.

Appointments, WRLH-TV Richmond, Va.: **Thomas Camarda**, general sales manager, WAXA-TV Greenville, S.C., to national sales manager; **James Beeghley**, from Eagle Communications, San Jose, Calif., and **Timothy McCann**, from Wells Rich Greene, New York, to account executives.

Allan Block, director of electronic planning, Blade Communications, Toledo, Ohio-based cable MSO, named director of marketing.

Mike Poth, director of sales operations, KIRO-TV Seattle, named VP, director of sales operations. **John Norden**, national sales manager, KIRO-TV, named VP, national sales manager.

Gardy Sweetman, buyer, Shelly Berman Advertising, Columbus, Ohio, joins WTTE-TV there as national sales coordinator.

Ed Smith, market development director, KFDM-TV Beaumont, Tex., named director of marketing. **David Hornack**, account executive, KFDM-TV, named local sales manager, succeeding Ron Alexander, named director of management information systems (See "Media," above).

Dava Brothers, account executive, WTLV(TV) Jacksonville, Fla., named director of marketing and research.

Nancy Branson, senior account executive, WPLP(AM) Pinellas Park, Fla., named regional sales manager.

Greg Graber, local sales manager, WVTV(TV) Milwaukee, named national sales manager. **Maureen Matelski**, account executive, WVTV, succeeds Graber.

Keith Bolin, local sales manager, KRBE(AM) Houston, named national sales manager, KRBE-AM-FM there. **Ray Carroll**, account executive, KRBE-AM-FM Houston, named regional sales manager.

Mark Le Grand, account executive, WTMJ-TV Milwaukee, named local sales manager.

Kathy Daume, account executive, KTXA(TV) Fort Worth, named local sales manager.

Jim Riggs, account executive, WNOL-TV New Orleans, named local sales manager.

Lisa Brancato, account executive, WHYI(FM) Detroit, joins WDIV-TV there as research analyst.

Nancy Sittig Evans, national sales coordinator, WTTE-TV Columbus, Ohio, named account executive.

John Friedmann, account executive, WCCO-TV Minneapolis, joins WBAL-TV Baltimore in same capacity.

Betsy Kalish, account executive, WCAU-FM Philadelphia, and **Liz Shapiro**, from WXTU(FM) Philadelphia, join WYSP(FM) there as account executives.

Programing

David Schreff, director of affiliate marketing, Showtime/The Movie Channel, Stamford, Conn., joins The Disney Channel, Chicago, as regional director, central region.

Tim Flack, VP, casting, NBC Entertainment,

Los Angeles, joins Columbia Pictures Television there as VP, talent and casting. **Adene Walters**, controller, Television, Columbia Pictures Industries, New York, named VP and controller, television, filmed entertainment.

Cathy Fitzpatrick, director, production, West Coast, HBO, Los Angeles, named VP, production, West Coast.



Nalevansky

Steven Nalevansky, writer-producer, television and feature films, Paramount Domestic Television and Video Programming, Los Angeles, named director of video programming.

Joseph Weber, program manager, WOFL-TV Orlando, Fla., joins USA Network,

New York, as director of acquisitions and scheduling.

Susan Transeth, administrative assistant to VP, television sales, Samuel Goldwyn Co., Los Angeles, named director of television administration.

Michael Blaha, senior counsel, Columbia Pictures Industries, Los Angeles, named assistant general counsel.

Beth Berke, senior counsel, Columbia Pictures Industries, Los Angeles, named assistant general counsel.

Robert Sheehan, director, financial planning, Paramount Pictures Corp., Los Angeles, named VP, finance.

William Herlihy, production administrator, *Good Morning America*, ABC, New York, named director, tape productions, East Coast, ABC Entertainment.

Joseph Warren, director, financial planning, Arts & Entertainment Network, New York, named director of corporate planning and management information services.

Frank Buquicchio, from accounting firm of Richard Eisner & Co., New York, joins Orbis Communications there as controller and director of finance.

Art Ortega, general manager and program director, WNCI-FM Columbus, Ohio, joins Peters Productions, San Diego, as director of sales.

Elissa Lebeck, VP, television group, Katz Communications, New York, joins Viacom there as VP, research and marketing services.

Glen Shipley, VP, finance, Producer Sales Organization, Los Angeles, joins Lionheart Television International there as VP, finance, and chief financial officer.

Michael Wahl, director of business affairs, Hanna-Barbera, Los Angeles, joins Marvel Productions, Van Nuys, Calif., as VP, business affairs.

Bob Jones, program director, KING-TV Seattle, resigns effective Oct. 1. According to NATPE International, Jones will continue as president of NATPE until his term expires Jan. 21, 1986. He has not announced future plans.

Jerry Gavin, assistant program director, WQFM(FM) Milwaukee, named program direc-

Thomas Holter, director of programming and operations, KAWE-TV Bemidji, Minn., joins Central Educational Network, Chicago, as associate director of programming.

Bob Sagendorf, from WWCO(AM) Waterbury, Conn., joins WCBS-FM New York as supervisor, production-continuity operations.

Heister Smith, production manager, WJTC(TV) Pensacola, Fla., joins WEAR-TV there in same capacity.

Shelley Spencer, assistant producer, noncommercial WTTW(TV) Chicago, named producer, *Sneak Previews*.

Abby Geduldig, commercial production assistant, Greater Fall River Cable TV, Fall River, Mass., named commercial production supervisor.

Steve Star, air personality, WJJB(FM) Hyde Park, N.Y., named music coordinator.

Larry Turcotte, production manager, noncommercial WXXI-TV Rochester, N.Y., joins Georgia Public Television, Atlanta, as production manager.

Paul Smith, from CKLW(AM) Windsor, Ont., joins WJR(AM) Detroit as on-air personality.

Tom Shoffner, from KMOG(AM) Payson, Ariz., joins KOTE(AM)-KKZZ(FM) Lancaster, Calif., as air personality.

News and Public Affairs



Sanders

Tom Sanders, news development manager, Visnews Ltd., London, named North America news manager, Viscom International, New York. Viscom is North American subsidiary of Visnews.

Allan Goldberg, from Madison, Wis.-based newsroom computer

systems manufacturer, Newstar, working out of his home in Medford, Ore., joins KATU(TV) Portland, Ore., as news director.

Jerry Springer, anchor-reporter, WLWT(TV) Cincinnati, named managing editor.

Steve Lewis, director of news operations, KMGH-TV Denver, joins WCPO-TV Cincinnati as news operations manager.

Bill Kurtis, anchor-correspondent, CBS News, New York, joins CBS-owned WBBM-TV Chicago as anchor of 6 and 10 p.m. news (BROADCASTING, June 10). He will continue as correspondent for CBS, assigned to *CBS Reports* and *Newsbreaks*. Kurtis was anchor-reporter at WBBM-TV from 1973 to 1982.

Steve Grund, assignment manager, KMGH-TV Denver, joins KWGN-TV there as news operations manager.

Ron Wolfe, executive producer, WMTV-TV Macon, Ga., joins WVII-TV Bangor, Me., as news director. **Jan Young**, reporter, WMAZ-TV Macon, Ga., joins WVII-TV as anchor-reporter.

Mike Huitt, associate producer, news, KAKE-TV Wichita, Kan., named manager of news production.

Back to the beat. NBC News Executive Vice President Tom Pettit has left his management post and will return, after a vacation, to on-air reporting with NBC as chief national affairs correspondent, based in New York. Larry Grossman, president, NBC News, said the switch came at "Tom's request." Pettit had been overseeing the operations of the affiliate news service, NBC Radio news, and the documentary unit. A news spokeswoman said the executive vice president spot would probably not be refilled and that Pettit's duties would be split up, probably between Tim Russert, assistant to the president, and John Lane, a vice president in charge of day-to-day news operations at NBC News. Pettit will return to the air in late August or early September, she said, with reports on national issues and governmental affairs, for both *Nightly News* and *Today*.

Wes Maley, anchor-producer, WHP-TV Harrisburg, Pa., joins WGAL-TV Lancaster, Pa., as producer.

Bill Fields, from WBNS-AM-FM Columbus, Ohio, joins Metro Traffic Control, Detroit, as general manager.

Mark Loomis, news producer and director, WIVB-TV Buffalo, N.Y., joins WJAR-TV Providence, R.I., as director, 6 and 11 p.m. news.

George Christensen Jr., associate director, 10 p.m. news, WKBD-TV Detroit, named director-associate producer.

Karen Gurbada, member of news department, WDIV-TV Detroit, named associate producer, news.

Kim Price, broadcast executive, Pacific northwest and Alaska, Associated Press, Seattle, named general broadcast executive, western United States, based in Dallas.

Brian Trauring, reporter-weekend assignment editor, WLKY-TV Louisville, Ky., named news assignment editor. **George Wilson**, from WAND-TV Decatur, Ill., joins WLKY-TV as re-

porter.

Edie Magnus, weekend anchor, WKRC-TV Cincinnati, joins ABC News, Chicago, as correspondent. **Bob Braun**, reporter, WKRC-TV, succeeds Magnus.

Penny Preston, reporter, WTVF-TV Nashville, joins KTVT(TV) Fort Worth as anchor-reporter. **Calvin Wittman**, reporter, KWTX-TV Waco, Tex., joins KTVT as anchor-reporter.

Kristina Kleinman, reporter, WABI-TV Bangor, Me., joins WSSH-TV Portland, Me., in same capacity.

Dave Marash, investigative reporter, WNBC-TV New York, joins WRC-TV Washington as anchor-reporter.

John Vallentine, anchor and VP, news and public affairs, KIMO-TV Anchorage, joins WISN-TV Milwaukee as anchor-reporter.

Jim Forbes, investigative reporter, WFSB-TV Hartford, Conn., joins KCBS-TV Los Angeles as reporter.

Sheila O'Connor, anchor-reporter, KVUE-TV

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Austin, Tex., joins WESH-TV Orlando, Fla., as reporter.

Delores Lyons, reporter, KLYF-TV Lafayette, La., joins WTLV(TV) Jacksonville, Fla., as reporter.

Kim Peterson, weekend anchor-reporter, WLS-TV Chicago, joins KRON-TV San Francisco as reporter.

Nat Harrington, from WVEC-TV Norfolk, Va., joins WBAL-TV Baltimore as reporter.

Kent Ehrhardt, from *PM Magazine*, KWWL-TV Waterloo, Iowa, joins WPTV(TV) West Palm Beach, Fla., as morning and noon weather anchor.

Tim Scheld, executive director, Shadow Traffic, New York production company, joins WOR(AM) there as reporter.

Technology

Appointments. ALCOA-NEC Communications (ANCOM), Elk Grove Village, Ill., manufacturer of home receive systems for DBS: **Richard Pope**, president of Stolle Corp., ALCOA-owned Sydney, Ohio, manufacturer of parabolic antennas, to additional duties as chairman of ANCOM; **Ryoji Tamura**, executive VP, NEC America, based in Fairfax, Va., to additional duties as president of ANCOM; **Motoyuki Tajima**, VP, engineering, and **Robert Morrell**, VP, finance and administration, ANCOM, Elk Grove, named executive VP's.

Maurice Greenfield, corporate VP, information systems, Paine Webber, New York, joins NBC there as VP, management information systems.

Duncan Frederick, national special projects manager, Sony Consumer Products Co., Park Ridge, N.J., named national sales manager, 8 mm video products. **Toshiro Tanaka**, manager, tape engineering, Sony Magnetic Products of America, Park Ridge, named director, tape engineering.

William Beeman, director of engineering, KICU-TV San Jose, Calif., named VP, director of engineering, for broadcast group of parent, Wilson Communications.

Robert Cavanaugh, from Audiotechniques, Stamford, Conn., joins Dolby Laboratories, San Francisco, as technical marketing consultant.

Catherine Malatesta, VP, director of sales and marketing, Global Video Communications Corp., Orlando, Fla., joins The Video Tape Co., Los Angeles syndication services firm, as director, international-industrial sales.

Marc Bressack, sales engineer, A.F. Associates, Northvale, N.J., video equipment manufacturer, named manager, broadcast sales.

James Mitchell, interim VP, chief financial officer, Interline Communication Services, named VP, chief financial officer. **Howard Reelfs**, controller, field service division, First Data Resources, Omaha, joins Interline as controller.

Jim Balogh, senior editor, UAB Productions, Cleveland, joins Producers Video, Baltimore, as senior video editor.

Winners. The fourth annual Electronic Media Awards will be presented by the National Society of Professional Engineers at the National Press Club in Washington on Aug. 16. The awards are designed to "recognize reporters and producers who have made the most significant contributions to public knowledge and understanding of U.S. engineers and engineering." First place winners:

■ **NBC Television**, *The Real Star Wars: Defense in Space*, anchor Marvin Kalb, producer Anthony Potter □ television news/public affairs.

■ **Children's Television Workshop**, *3-2-1 Contact*, producer/writer Franklin Getchell □ television education/information.

■ **NBC Radio**, *Made In Space*, correspondent/producer C.D. Jaco □ radio news/public affairs.

■ **NBC Radio**, *Computer Shock*, correspondent Bill Vitka, producer Mike McCartney □ radio education/information.

Promotion and PR



Wentworth

John Wentworth, manager of advertising and promotional services, Paramount Television Group, Los Angeles, named director, advertising and promotion, Paramount Network Television there.

Sal Sardo, promotion director, Metromedia's KRLD-TV Dallas, named director of creative services for Dodgervision, Metromedia's Los Angeles-based cable sports venture.

Steve Barr, account executive, Needham Porter Novelli, Los Angeles, joins Golden Gaters Productions, Corte Madera, Calif., as director of media relations.

Tom Bernet, account executive, Paramount Pictures Corp., joins The Leland Corp., New York, as director of sales.

Michelle Milosh, art director, WNOL-TV New Orleans, named promotion manager. **Davide Gautreau**, art assistant, succeeds Milosh.

Terry Caywood, promotion director, WTAE(AM)-WHTX(FM) Pittsburgh, joins WPGH-TV there in same capacity.

Dana Giedrys, from WZOU(FM) Boston, joins WKSS(FM) Hartford, Conn., as promotion coordinator.

Larry Thornhill, production manager, KOTE(AM)-KKZZ(FM) Lancaster, Calif., named promotion director.

Sharon Fox, midday personality, WJJB(FM) Hyde Park, N.Y., named promotion director.

Sandy McGill, account director and affiliate relations director, Eastern region, MTV Networks Inc., New York, named director, affiliate sales promotion.

Allied Fields

Lisa Nielsen, VP, Market Opinion Research, Detroit, leaves to form own firm, Market Link, based in Grosse Pointe Woods, Mich., which will provide market support systems for media companies.

David Cole, senior engineer, Frazier, Gross & Kadlec, Washington, joins Broadcast Investment Analysts there as VP, engineering studies. **Jonathan Intrater**, coordinator of intangible asset development, Frazier, Gross & Kadlec, joins BIA as VP, asset appraisals.

Deaths

James Kern (Kay) Kyser, 79, bandleader who, as the "old perferer" attired in cap and gown, helped make *Kollege of Musical Knowledge* radio staple over NBC from 1938 until 1950, died of heart attack July 23 at North Carolina Memorial hospital, Chapel Hill, N.C. Kyser, who after his retirement acknowledged he could neither read music nor play instrument, began his band while student at University of North Carolina in late 1920's. Kyser's band was featured on CBS Radio's *Elgin Football Revue* in 1935-36, and *Kay Kyser's Surprise Party* in 1937 over Mutual Radio. In 1938, Kyser approached WGN(AM) Chicago with idea for musical question and answer show. Program was then picked up by WHN(AM) and WOR(AM), both New York, and name was changed to *Kay Kyser's Musical Klass and Dance*. Show went national that year, on successively Mutual and NBC Red, and name was later changed back to *Kollege*. In 1949, Kyser's *Kollege* moved to NBC-TV for one season. Kyser retired in 1951 and returned to his home town of Chapel Hill, where he helped found UNC's public broadcasting facilities and devoted remainder of his life to promoting Christian Science church, of which he was made honorary president in 1983. He is survived by his wife, Georgia, and three daughters.

Wayne King, 84, band leader on radio and television who became known as The Waltz King, died July 16 at his home in Paradise Valley, Ariz. King's orchestra performed at the Aragon Ballroom in Chicago in late 1920's and early 1930's, and was broadcast over WGN(AM) Chicago. King gained national attention with *Lady Esther Serenade* which aired over NBC Red and later CBS radio networks in 1932-38. In 1950's, King was featured on NBC Radio's *NBC Bandstand* and on NBC-TV series, *Wayne King Show*. He is survived by his wife, Dorothy, and two children.

Thomas J. White, 66, district manager, affiliate relations, CBS-TV, New York, until his retirement in 1983, died of cancer July 16 at University hospital, Stony Brook, N.Y. He began his broadcast career in 1948 at Avery-Knodel Television, where he served as director, VP, and finally executive VP, television sales. He is survived by his wife, Silvia, and six children.

Sidney Garfield, 72, publicist who was director of press information for CBS Radio and later director of New York publicity for CBS-TV, died of cancer July 21 in New York. He is survived by his wife, Ruth, and two daughters.

Selcom's Peter Moore: working to keep on top

Peter Moore was a hustler before a magazine gave the term a bad name. He began working in advertising at the age of 15 and has been at it ever since, managing to finish high school and college while advancing his career.

At the age of 37, Moore is president and chief executive officer of Selcom Inc., parent company of two full-fledged and competitive national sales representatives—Torbet Radio and Selcom Radio. In the fiercely competitive spot radio business, only hustlers stay on top.

Moore, a tall, huskily built man with a friendly but serious manner, believes his college background in economics and mathematics gave a boost to his career in radio, enabling him to move into the sales sector of the rep world because of his facility with figures.

Moore got into advertising by accident. In 1963, when he was 15 and a student at St. Francis Prep in Brooklyn, a friend told him of a part-time opening for a file clerk at the Interpublic Group of Companies, the advertising agency complex. With his mother the family's sole support, Moore saw it as an opportunity to help out.

He remained at Interpublic for five years, progressing from file clerk to billings clerk. In the latter post Moore had contact with national representatives and station personnel and through them heard of a vacancy in the accounting department of Torbet Radio. "I almost didn't get the job at Torbet," Moore recalls, "because Alan Torbet, the president, felt that a man wouldn't stay long in that post. I promised him I would stay at least five years, through 1973, when I was scheduled to finish up at Queens College." As it turned out, Torbet broke Moore's promise. Several months after Moore joined the firm, Torbet asked him to become manager of research while continuing to hold down the accountant spot. He shifted to sales three years later in 1972, as an account executive in New York. He was on his way.

Moore was named one of two sales managers in 1975; New York sales manager in 1978; vice president, Eastern division, in 1979; executive vice president later that year, and president in 1980. When Selkirk Communications of Canada, which already owned Selcom Radio in the U.S., bought Torbet Radio from the Bonneville Corp. last January, Moore was named president and chief executive officer of Selcom Inc., which operates both rep organizations.

Moore says Alan Torbet, the founder of the rep firm and its guiding force until his retirement several years ago, taught him the rep business.

"The one thing I still lack is actual experience working at a radio station," he said. "But through Alan, who had extensive local



PETER LAWRENCE MOORE—president, Selcom Inc.; b. Feb. 29, 1948, New York; BS, economics and mathematics, Queens College, New York, 1973; file clerk, billings clerk, Interpublic Group of Companies, New York, 1963-1968; with Torbet Radio since 1968 as accountant and manager of research, 1968-72; account executive, 1972-75; New York sales manager, 1975-78; vice-president, Eastern division, 1979; executive vice president, 1979-80; president, 1980-85; president, Selcom Inc., New York, 1985; m. Linda Barto, Sept. 6, 1967; children, Jennifer, 16; Melissa, 13; Matthew Alan, 9.

radio station background, I was able to absorb some knowledge of station operations and apply it to the rep business." For his part, Torbet remembers meeting Moore when the latter applied for a job and being impressed by his alertness and enthusiasm.

"I realized Peter had the capability of developing into a top salesman but really had to persuade him to give it a try," Torbet said. "He was initially reluctant. But after a while, he just loved sales. Later, when it came time to pick a president for Torbet Radio, Peter was the unanimous choice."

Moore thinks spot radio will continue to thrive in the years ahead as the media landscape changes with the impact of cable television, videocassettes, direct broadcasting satellites and other technological developments. He concedes that spot radio is not a glamour medium and will have to work hard to maintain its clients and bring in new ones.

"Radio, including spot radio, will survive," he said. "It overcame the onslaught of television. It's not afraid of words like 'fractionalization.' Radio has learned to flourish by developing programs and formats appealing to specific demographic groups."

Moore is confident that all advertising media will continue to exist as they find their own niches in the communications configuration of the future. But he is inclined to believe that television will be more vulnerable than radio. "TV is a cost-intensive medium," he explains, "and is more likely to feel the competitive squeeze. Radio is not

cost-intensive, and in the future is likely to have higher percentage gains."

Moore is profoundly aware that spot radio representation has gone through traumatic change, characterized by mergers and outright business failures in recent years. But he is optimistic that the alliance of Torbet Radio with Selkirk, a large group station owner in Canada as well as a TV station representative in the U.S. (Seltel), provides the financial clout to survive and prosper.

He forecasts sales at both Selcom and Torbet to end 1985 9% to 11% higher than in 1984, and he added: "That's well ahead of the industry average of about 5% to date. Of course 1984 was a good year for radio, helped by the political conventions and elections and the Olympics. The following year always tends to drop."

Both Torbet and Selcom have been adding to their staffs in recent years. Moore says Torbet now has 92 employees scattered among 13 offices and has four affiliated reps in the Northwest. Selcom's 84 workers are located in 12 offices.

Moore has played a leading role in the establishment of a nonwired radio network called Supernet. He notes there has been a steady growth in the number of unwired networks, set up to compete with conventional networks. Supernet consists of Torbet, Selcom, Masla Radio and Eastman Radio and became operational last January.

"We've already made strides in the past five or six months," he says. "Supernet consists of 1,100 radio stations and we're already getting more than 32% of the non-wired business."

"The average buy on Supernet covers 27 markets. In spot radio there has been a steady decline in the number of markets ordered. In 1973 the figure was 9.4 markets. Now it's 4.5 markets."

Moore is especially proud of the progress that has been made at Torbet. In 1978 Torbet's billings were about \$28 million. This year that figure will rise to an estimated \$63 million.

A gregarious type, Moore confesses that he misses the give-and-take of salesmanship. Nowadays, he must function primarily as an administrator and planner, guiding the operations of two firms with a total of more than 500 client stations.

"I try to meet at least twice a week with the senior executives at Torbet and Selcom to review operations and devise strategy and planning," Moore said. "I'm fortunate in having two top-flight executives on board—Anthony Fasolino, president of Torbet, and Vincent Gardino, president of Selcom."

Moore also has a long-term goal: "I would like to own and operate a radio station in a middle-sized community," he said. "Over the years I have learned a lot about different facets of radio and would like the opportunity to put some of these ideas into practice."

At 37, Moore can afford to wait before embarking on a second career.

Senate passed S. 1078 last Friday, which **reauthorized Federal Trade Commission** at funding levels of \$65.8 million, \$66.8 million and \$67.8 million, respectively, for FY 1986-88. Bill, which marked first time FTC has been authorized since 1980, pleased advertisers. Among its provisions was definition of "unfair acts or practices" as those that may cause "substantial injury to consumers which is not reasonably avoidable by consumers themselves and not outweighed by countervailing benefits to consumers or competition." House is expected to consider legislation soon.

FCC's en banc hearings on Ted Turner's bid for CBS begin at 10 a.m. Thursday (Aug. 1) at commission headquarters in Washington. Nonaffiliated parties testifying in support of Turner, according to FCC, will be oceanographer Jean-Michel Cousteau; Pluria Marshall, chairman, National Black Media Coalition; Richard McDewitt, president, Georgia Alliance for Children Inc.; Jacqueline Meers, executive director, National Business Consortium for Gifted and Talented; C. Robert Kerr, executive director, Georgia Conservancy; William C. Holmberg, program director, Center for Renewable Resources; Christopher Palmer, vice president and executive director, Audubon Television Programs; Johnny Ford, president, World Conference for Mayors, and Michael McDonald, general counsel, American Legal Foundation. Nonaffiliated parties testifying in support of CBS will be Charles L. Jackson, Shooshan & Jackson Inc., and Beverly Chain, director, Office of Communication, United Church of Christ. FCC official said parties had not identified affiliated witnesses who would represent them at hearings.

NBC News President Larry Grossman has told staff that, in **covering hostage stories** like that in Beirut last month, NBC is "in the business of covering news of interest and importance," and cannot subscribe to stipulations or recommendations that it ignore hostages or their families or even hostage takers on assumption that crisis "will go away" if they are denied coverage. Grossman, in memo to staff that was made public, **laid out guidelines division is to follow** after top aides reviewed NBC News's coverage of Beirut story last month, story that generated considerable amount of comment critical of manner in which four networks covered 17-day crisis. **Only restraints Grossman would apply to such stories are those dictated by "taste and judgment."** Guidelines also dealt with frequently heard criticism, such as one that television, in its coverage of Beirut story, had "become part of the story." To avoid becoming participant, Grossman said, NBC News should "cover only what is happening" and should "not become involved as a participant in any way." He also said civil disturbance "will not be broadcast on a live basis except in very special circumstances, and then only with the prior approval of the president or executive vice president of NBC News." Similarly, Grossman said "it is far preferable to tape and edit all interviews" that emerge from terrorist/hostage situations. In cases where live broadcast of interview is considered unavoidable, Grossman said, on-air correspondents "should frequently remind our audiences of the background, circumstances and context" of interviews.

Arbitron and ABC have been hit with \$120-million federal lawsuit filed in San Francisco by KTZO-TV alleging violation of antitrust laws and defamation of stations and its principal, James J. Gabbert. Suit was filed in response to Arbitron delisting KTZO-TV from ratings book for period of June 15-21, 1984, after receiving reports from ABC-owned KGO-TV and Arbitron field representative that KTZO-TV president Gabbert allegedly engaged on two occasions in early June in ratings distortion. According to reports received by Arbitron, Gabbert allegedly told viewers that if they were metered household, to leave their sets tuned to KTZO-TV overnight or when they went outside, adding he was "just kidding." But in suit filed by KTZO-TV, plaintiffs argue one alleged incident never occurred and second occurred different than represented to Arbitron. As a result of what KTZO-TV claims was improper delisting from ratings book, both Arbitron and ABC defamed station and Gabbert and colluded to violate antitrust laws. Suit seeks \$120 million in punitive damages plus general fees and attorney fees.



Swearing in. FCC Commissioner Dennis Patrick (l) was officially sworn in for a new seven-year term last week by FCC Chairman Mark Fowler at a private ceremony in the commissioner's office. Mary Ann Lanchantin, Patrick's confidential assistant, holds the Bible as Fowler administers the oath.

BMI shareholders passed changes in by-laws that will **reduce board size from 16 to 12** and prevent offering of BMI stock without shareholder authorization. Vote occurred at meeting requested by five shareholders who are broadcasters. Request for meeting was held in abeyance due to BMI request for court injunction to prevent meeting, and counterrequest by five dissident shareholders (all broadcasters) and All-Industry Television Station Music License Committee. Decision denying BMI request was seen as instrumental in paving way for agreement for new rate structure (BROADCASTING, July 22). Committee requested vote on by-laws so that its interest on BMI board could not be "diluted." It recently dropped request that 75% majority, instead of simple majority, be required for board to pass resolutions. According to committee, 25,000 votes cast, representing more than 60% of outstanding shares, only 100 were against amendments. Of by-law to prevent offering of stock without approval of shareholders, BMI President Edward M. Cramer said BMI "has not offered new stock in more than 40 years."

Senate Commerce Committee is planning to hold **hearing Sept. 1 on rock music lyrics** viewed by some as containing sexually explicit language. Issue has gained more prominence since formation of Parent Resource Music Center (BROADCASTING, July 8).

FCC Commissioner Henry Rivera, apparently still searching for another job, has now **recused himself from participating in commission proceedings involving law firm of Dow, Lohnes & Albertson**. He still recused from items involving firms of Paul, Hastings, Janofs & Walker and Schnader, Harrison, Segal & Lewis. Dropped from list of firms are Fisher, Wayland, Cooper & Leader and Gardn Carton & Douglas ("Closed Circuit," July 1).

National spot radio billings in June soared 37.5% over June 1984 \$103,327,200, according to Larchmont, N.Y.-based Radio Expenditure Reports (RER), which relies on data collected confidentially each month from 15 leading rep companies. However, **when R adjusts 1984 figure** to compensate for variance in five-week standard billing month in 1985, **increase is reduced to 10%**.

More than a few eyebrows were raised last Monday when Securities and Exchange Commission filing was made day before Taft Broadcasting's annual meeting indicating that investor group had purchased 8% of company's stock. Fort Worth-based businessman **Robert M. Bass** headed group that said it had **bought 722,000 shares** at between \$72.06 and \$82.89 per share. Filing added purchase was made for investment purposes, but that investor group intended to "evaluate the business and prospects" of and "may present to the management its views." Threat to control of Taft was muted next day by shareholder adoption of provisions bolstering company defenses ("Bottom Line," July 8). Bass and close relatives have family fortune estimated recently

... at over \$3 billion. Among investments are 25% stake in Walt Disney Productions. Taft's director of investor relations, Polk Johnson, said that company's proposed \$760-million purchase of 10 television stations from Gulf Broadcasting could possibly close within a couple of weeks.

□

ASCAP last Thursday (July 25) filed affidavit with United States District Court for Southern District of New York **stating why it believes it should get approximate 16% rate increase in new blanket music performance licenses for radio stations.** (All-Industry Radio Music License Committee puts that increase closer to 18.9%). ASCAP's affidavit claims that since BMI received 8.8% annual rate increase in new agreement last year, ASCAP should get larger increase because radio stations are playing higher proportion of ASCAP music found on "hit charts." ASCAP is asking for 1.70% of adjusted gross billings." AIRMLC, in its petition filed with court May ("In Brief," May 20), argues that ASCAP has failed to substantiate its music claim and that definition of "hit" is "elusive at best." Committee said ASCAP's blanket license rate should be lower than new BMI level or no higher than 1.24% rate, noting that 85 BMI rate "is lower than the 1978 ASCAP blanket license rate." Committee's action was taken under consent decree of Justice Department to determine fees for new ASCAP licenses after negotiations over final rate structure broke down ("Top of the Week," p. 8, 1984).

Michael J. Eckert has been named president of Weather Channel, Landmark Communications' basic cable service, succeeding John Janas, who has resigned. Eckert, 38, whose background is in radio sales, was head of John Blair's Chicago office before joining Weather Channel in 1982 as central regional sales manager. Thanks in large part to Janas, service is now "financially solid," Eckert said. "If I can keep the rudder straight... and improve the promotion," he said, "we will be just fine."



□

One company that has approached CBS recently, proposing to help it in its battle with Ted Turner, **is Gannett Co.,** it was reported last week. *The Wall Street Journal* quoted investment bankers as saying that Gannett Chairman Allen H. Neuharth met with CBS Chairman Thomas H. Wyman on at least two occasions to discuss the matter but that Wyman did not give Neuharth any encouragement.

FCC fills more parking spots in space

The FCC last week authorized the launch of 19 additional domestic satellites, all of which are expected to be launched before 1990. The FCC, adopting a more rigorous financial showing, used that to dismiss the domsat applications of Cable Sat General Corp., Columbia Communications Corp., Equatorial Communication Services, National Exchange Inc., Rainbow Satellite Inc., Systematics General Corp. and United States Satellite Systems Inc.

The assignment plan adopted incorporates two-degree spacing for both the C and Ku bands. But the commission said it wouldn't implement that reduced spacing for C-band satellites between 120 degrees and 134 degrees west longitude—where most of the cable television programming satellites are currently located—until necessary.

Below is the FCC's assignment chart for orbital slots, starting at 146 degrees west longitude.

Orbital slot	Carrier	Satellite	Satellite band	Orbital slot	Carrier	Satellite	Satellite band
146	Alascom Inc.	Aurora II	C	91	Western Union	Westar III	C
144	Western Union	Westar VII*	C	91	Satellite Business Sys.	SBS IV	Ku
42	RCA/Alascom	Aurora I (Satcom V)	C	89		Unassigned	C
40	Hughes	Galaxy IV	C	89		Unassigned	Ku
38	RCA Americom	Satcom I-R	C	87	GTE Spacenet	Spacenet III	H
36	GTE Spacenet	Spacenet IV	H	85	AT&T	Telstar III	C
		GSTAR III	Ku	85	RCA Americom	RCA A	Ku
34		Unassigned	C	83	American Satellite Co.	ASC II	H
34	Comsat General	Comsat General B	Ku	81	RCA Americom	Satcom IV	C
32	Hughes	Galaxy I	C	81	RCA Americom	RCA B	Ku
32	Western Union	Westar B*	Ku	79	Western Union	Westar III	C
30	RCA	Satcom III-R	C	79	Martin-Marietta	Martin Marietta A	Ku
30	Hughes	Galaxy B	Ku	77	Federal Express	Fedex A	Ku
28	American Satellite Co.	ASC II	H	76	Comsat/AT&T	Comstar IV	C
26	AT&T	Telstar I	C	75	Comsat General	Comsat General A	Ku
26	Martin-Marietta	Martin Marietta B	Ku	74	Hughes	Galaxy II	C
24	Western Union	Westar V	C	73	Western Union	Westar A*	Ku
24	Federal Express	Fedex B	Ku	72	RCA Americom	Satcom II-R	C
22		Unassigned	C	71	Hughes	Galaxy A	Ku
22	Satellite Business Sys.	SBS V	Ku	69	GTE Spacenet	Spacenet II	H
20	GTE Spacenet	Spacenet I	H	67	RCA Americom	Satcom VI	C
05	GTE Spacenet	GSTAR	Ku	67	RCA Americom	RCA C	Ku
03	GTE Spacenet	GSTAR	Ku	64	American Satellite	ASC IV	H
01	Ford Aerospace	Ford I	H	62	RCA Americom	Satcom VII	C
3	Western Union	Westar IV	C	62	Satellite Business Sys.	SBS VI	Ku
3	Satellite Business Sys.	SBS I	Ku				
7	AT&T	Telstar II	C				
7	Satellite Business Sys.	SBS II	Ku				
5	Hughes	Galaxy III	C				
5	Satellite Business Sys.	SBS III	Ku				
3	Ford Aerospace	Ford II	H				

Notes: New authorizations are in boldface. Other satellites are either in orbit or were previously authorized but have not yet been launched. Some of those previously authorized have been assigned new locations. Comsat also received authority to launch an in-orbit spare that must be co-located with one of its other satellites. "H" in satellite band column indicates a hybrid.

*Western Union received authorization to construct, launch and operate only two of these satellites.

Editorials

The right way

In issuing subpoenas last week for pictures and information gathered by the television networks during the hijacking of TWA Flight 847 to Beirut, the Justice Department was precisely following the process prescribed in the Privacy Protection Act of 1980. What, you have forgotten the Privacy Protection Act? Have you also forgotten the Supreme Court's decision in 1978 in the *Stanford Daily* case?

If it were not for the corrective legislation passed five years ago, the Justice Department could have sent FBI agents swarming into network newsrooms to ransack the files. Whatever reservations were expressed last week by some network news officials, the subpoena process was infinitely preferable to the one approved by the Supreme Court seven years ago.

The *Stanford Daily*, an independent newspaper published at the site of the university of the same name in Palo Alto, Calif., was ransacked by local police searching for pictures, which turned out to be nonexistent, of participants in a demonstration at the school. The foray was ruled unconstitutional under the Fourth Amendment, which prohibits unreasonable searches and seizures, by both district and appellate courts. On appeal by local authorities, the Supreme Court overturned the lower rulings, to the surprise and dismay of the Fourth and Fifth Estates.

Corrective legislation was introduced, at the urging of major news organizations, but got nowhere until sheriff's deputies in Boise, Idaho, carrying a secret warrant, descended on the newsroom of KCBI-TV. The raid, recorded by an alert KCBI-TV cameraman, appeared on network news programs, and the Privacy Protection Act of 1980 was adopted by a voice vote in the Senate and a recorded vote of 357 to 2 in the House.

The act requires law enforcement officials to obtain subpoenas for material they want to get from journalists and others engaged in activities protected by the First Amendment. Subpoenas may be challenged in the courts or, short of that, may be subject to negotiation of the kind that went on last week.

The guess here is that the Justice Department will get what it truly needs for the grand jury in the case against the hijackers and that the networks will preserve the confidentiality of any information that would compromise journalistic integrity if released.

Much the better way than *Stanford Daily*.

The case for compromise

The Fifth Estate is once again preparing for internecine warfare. In the wake of a U.S. Court of Appeals decision that the must-carry rules are unconstitutional, major broadcast organizations, led by the National Association of Broadcasters, are launching a no-holds-barred assault on the cable industry that seeks not only to reinstate mandatory carriage but to take away the compulsory license mechanism under which cable and the broadcast and programming industries now operate. The chances of reinstating must carry through the courts are virtually nil. The chances of effecting some change in the copyright scheme are somewhat better, if by no means certain.

While understanding the motivations of all parties to this dispute—as well as their apprehensions and concerns—we nevertheless feel the call to arms is premature. The real-world impact of the end to must carry is far from certain. Cable needs broadcasting as much as broadcasting needs cable if not more, and the

end-of-the-road accommodation may well serve both industries equally well.

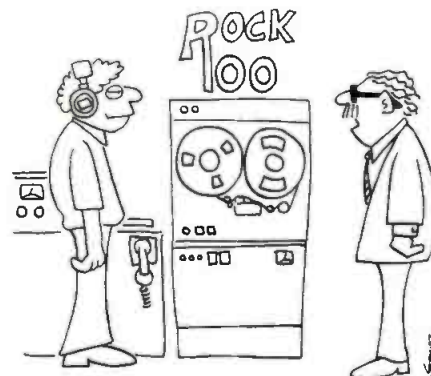
This page has long called for negotiations between cable and broadcasting on this subject. We continue to feel that course superior to confrontation. It is clear that cable is open to such negotiations now. It is equally clear that broadcasters would like to talk but feel they must first get cable's attention.

Broadcasters hope to gain an agreement from cable that will institutionalize carriage for as many over-the-air signals as possible. Cable wants flexibility in dealing with egregious cases of saturation and duplication and wants a free hand in designing its program menu. Broadcasters acknowledge they cannot again have it all in terms of signal carriage. Cable appears comfortable with operating in large measure as it has until now. It would appear to be a situation ripe for give and take.

Happily, the timing is right for both a cooling-off period and a go at bilateral negotiations before either side becomes committed to an all-fronts war. Congress is going into recess. The court's order won't become effective until September (although decisions regarding court appeals do have deadlines; they must be taken during August). All of the pressure points broadcasters might use against a recalcitrant cable industry will be as available in the fall as today (including copyright amendments for a flat rate copyright fee, now being negotiated between the National Cable Television Association and the Motion Picture Association of America).

And as we would counsel broadcasters to patience, so too would we counsel the cable industry to forbearance in exercising its new freedoms—assuming broadcasters fail in securing a stay. For if there is unlikely to be a return to an across-the-board must carry, neither is total carriage freedom likely to be the rule. The marketplace will be least disturbed by holding to the status quo a little while longer.

Realistically, considering who just won what, the burden of drafting a cable-broadcasting cooperation pact and carrying it around the corner falls to the National Association of Broadcasters. But it is just as short a walk between 1724 Massachusetts Avenue and 1771 N Street as it is the other way, and those of good will on both sides should not stand on protocol. If the parties begin now, there is still a good chance they can meet in the middle.



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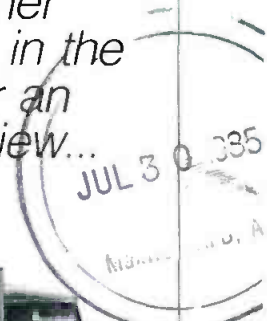
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