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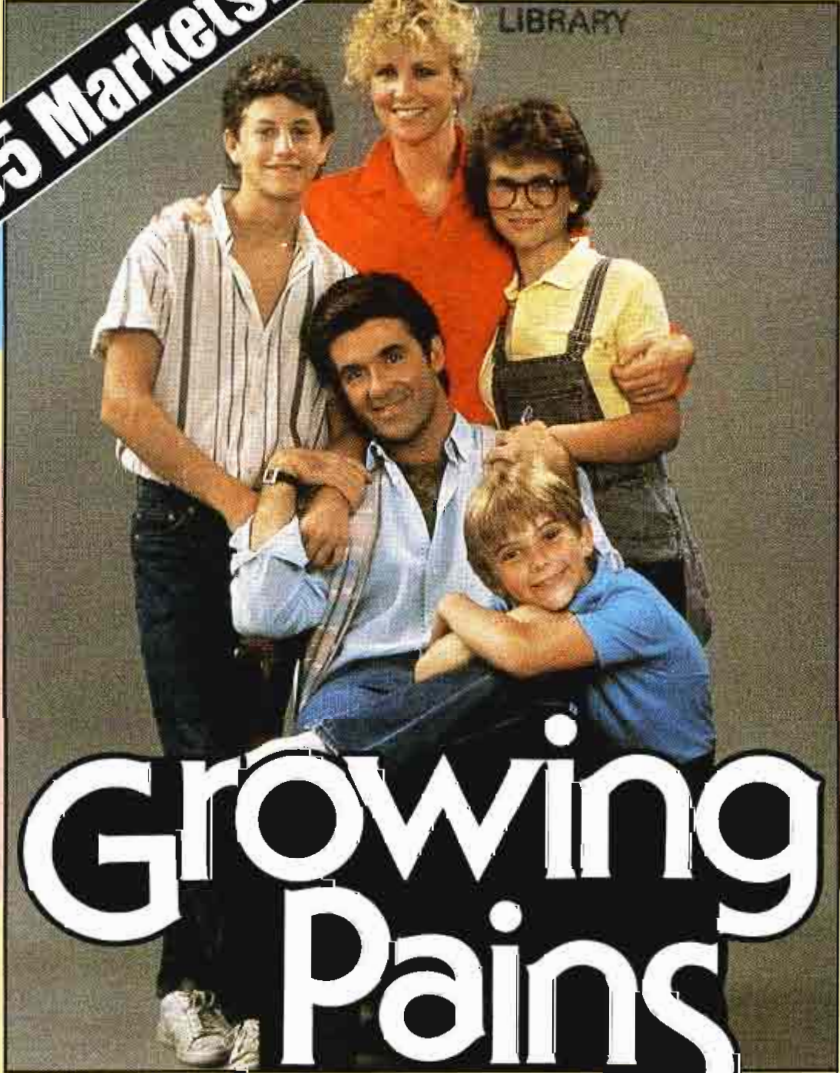
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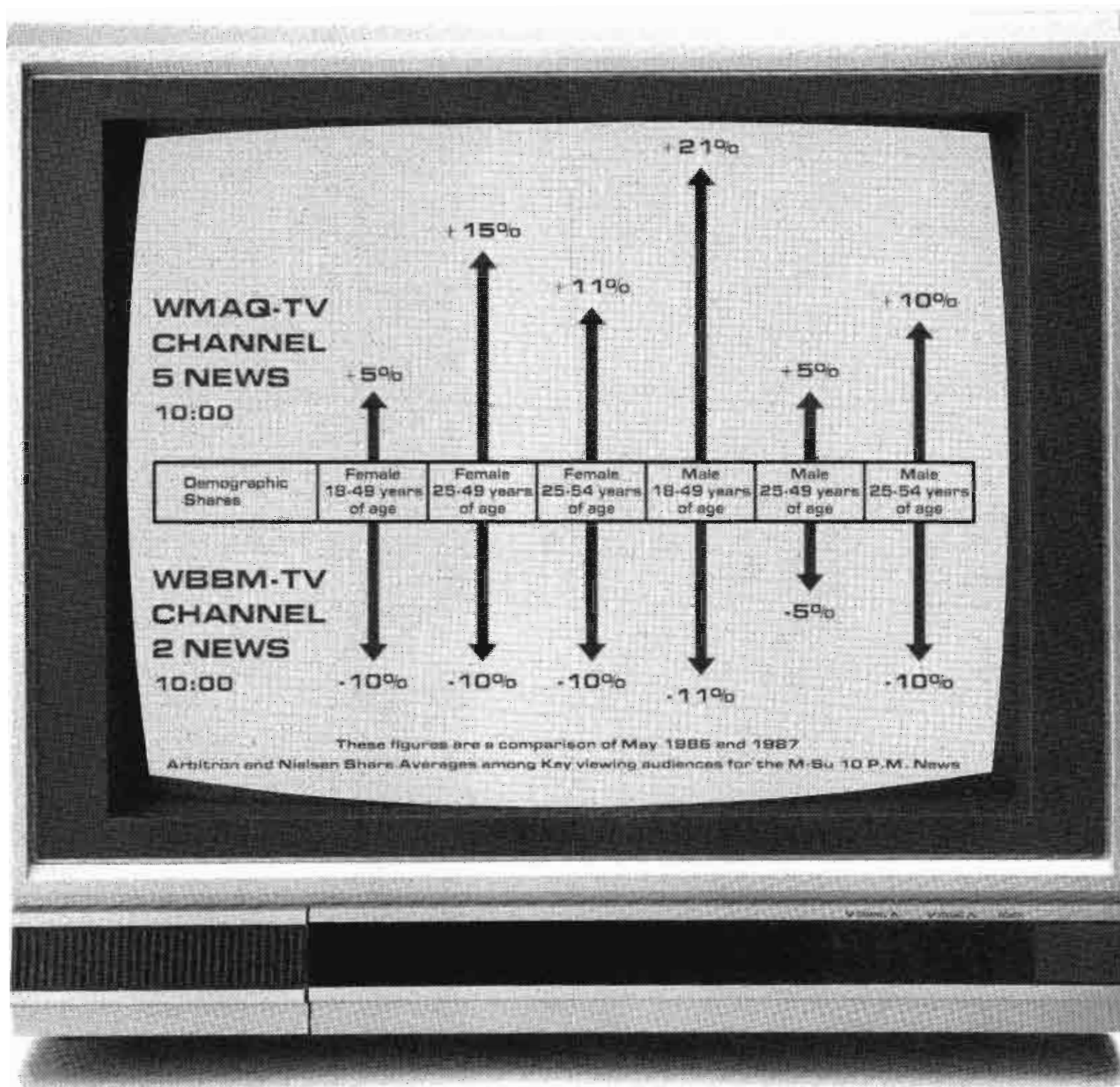
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SPECIAL REPORT
RADIO '87
Westwood One buys
NBC Radio



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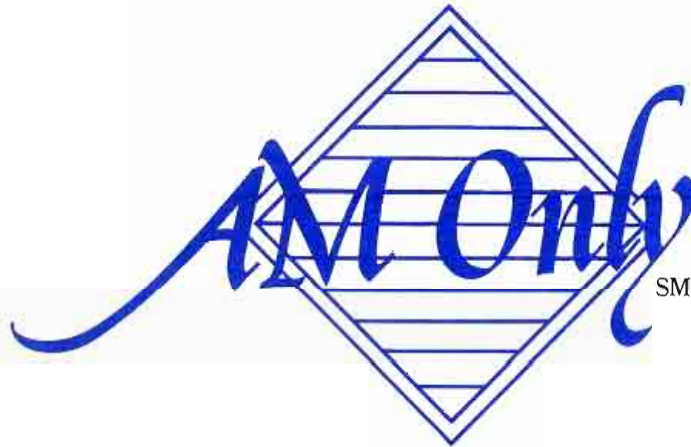
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Radio Station Brokerage & Financing

Broadcasting **Jul 27**

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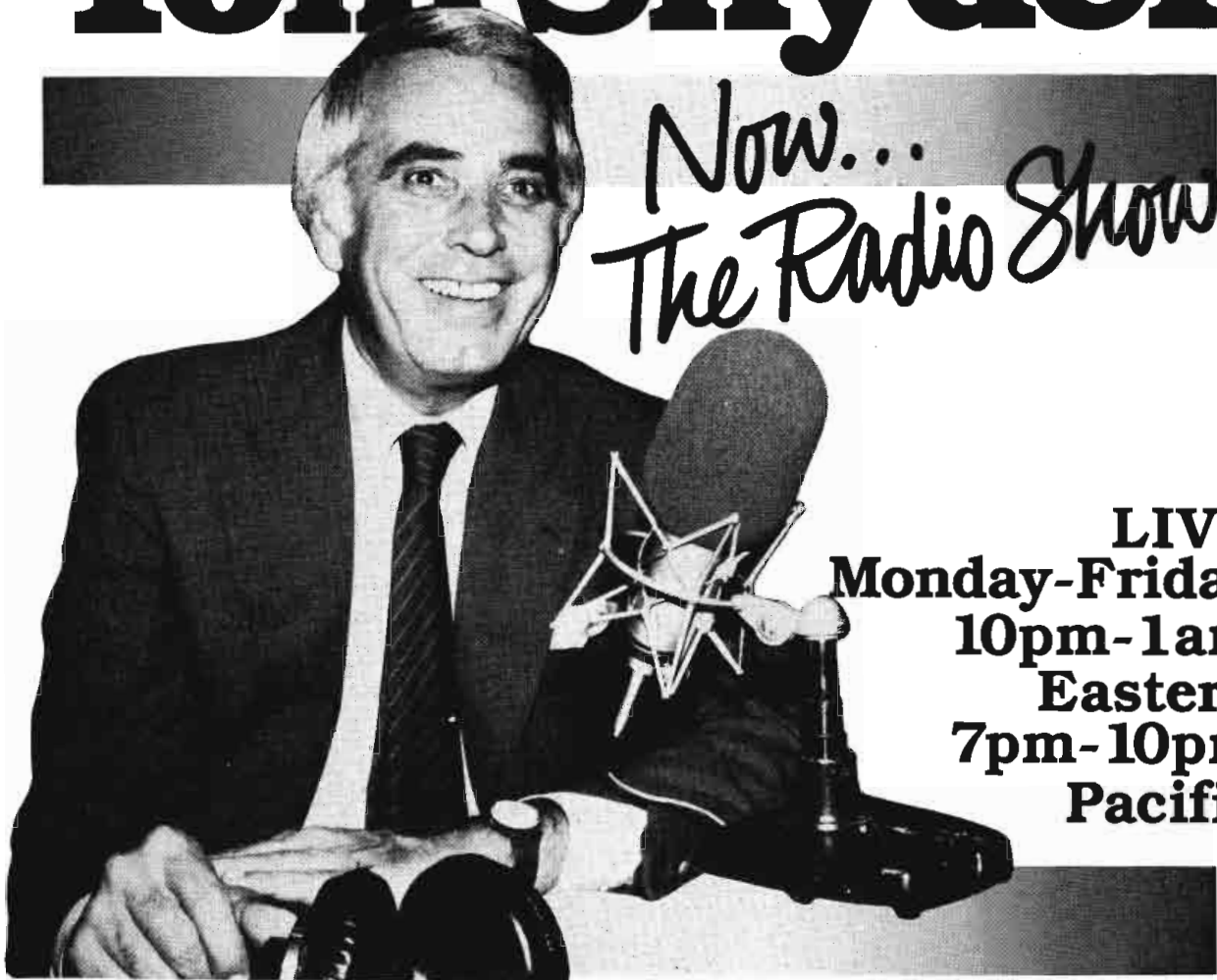
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abc ABC RADIO NETWORKS

U-turn

As Senate Communications Subcommittee readies for hearing on home satellite marketplace this week (see "In Brief") there appears to be realignment among industry groups interested in TVRO legislation. Motion Picture Association of America will state general support for S. 889 (Senator Al Gore's bill). MPAA's stand comes as surprise since it opposed Gore's dish legislation in last Congress. Testimony will note that association had hoped TVRO marketplace would develop faster than it has. MPAA will complain of "cable MSO domination" of TVRO market. Hollywood's embrace of Gore bill could be sign that negotiations with National Cable Television Association on compulsory copyright license are not going well.

Going up

Thirty-second spots in television coverage of 1988 Super Bowl will cost between 4% and 8% more than spots in this year's game, media sources said last week. ABC will ask between \$625,000 and \$650,000, sources said, or between \$1.25 million and \$1.3 million per minute. Last year CBS got \$600,000 per 30 or \$1.2 million per minute. Sports programming is one category where people meter numbers indicate generally higher viewing than Nielsen Television Index. In January 1987, Super Bowl XXI on CBS averaged 45.8 rating, according to NTI, but 47.7 according to Nielsen's people meter.

Hint?

Was there more than met eye in Judge Robert Bork's statement, in case involving newsman-candidate's attack on equal-opportunities law, regarding powerlessness of U.S. Court of Appeals to override Supreme Court's *Red Lion* decision (see page 90)? That decision affirmed constitutionality of fairness doctrine. Bork, in opinion for unanimous three-judge panel, wrote that William H. Branch's First Amendment challenge to law he said prevents him from running for political office while holding newscaster's job "is squarely foreclosed by *Red Lion*." But he also said Supreme Court in 1984 case had asked commission to send signal if it felt that technological advances had reached point where new look at *Red Lion* was warranted.

Bork said commission may have sent that signal in its report questioning

constitutionality of fairness doctrine. Then, in sentence some lawyers find particularly significant, Bork said, "Unless the [Supreme] court itself were to override *Red Lion*, we remain bound by it." Among lawyers who saw invitation in that statement was Branch's attorney, Robert Corn, who is considering seeking review of Bork's opinion, either by full D.C. circuit or by Supreme Court.

To court in Florida

Florida Association of Broadcasters and Scripps Howard (latter owner of WFTS[TV] Tampa and WPTV[TV] West Palm Beach, both Florida, among other properties) are expected to file "omnibus lawsuit" this week in Leon County, Fla., charging unconstitutionality of Florida ad tax (see "In Brief"). FBA, represented by Steel, Hector & Davis, Miami, and Scripps Howard, represented by Baker & Hostetler, Washington, are seeking co-plaintiffs—some from out-of-state—to contribute "persuasive factual argument about the unconstitutionality of this statute," said Baker & Hostetler's Bruce Sanford. FBA President Bill Brooks is general manager of WPTV.

\$110 million and up

First round of bidding for Forward Communications' TV stations has just been completed. Final bid will apparently be \$110 million or more, since amounts close to that were said to have been offered by several parties whose bids did not get them into the final round, now in progress. Those included The Providence Journal Co., Merrill Lynch Media Partners and third party with financing from Equitable. ML Media would likely have had to spin off two properties due to signal overlap. Rumors suggest that bidders now competing for five-TV-station group may include Channel Communications and Meredith Corp.

Marking turfs

FCC plan to form advisory group on advanced television systems (BROADCASTING, July 20) was causing some consternation in technical circles last week. At issue was potential conflict with existing industry standards organization, Advanced Television Systems Committee, which has been investigating high-definition television technology for about four years. To minimize overlapping activities, at least one interested party is suggesting that advisory group emphasize

nontechnical focus through two-tiered structure, with technical effort guided by "blue-ribbon" panel of top video industry executives, possibly with participation of high-level regulatory and congressional appointees.

Keep or pay

As Congress searches for revenue to reduce federal deficit, number of options are being examined. One possible solution, aimed at tackling revenue problem as well as Hill concern over so-called churn in broadcast properties, would be to charge substantial license transfer fee on station traded within three years of its purchase. It's idea that some industry observers feel might not be hard to sell to broadcasters or Congress.

Minority movement

Legislative action on minority issues involving broadcasting in this session of Congress is increasingly likely. Last week, Cardiss Collins (D-Ill.) withheld package of amendments to FCC authorization that would enhance minority ownership of broadcast properties (see story, page 92) after Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) reaffirmed his commitment to act on minority issues by themselves.

Ouch

Democratic party officials are warning broadcasters, groups and individual stations, that they are in for tight squeeze at Democratic national convention, to be held in Atlanta's Omni Center next July 18-21. Bob Ferrante, former CBS News executive who now serves as director of communications for Democratic National Committee, invited representatives of groups, satellite-connected networks and stations to Washington last week to tell them how tight. According to one report he said he could not dispute, Ferrante counted four times as much demand for broadcasters' space as is available in relatively compact Omni Center (maximum capacity: 18,000, depending on configuration). Problem grows out of capability technology gives stations to provide live coverage of convention and stations' eagerness to make use of that capability. Networks were not invited to meeting last week; Ferrante said they will have about same space as they were allowed in San Francisco in 1984. Ferrante is urging stations to consolidate their equipment.

Where Things Stand

A weekly status report on major issues in the Fifth Estate

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AM-FM allocations. FCC has launched comprehensive review of AM technical rules, including channel assignments and interference protection. Inquiry was prompted by declining fortunes of oldest of broadcast services. Meanwhile, comments are due today (July 27) on FCC's proposal to permit about 1,600 AM daytimers operating on clear and regional channels to operate all night with up to 500 watts, with expectation of all but 200-300 of 2,400 daytimers getting some nighttime power. About 500 daytimers operating on foreign clear channels received nighttime authority in previous proceeding. Reply comments are due Aug. 10. FCC hopes to have final order by fall.

Commission has extended comment and reply comment deadlines to Aug. 31 and Sept. 15, respectively, on its notice of inquiry on proposed rules change to authorize FM directional antenna systems, which would allow for reducing distance separations between FM's. In commission's announcement of that extension, however, it tried to narrow focus of proceeding, saying that it would be "premature to consider extension of the use of directional antennas to the channel allotment process," and defining "immediate" scope of inquiry as providing existing licensees with "greater flexibility in the selection of transmitter sites, some of which may be short-spaced."

FCC has processed 29 of about 80 windows for new FM allocations created by docket 80-90 proceeding. Commission has also received about 800 petitions for new allotments and facility upgrades.

□

AM stereo. Following five-month inquiry, National Telecommunications and Information Administration concluded last February that AM stereo marketplace has "stagnated" and that multisystem radios are only way to get marketplace moving and insure AM stereo's future. Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—Motorola's C-Quam and Kahn Communications' single-sideband. To confirm its faith in technology, NTIA's laboratories in Boulder, Colo., are testing multisystem radios and integrated circuits. Tests are expected to be completed by end of July.

Motorola has wide support among broadcasters and receiver manufacturers. About 500 AM stations broadcast in stereo with Motorola's system as compared to fewer than 100 with Kahn's. But Kahn Communications, backed by several major group broadcasters, has proved tenacious. Since no one is making radio to receive Kahn signal only, Kahn is counting on proliferation of multisystem radios.

□

Antitrafficking. Congressional interest in rein-

stating FCC's antitrafficking rule is building. Legislation is pending in House and Senate that would restore rules requiring broadcast stations to be owned three years before sale. Although Hill action on any broadcast legislation has been put on hold until fate of fairness doctrine is settled (see "Fairness doctrine," below), signs indicate antitrafficking could move on its own (BROADCASTING, June 29). There has been some speculation that trafficking provision could be attached to FCC authorization that Congress is expected to move before end of year. House measure (H.R. 1187), offered by Representative Al Swift (D-Wash.), was focus of Telecommunications Subcommittee hearing last month. In Senate, broadcast renewal bill (S. 1277) contains provision that would reimpose rule (see "License renewal," below). Issue was raised during Senate hearings on bill July 17 and 20, where there was strong indication broadcasters are divided. NAB said it opposed reimposition of rule as stand-alone legislation, but takes no position on matter when it is part of "otherwise acceptable license renewal reform bill." Other witnesses from broadcast industry also refrained from taking stand on trafficking, another sign industry can't reach consensus.

□

Children's television. U.S. Court of Appeals in Washington remanded FCC action eliminating commercial guidelines for children's programming on grounds commission had failed to justify its deregulatory action. Commission had maintained marketplace regulation would be sufficient to serve public interest; court said commission had offered neither facts nor analysis to support that position.

Meanwhile, Association of Independent Television Stations, concerned about what it says is decline in TV viewing by children, has authorized life-styles study by M/E Marketing and Research, Boston, to find out where younger viewers have gone, and, by extension, how to get them back. Results will be announced at INTV convention in Los Angeles in January.

□

Cable regulation. FCC's implementation of Cable Communications Policy Act of 1984, and particularly its deregulation of basic cable rates effective Dec. 19, 1986, received report card from panel of the U.S. Court of Appeals in Washington last week. Panel upheld FCC standard for "effective competition"—where three off-air broadcast signals were available in cable community—calling it "for the most part neither arbitrary, capricious nor otherwise contrary to law." Court also agreed to FCC's determination of when it would intervene in disputes under Cable Act's franchise fee provision, which was when those disputes "directly impinge" on national policy involving cable and implicate the agency's expertise. Among the commission rules overturned: FCC's redefinition of basic cable

service; automatic pass-through of certain identifiable costs of providing basic service, and FCC's signal availability standard.

□

Compulsory license. After often-bitter war of words, cable and motion picture industries have begun talking again about settling their differences over cable's compulsory copyright license. If fruitful, talks could lead to legislation overhauling license. Reform would likely include simplified "flat-fee" formula (so much per subscriber per distant signal) for calculating license fees to replace existing complicated formula (varying percentages of gross basic revenues per signal). Some cable operators have also indicated willingness to give up license under certain conditions after transitional period of five or 10 years, but all feel it's important to preserve license for carriage of local signals and for distant signals by cable systems in "underserved markets."

In related development, FCC has opened inquiry into whether compulsory license should be preserved. Inquiry could form basis for legislative recommendation to Congress. Comment deadline has been extended to Aug. 6; replies, to Sept. 21.

□

Crossownership. FCC has opened inquiry into telco-cable crossownership that could lead to recommendation that Congress drop Cable Act's prohibition (BROADCASTING, July 20).

On the telco-cable front, as part of first triennial reassessment of modified final judgment that resulted in breakup of AT&T, District Court Judge Harold Greene is considering whether to lift prohibitions against Bell Operating Companies' providing "information services," which include everything from electronic mail to videotex to cable television.

Even if Greene decides to lift prohibitions, the BOC's still wouldn't be free to provide cable service wherever they wanted. The Cable Communications Act of 1984 codified FCC rules banning all local telcos, except those serving strictly defined "rural areas," from operating cable systems within their service areas.

□

Direct broadcast satellites. High-power DBS, which would use Ku-band spectrum set aside for it, has foundered because of high start-up costs and programing dearth, but low-power C-band variety resulting from scrambling of cable programing on C-band satellites has emerged from the home satellite market.

Latter got started in January 1986, when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number more than 1.7 million. Number of TVRO homes subscribing to cable pro-

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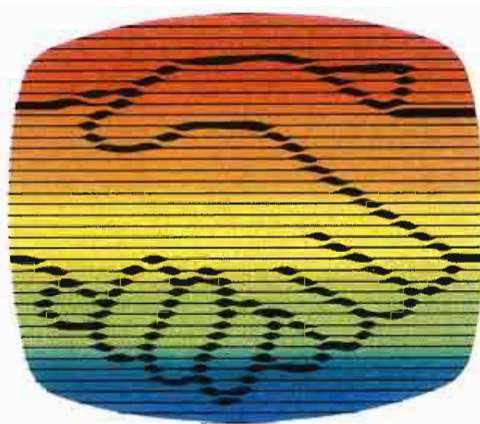
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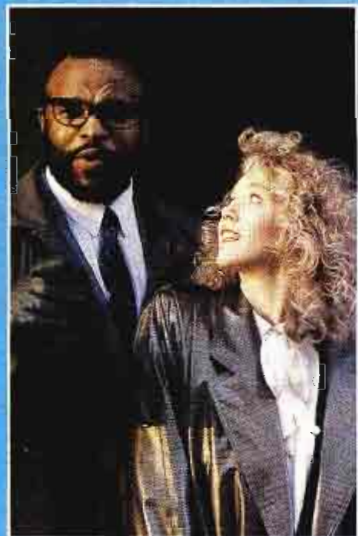
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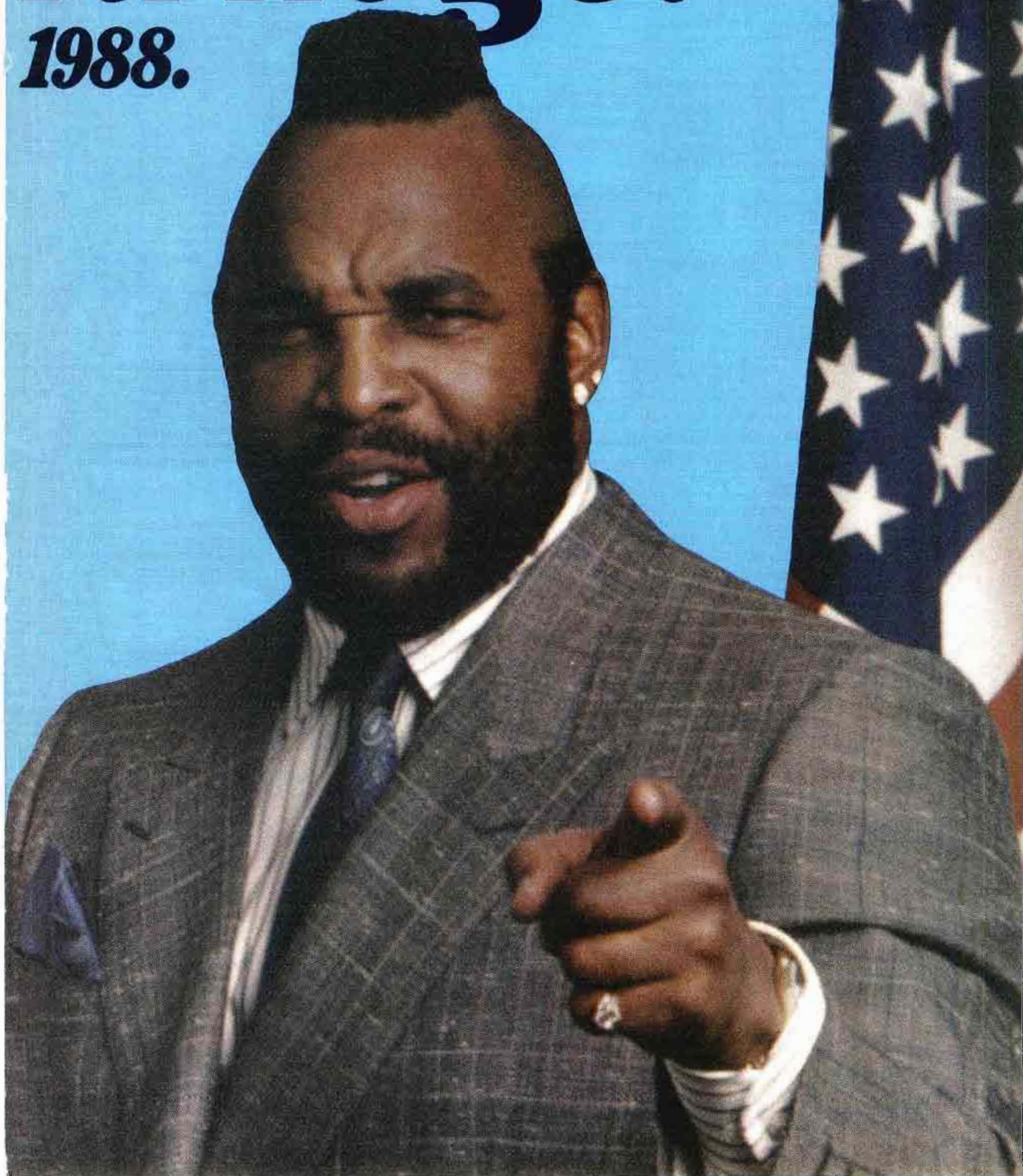
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graming has grown as more cable programmers have scrambled feeds and begun selling subscriptions directly or as packages through other programmers or cable operators.

HBO now wants other major cable programmers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to much smaller dishes.

□

Equal employment opportunity. FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Stations with four or more employees are covered under rules and part-time and full-time employees must be reported separately. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers (BROADCASTING, April 27).

For cable, FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984 (BROADCASTING, Sept. 23, 1985).

□

Fairness doctrine. President Reagan vetoed bill codifying fairness doctrine. Senate Democratic leadership lacked votes to override, but had support to refer veto message to Commerce Committee, where measure originated. It is anticipated doctrine will be attached to legislation President will be reluctant to veto. Broadcast industry opposition to codification was initially limited, with only CBS and Radio-Television News Directors Association working for veto. Now, however, NAB says it will support veto (BROADCASTING, June 29).

FCC has initiated rulemaking to determine whether enforcement of doctrine is contrary to public interest. It acted after panel of U.S. Court of Appeals in Washington remanded case in which Meredith Corp. had challenged constitutionality of doctrine (BROADCASTING, Jan. 19). Same panel, in case brought by Radio-Television News Directors Association and number of other broadcaster groups, had held that it lacked jurisdiction to consider constitutionality of doctrine. Panel directed plaintiffs to submit issue to U.S. District Court. Full court, after considering petitions from broadcasters and FCC, decided to rehear case.

□

Federal Trade Commission. FTC has begun antitrust investigation of National Football League television rights contracts, issuing sub-

poenas to ABC, CBS, NBC, Fox Broadcasting and NFL. Under investigation is possible network collusion in pressuring NFL to retain basic TV rights structure in recently negotiated three-year, \$1.4-billion package or otherwise blocking FBC, HBO and other cable entities from gaining television rights. As part of NFL deal, some games will be shown for first time on cable by ESPN, cable channel 80% owned by ABC. FY 1988-90 authorization of FTC cleared Senate in March (BROADCASTING, March 16). House Commerce Committee adopted its own version of FTC authorization on July 14. Both bills authorize FTC at \$69.85 million for FY '88, \$71.9 million in 1989 and \$72.9 million in 1990. Senate version calls for permanent prohibition against FTC regulating ad industry based on "unfairness" standard, controversial provision that is not included in House bill.

□

HF(shortwave). U.S. and other developed countries were reportedly satisfied with results of second—and final—session of World Administrative Radio Conference on planning use of shortwave band. They had succeeded for number of years in blocking effort of some Third World countries, led by Algeria, to establish computer-based planning system. WARC agreed that test that had been conducted between two sessions failed to demonstrate system would meet requirements of countries at conference (BROADCASTING, March 16).

□

High-definition television. FCC voted at meeting July 16 to launch inquiry into advanced television systems and their impact on current television services (BROADCASTING, July 20). HDTV broadcasting may also soon be subject of extensive tests by industry organizations. Standards body, Advanced Television Systems Committee, will meet at end of July to discuss plan to see how high-resolution, wide-screen signal could be transmitted on terrestrial TV bands such as UHF or 12 ghz microwave. National Association of Broadcasters has announced it will finance two-year HDTV project (costs are estimated at \$700,000) to help determine feasibility of HDTV broadcasting compatible with today's standard NTSC (525 scanning line) television receivers. Most advanced HDTV system, Japan's Hi-Vision (with 1,125 scanning lines), although not compatible with NTSC, is already gaining experimental use for high-end video production, while bandwidth-reduced TV re-

ceivers and other home video gear are expected to reach market in time for launching of Japan's HDTV direct-broadcasting satellite system in 1990.

□

International Telecommunications Satellite Organization. In dramatic end to investigation by U.S. attorney for District of Columbia, former Intelsat director general, Richard Colino, and business associates pleaded guilty in U.S. district court two weeks ago to criminal fraud and conspiracy charges growing out of \$4.8 million said to have been siphoned from Intelsat during construction of its headquarters building. Colino, along with Deputy Director General Jose L. Alegrett, was fired by board in December after outside lawyers and auditors submitted report indicating their possible involvement in financial irregularities. Intelsat in May filed civil suit against Colino, claiming his activities resulted in damage to organization of up to \$11.5 million (BROADCASTING, May 25). His attorneys filed response contending that court lacks jurisdiction over suit.

Intelsat's members, meeting in Extraordinary Assembly of Parties April 1-3, confirmed Board of Governors selection of Dean Burch as director general, succeeding Colino.

□

International telecommunications satellite systems. President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided restrictions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC, but the proposal of only one, PanAmerican Satellite Corp., which has secured Peru as a foreign partner, has been consulted with Intelsat. Assembly of Parties, acting on recommendation of board of governors, approved consultation at meeting in April.

□

Land-mobile. Comments are due this Friday, July 31, on FCC proposal to reallocate UHF TV channels for land-mobile radio use. Broadcasters fear that reallocation would leave broadcasting without spectrum for HDTV use, and have asked FCC to delay reallocation proceeding pending completion of study of impact of HDTV on local broadcasting, (see "High-definition television"). At present, however, FCC Chairman Dennis Patrick sees terrestrial HDTV and land-mobile use of UHF frequencies as separate issues.

□

License renewal reform. Bills to reform comparative renewal process are pending in House and Senate, but fate of proposed measures is unclear. Hearings were held July 17 and July 20, by Senate Communications Subcommittee on license renewal reform (BROADCASTING, July 20), where FCC Chairman Dennis Patrick and Commissioner James Quello stated reservations about bill's renewal standard. National Association of Broadcasters stated strong opposition to measure while public interest, minority and women's groups backed certain aspects of measure. However, Hill leadership has indicated that no broadcast legislation will move until outcome of fairness doctrine is determined.

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Most of broadcast industry's attention has been focused on draft of bill in House, where Representative Al Swift (D-Wash.) has been working with NAB and public interest groups to devise compromise package that would eliminate comparative renewal in exchange for public service obligations. Draft of bill, however, was rejected by NAB board three weeks ago and association says it wants to renegotiate (BROADCASTING, June 29). Swift has since said he will introduce the bill with or without broadcaster support (BROADCASTING, July 13). H.R. 1140, already introduced by Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.), would eliminate threat of competing applicants, establish two-step renewal process in exchange for reaffirmation of public interest standard. In Senate, S. 1277 would also set up two-step process, but there are number of other provisions broadcasters find objectionable.

Low-power television. Next lottery to determine "tentative winners" among LPTV applicants is scheduled for July 31 in Washington.

FCC's freeze on low-power applications and major changes—in effect since 1983—thawed, with new window opened June 22-July 2. Estimated 1,200 applications were received, far fewer than FCC officials had expected, giving hope applications will be processed well before year's end. Keith Larson, chief of FCC's LPTV branch, would go no further than to say "pre-processing"—placement of applications on public notice and input of their data into computers—would be completed in a few weeks.

Important new buyer may soon emerge in syndicated programming marketplace. Community Broadcasters Association, which represents budding LPTV industry, is considering forming cooperative to buy and distribute syndicated programming for 160 or so LPTV stations that are now originating programming. CBA is awaiting go-ahead from anti-trust lawyers before proceeding further with plans.

Mergers. FCC's Mass Media Bureau has approved purchase of five television stations from Spanish International Communications Corp. by joint venture of Hallmark Cards and First Chicago Investment Corp. for \$301.5 million. Pending before FCC is proposed \$320-million settlement of KLU-TV Los Angeles license challenge in which Walt Disney Co. would end up owning station. Almost complete is initial review before FCC's television transfer branch of proposed \$270-million sale of WTVJ-TV Miami by Wo-

metco Broadcasting to joint venture of NBC and General Electric Property Management. Also pending before transfer branch is sale to Gillett Holdings for approximately \$650 million of half-interest in six TV stations currently owned and run by SCI Holdings. Sale is contingent on commission's approving long-form application to transfer five other stations to trust whose beneficiaries are children of George Gillett. Taft Broadcasting Co.'s \$157-per-share buyout by joint venture composed of leading shareholders was recently filed before FCC and Taft expects to hold special shareholders meeting this fall. Two protests seeking to block transfer have been filed so far (see story, page 30).

Minority preference. FCC has extended deadline for returning minority ownership questionnaire to July 31. OMB had ruled that broadcast licensees need not return special FCC questionnaire targeted to generate data for its pending reexamination of constitutionality and advisability of preferences for minorities and women (BROADCASTING, April 13), but FCC overruled veto and held that participation is mandatory. (FCC rules require that broadcasters respond to written requests for statement of fact from commission.) Although no decision has been made, FCC source says commission plans to take some enforcement action against those who do not comply. About 70% of broadcasters have returned questionnaire, according to commission. FCC received comments on proceeding in June (BROADCASTING, June 8). Reply comment deadline has been extended to Aug. 20.

On Capitol Hill, legislation is pending in Senate that would codify FCC's women and minority preferences and tax certificate and distress sale policies. In House, draft of broadcast bill includes same provisions.

Multichannel television. Multichannel television (MCTV), otherwise known as MMDS or "wireless cable," has made appearance in several markets, including Cleveland, Washington and San Francisco. Using mix of microwave (2 ghz) channels allotted to three services—multi-point distribution service, instructional television fixed service and operational fixed service—pioneer MCTV operators are offering multiple channels of cable programming—sometimes in direct competition with cable systems.

Growth of MCTV has been retarded by regulatory and financial problems. But, according to some MCTV proponents, chief problem is secur-

ing distribution rights to popular cable services like Home Box Office and Showtime. Metropolitan had to go to court to get rights to Showtime.

Multiple ownership. FCC received comments on proposals to relax its duopoly rules for radio and to loosen strictures of its one-to-a-market rule for broadcast ownership (BROADCASTING, June 22). Reply comments in proceeding (Docket 87-7) were due July 15. Comments are due July 31, and reply comments Aug. 31, in FCC proceeding re-examining cross-interest policy (Docket 87-154), dealing with "nonattributable" ownership interests.

Music licensing. For radio, All-Industry Radio Station Music License Committee reached agreement with ASCAP last summer and with BMI this past March for new music licensing pacts. Latest industry contracts for both ASCAP and BMI (both blanket and per-program) eliminate trade and barter income reporting. ASCAP blanket licenses run for five years, retroactive to Jan. 1, 1986, with per-program agreements in effect for four years, retroactive to Jan. 1, 1987. New agreement raises annual blanket fees by 7.5%.

BMI contract has been "simplified" for blanket licenses, raising annual rates for some stations by 2% to 3%. New blanket licenses are retroactive to Jan. 1, 1987, while new per-program licenses took effect on July 1.

Committee is continuing to solicit funds from industry to pay off remaining legal and administrative debt from contract negotiations.

For television, May 5 trial date set by federal rate court in New York to establish "reasonable" ASCAP fees for blanket and program licenses for TV stations has been pushed back to October. Interim decision was handed down last winter by magistrate in Southern District for New York establishing retroactive ASCAP fees for period from April 1985 through March 31, 1988, of \$60 million (BROADCASTING, March 9). In same ruling, magistrate said music fees should not be based on station percentage-of-revenue because formula is not adequate measure of value of music rights. Ruling is subject to change, pending outcome of rate trial, but sources indicate that BMI and All-Industry Television Station Music License Committee are close to agreement on similar interim operating procedures.

On Capitol Hill, legislation is pending in House and Senate (H.R. 1195 and H.R. 698) that would replace blanket license with source licensing scheme. Committee says it has commitment from Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) to hold hearing in fall on bill. In House, Copyright Subcommittee is not expected to get to issue before next year. Senate measure has nine co-sponsors and House bill has more than 70.

Must carry. Group of cable operators, including United Cable and Daniels & Associates, have asked U.S. court of appeals in Washington to find FCC's new must-carry rules unconstitutional—violation of cable operators' First Amendment rights—just as it did old rules in summer of 1985. New rules, which are less onerous for operators than were old rules, are product of compromise between cable and broadcasting in-

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dustries. Not appealing rules was Turner Broadcasting System, whose First Amendment suit was one of two that led to court outlawing old must-carry rules two years ago. In light of limited scope and duration of new rules—they're set to expire after five years—TBS said it was "unnecessary" to pursue further judicial challenge.

In House, Representative Edward Markey (D-Mass.) has introduced bill to repeal five-year sunset provision of rules that set guidelines for cable carriage of broadcast stations. But at same time measure is on hold. It won't move until Congress deals with fairness doctrine.

□

People meters. A.C. Nielsen and AGB Television Research Co. are scheduled to launch people meter TV viewing measurement services in September. First on-line people meter—launched in late April in Denver—was Arbitron and SAMI-Burke's ScanAmerica. Arbitron announced three weeks ago it was postponing national launch of service, previously scheduled for September of 1988, and is buying out SAMI-Burke, Time Inc. subsidiary. Another local service is being launched in New York in September by Seattle-based R.D. Percy & Co., which will monitor both program and commercial ratings.

Nielsen has not signed any broadcast clients exclusively for its people meter service. In fact, both ABC and CBS have formally indicated to Nielsen their intention not to renew three-year contracts with the ratings service this September. CBS and NBC claim service's sample base is unreliable and have requested conventional (NTI) ratings service for another season. Nielsen vice president, John Dimling, has confirmed that Nielsen has not ruled out retaining current NTI audimeter household panel next season (at least through fourth quarter) to cross check people meter ratings.

ABC wants Nielsen to proceed with people meter, but has asked for sampling performance guarantees. Nielsen has agreed and is negotiating money it will pay networks if it falls short of guarantees.

As of July 1, 1987, according to Nielsen, people meters had been installed in 2,000 households, with 4,000 anticipated by September 1988. ■ ScanAmerica has signed one station in Denver market so far: KOVR-TV. All advertising agencies that buy in Denver on Arbitron are being supplied ScanAmerica numbers. ■ Percy now has about 400 homes installed in New York

(out of 1,200) and has signed three stations there: WCBS-TV, WNBC-TV and WNYW-TV.

□

Public broadcasting. American Public Radio President Al Hulsen will leave his post in September to return to Hawaii, where he said he will "pursue a variety of personal, family and professional activities" (BROADCASTING, July 20). House subcommittee marked up Corporation for Public Broadcasting's FY 1990 appropriation two weeks ago (July 14), sending bill to full committee, but would not release figure it adopted. CPB had been asking for \$254 million. Donald Ledwig was unanimously elected permanent president of CPB after serving as acting president for seven months (BROADCASTING, July 6). Size of CPB board increased to eight with addition of three new members—Archie Purvis, Marshall Turner and Sheila Tate—and return of former chairman, William Lee Hanley (BROADCASTING, June 29). At his request, nomination of former board member Harry O'Connor for second term was withdrawn. Confirmation of Charles Lichenstein for one of two remaining openings has been controversial: Lichenstein has been faulted by noncommercial system for reputedly believing that funding to CPB should be cut, but Senate source expects nomination to go through ("Closed Circuit," June 29).

□

Scrambling. Congressional debate over home satellite marketplace is heating up. House Telecommunications Subcommittee hearing on scrambling earlier this month (BROADCASTING, July 6) seemed to indicate there is still congressional concern that home satellite marketplace is not working. (Senate Communications Subcommittee takes up issue at hearing this week, July 31.) Many members of House subcommittee expressed skepticism over conclusions by FCC, NTIA and Justice Department that TVRO marketplace is competitive, particularly when dish industry continues to complain about access to programming and pricing. Bills have been introduced in Senate and House to promote fair marketing of scrambled satellite signals, but prospect for passage seems remote.

□

Space WARC. U.S. expressed qualified optimism in September 1985, following first session

of two-session conference to develop plan for use of space services. However, controversy between developed and developing countries in first session prevented delegates from completing work in orderly way, with result that countries are concerned about planning for second session, in 1988. Under compromise reached, conference focused on fixed satellite services, agreeing that expansion bands associated with 6/4 hhz and 14/11-12 bands—where relatively few satellites operate—would be set aside for arc allotment planning. That was intended to meet demands of developing countries for guaranteed access to orbital arc. As for heavily used C- and Ku-bands, session said "multilateral planning method" would be developed for coordinating requirements in them. U.S. had backed such MPM at session, but since has been having second thoughts.

□

Syndex. FCC received comments last week on its controversial proposal to reimpose syndicated exclusivity rules requiring cable systems to black out syndicated programming on distant signals if it appears on local stations. Independent broadcasters along with motion picture community are chief advocates of return to syndex; cable industry, chief opponent. Reply comments are due Sept. 8.

□

TV stereo. Stereo sound television receivers sold to dealers for year to date, as of July 3, now total 1,606,765. Seven percent of U.S. TV households have multichannel sound TV's, although vast majority of homes are within reach of broadcast stereo station. Receiver penetration is expected to increase, with 37% of all TV sets and 22% of all VCR's sold to dealers and distributors this year featuring stereo, according to the Electronic Industries Association. In 1988, stereo TV's will represent 43% of color sets sold, and 24% of VCR's will have stereo, EIA projects. Some 400 stations will be broadcasting TV stereo by year's end and one source puts number of cable systems carrying broadcast stereo signal at 300.

□

Unions. NBC and union representing some 2,800 technicians, newswriters and others were talking early last week for first time since group went on strike June 29. Company and National Association of Broadcast Employees and Technicians union (NABET) have been unable to reach agreement on new contract since last four-year pact expired three months ago. Dispute centers on network's proposed increase in use of temporary employees and term of new contract.

Vote totals on tentative agreements between Directors Guild of America, producers and NBC will be released this week after count of mail-in ballots, which are due today (July 27). By midweek, DGA had not set date to resume talks with ABC-TV, and the network had made no decision about whether to negotiate with guild separately or in concert with CBS-TV.

Screen Actors Guild, meanwhile, returned to the bargaining table with Disney, Marvel, Filmation and DIC. Of five animation studios originally struck, Hanna-Barbera reached agreement with union earlier this month (BROADCASTING, July 6). SAG members are picketing different studio each week. Last week Disney studio was target, in part for its solicitation of nonunion voice-over actors.

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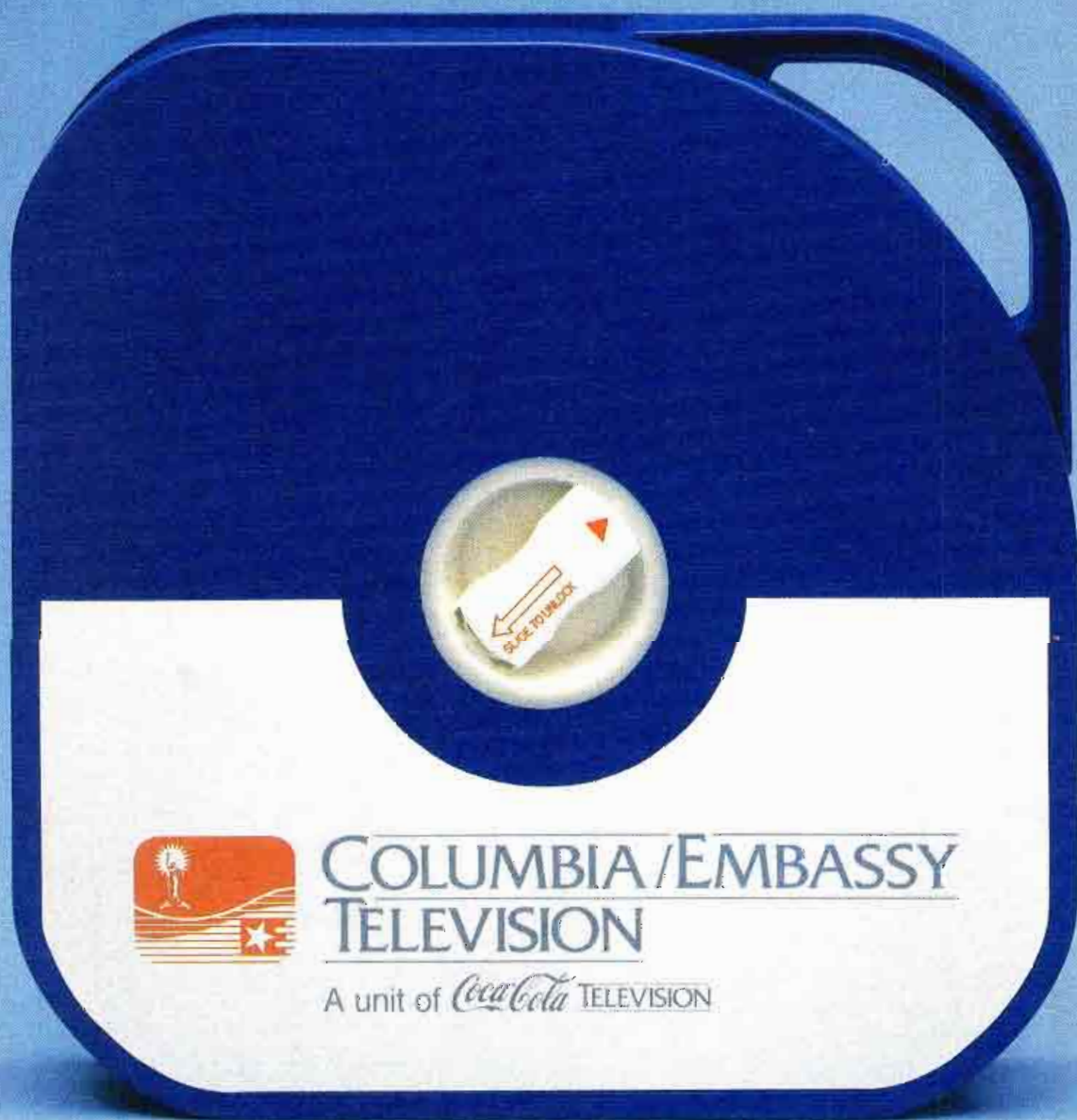
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This week

July 25-27—NBC press tour, in conjunction with Television Critics Association. Century Plaza, Los Angeles.

July 26-28—California Broadcasters Association summer convention, celebrating CBA's 40th birthday. Keynote speaker: FCC Chairman Dennis Patrick. Hyatt Regency, Monterey, Calif. Information: (916) 444-2237.

July 28—Television Critics Association Day, with presentation of TCA awards. Century Plaza, Los Angeles.

July 28—Synditel, syndicators' annual press preview of first-run television programming, during Television Critics Association Day (see above). Sheraton Redondo Beach, Redondo Beach, Calif. Information: Bill Coveny, (213) 653-3900.

July 28—Satellite Broadcasting and Communication Association meeting of public affairs working group. San Diego. Information: Christine Giozzo, (703) 549-6990.

July 29—Virginia Public Radio Association meeting. Holiday Inn-South, Charlottesville, Va. Information: (703) 568-6221.

July 29—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon, "How the MPAA and its Allies Are Combatting the Billion Dollar Swindle which Affects Everyone from Executive Producer to Go-Fer to Consumer." Speaker: William Nix, VP-worldwide director, anti-piracy, Motion Picture Association of America. Copacabana, New York. Information: (212) 765-2450.

July 29-31—PBS press tour, in conjunction with Television Critics Association. Sheraton Redondo Beach, Redondo Beach, Calif.

July 30—Deadline for entries in Critics Award on sexual content in the media, sponsored by Center for Population Options. Information: (818) 766-4200.

July 31—Comments due on FCC proposal (MM Docket 87-154) to eliminate cross-interest policy.

Aug. 1-3—ABC press tour, in conjunction with Television

Critics Association. Sheraton Redondo Beach, Redondo Beach, Calif.

Aug. 1-4—Association for Education in Journalism and Mass Communications convention. San Antonio, Tex. Information: Ken Keller, (618) 536-7555.

Aug. 1-8—First TV Weathercaster Institute, sponsored by Lyndon State College meteorology department. Campus, Lyndonville, Vt. Information: (802) 626-9770.

August

Aug. 2-7—Television Bureau of Advertising/All-Harvard Faculty Taught General Sales Management Program, sponsored by TVB. Stouffer's Bedford Glen (Boston), Bedford Glen, Mass. Information: (212) 486-1111.

Aug. 3—Deadline for reply comments on FCC proposal to permit about 1,600 AM daytimers operating on clear and regional channels to operate all night with up to 500 watts (MM Docket 87-131). FCC, Washington.

Aug. 3—Deadline for reply comments on FCC inquiry to consider authorizing short-spaced FM stations using directional antenna systems (MM Docket 87-121). FCC, Washington.

Aug. 3—Deadline for reply comments on FCC proposal to eliminate Carroll doctrine and UHF impact policy (MM Docket 87-68). FCC, Washington.

Aug. 3—Deadline for entries in Gabriel Awards, sponsored by Unda-USA, National Catholic Association of Broadcasters and Communicators. Information: (216) 253-1468.

Aug. 4-6—CBS press tour, in conjunction with Television Critics Association. Sheraton Redondo Beach, Redondo Beach, Calif.

Aug. 5-7—Michigan Association of Broadcasters summer meeting, Shanty Creek, Mich.

Aug. 6—Reply comments due in FCC proceeding (MM Docket 87-6) considering use of synchronous transmitters to extend coverage of AM stations.

Aug. 6—Comments due in FCC proceeding (Gen. Docket 87-25) aimed at building case against cable's

compulsory copyright license.

Aug. 6-7—Michigan Cable Television Association annual summer meeting. Boyne Highlands Resort, Harbor Springs, Mich. Information: (517) 351-5800.

Aug. 9-11—Arkansas Broadcasters Association meeting. Royale Vista hotel, Hot Springs, Ark.

Aug. 9-14—National Association of Broadcasters management development seminar for television. University of Notre Dame, Notre Dame, Ind. Information: (202) 429-5366.

Aug. 12—Fall program preview for ABC, sponsored by National Academy of Television Arts and Sciences, New York chapter. Host: Stephen Nanno, director, program administration, ABC Entertainment. Magno screening room, 1600 Broadway, New York. Information: (212) 765-2450.

Aug. 13—Deadline for reply comments in FCC proceeding (MM 87-9) requiring noncommercial FM stations to provide radio reading services use of subcarrier capacity.

Aug. 13-14—Alaska Broadcasters Association annual convention, engineering conference and awards banquet. Hotel Captain Cook, Anchorage. Information: (907) 258-2424.

Aug. 13-16—Tennessee Association of Broadcasters annual convention. Hyatt Regency, Knoxville, Tenn.

Aug. 14-15—Utah Broadcasters Association convention. Prospector Square, Park City, Utah.

Aug. 15—Deadline for nominations for Women at Work Broadcast Awards, sponsored by National Commission on Working Women. Information: (202) 737-5764.

Aug. 15—Deadline for entries in Media Awards, for "accurate, realistic and meaningful" portrayal of critical care nursing, sponsored by American Association of Critical Care Nurses. Information: (213) 385-5271.

Aug. 16-19—Cable Television Administration and Marketing Society 14th annual meeting. Fairmont hotel, San Francisco. Information: (202) 371-0800.

Aug. 18—CBS fall program preview, sponsored by National Academy of Television Arts and Sciences, New York chapter. CBS, New York. Information: (212) 765-

Aug. 16-19—Cable Television Administration and Marketing Society 14th annual meeting. Fairmont hotel, San Francisco.

Aug. 30-Sept. 1—Eastern Cable Show, sponsored by Southern Cable Television Association. Merchandise Mart, Atlanta. Future meeting: Sept. 7-9, 1988.

Sept. 1-4—Radio-Television News Directors Association international conference. Orange County Convention Center, Orlando, Fla.

Sept. 9-12—Radio '87, sponsored by the National Association of Broadcasters. Anaheim Convention Center, Anaheim, Calif. Future meetings: Sept. 14-17, 1988, Washington; Sept. 13-16, 1989, New Orleans; Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

Oct. 6-8—Atlantic Cable Show. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 18-21—Association of National Advertisers 78th annual convention. Hotel del Coronado, Coronado, Calif.

Oct. 31-Nov. 4—Society of Motion Picture and Television Engineers 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Future conferences: Oct. 14-19, 1988, Jacob K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

Nov. 11-13—Television Bureau of Advertising 33rd annual meeting. Atlanta Marriott.

Dec. 2-4—Western Cable Show, sponsored by California Cable Television Association. Anaheim Convention Center, Anaheim, Calif.

Major Meetings

Jan. 6-10, 1988—Association of Independent Television Stations annual convention. Century Plaza, Los Angeles. Future convention: Jan. 4-8, 1989, Century Plaza, Los Angeles.

Jan. 23-25, 1988—Radio Advertising Bureau's Managing Sales Conference. Hyatt Regency, Atlanta.

Jan. 29-30, 1988—Society of Motion Picture and Television Engineers 22d annual television conference. Opryland hotel, Nashville. Future meeting: Feb. 3-4, 1989, St. Francis hotel, San Francisco.

Jan. 30-Feb. 3, 1988—National Religious Broadcasters 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meetings: Jan. 28-Feb. 1, 1989, and Jan. 27-31, 1990, both Sheraton Washington and Omni Shoreham, Washington.

Feb. 17-19, 1988—Texas Cable Show, sponsored by Texas Cable Television Association. Convention Center, San Antonio, Tex.

Feb. 26-29, 1988—NATPE International 25th annual convention. George Brown Convention Center, Houston.

April 9-12, 1988—National Association of Broadcasters 66th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1989; Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991, Las

Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

April 10-12, 1988—Cabletelevision Advertising Bureau seventh annual conference. Waldorf-Astoria, New York.

April 17-20, 1988—Broadcast Financial Management Association annual meeting. Hyatt Regency, New Orleans. Future meeting: April 9-12, 1989, Loews Anatole, Dallas.

April 28-May 3, 1988—24th annual MIP-TV, Marches des International Programmes des Television, international television program market. Palais des Festivals, Cannes, France.

April 30-May 3, 1988—National Cable Television Association annual convention. Los Angeles Convention Center.

May 18-21, 1988—American Association of Advertising Agencies 70th annual convention. Greenbrier, White Sulphur Springs, W. Va.

June 8-11, 1988—American Women in Radio and Television 37th annual convention. Westin William Penn, Pittsburgh.

June 8-12, 1988—Broadcast Promotion and Marketing Executives/Broadcast Designers Association 32nd annual seminar. Bonaventure, Los Angeles. Future meeting: June 21-25, 1989, Renaissance Center, Detroit.

Sept. 23-27, 1988—International Broadcasting Convention. Metropole Conference and Exhibition Center, Grand hotel and Brighton Center, Brighton, England.

June 17-23, 1989—16th International Television Symposium. Montreux, Switzerland.

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Aug. 18-23—National Association of Black Journalists 12th annual convention. Theme: "Words, Pictures and Sound: Paving the Road to Parity." Intercontinental hotel, Miami. Information: (703) 648-1270.

Aug. 19—Ohio Association of Broadcasters news directors workshop. Holiday Inn, Columbus, Ohio.

Aug. 20—Reply comments due in FCC proceeding (Docket 86-484) reexamining constitutionality and advisability of its practice of granting preferences to females and minorities in broadcast licensing and its distress sales and tax certificate policies. FCC, Washington.

Aug. 20-22—West Virginia Broadcasters Association 41st annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 26—NBC fall program preview, sponsored by National Academy of Television Arts and Sciences, New York chapter. NBC, New York. Information: (212) 765-2450.

Aug. 26—Ohio Association of Broadcasters news directors workshop. Embassy Suites hotel, Columbus, Ohio.

Aug. 28—Deadline for entries in CAPE Awards (Cable Awards for Programming Excellence), sponsored by Cable Television Network of New Jersey. Information: CTN, 128 West State Street, Trenton, N.J. 08608.

Aug. 30-Sept. 1—Eastern Show, sponsored by Southern Cable Television Association. Merchandise Mart, Atlanta. Information: (404) 252-2454.

Aug. 31—Reply comments due on FCC proposal (MM Docket 87-154) to eliminate cross-interest policy.

September

Sept. 1-4—Radio-Television News Directors Association international conference. Orange County Convention Center, Orlando, Fla.

Sept. 2—PBS fall program preview, sponsored by Na-

tional Academy of Television Arts and Sciences, New York chapter. PBS, New York. Information: (212) 765-2450.

Sept. 4—Deadline for entries in Midwest Radio Theater Workshop. Information: Julie Youmans, MRTW director, KOPN (FM), 915 East Broadway, Columbia, Mo., 65201.

Sept. 4—Ohio Association of Broadcasters small market radio exchange. Westbrook, Mansfield, Ohio.

Sept. 5—Florida AP Broadcasters 39th annual meeting and awards luncheon. The Peabody, Orlando, Fla.

Sept. 7-9—Satellite Broadcasting and Communication Association-Satellite Television Technology International trade show. Opryland hotel, Nashville. Information: Margaret Parone, (703) 549-6990.

Sept. 8—Deadline for reply comments due in FCC proceeding (Gen. Docket 87-24) considering reinstatement of syndicated exclusivity rules.

Sept. 9—Virginia Public Radio Association meeting. James Madison University, Harrisonburg, Va. Information: (703) 568-6221.

Sept. 9-12—Radio '87 Management, Programming, Sales and Engineering Convention, sponsored by National Association of Broadcasters. Anaheim Convention Center, Anaheim, Calif.

Sept. 10-11—Third annual Rocky Mountain Film & Video Expo. Regency hotel, Denver. Information: (303) 691-4600.

Sept. 11-13—Maine Association of Broadcasters annual convention and election of officers. Sugarloaf USA, Kingfield, Maine.

Sept. 11-13—Radio Advertising Bureau's Radio Sales University. Portland, Ore. Information: 1-800-232-3131.

Sept. 12—39th annual prime time Emmy Awards (non-televized), primarily for creative arts categories, sponsored by Academy of Television Arts and Sciences. Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 13-15—Nebraska Association of Broadcasters annual convention. Kearney, Neb.

Sept. 14—Ohio Association of Broadcasters small market radio exchange. Holiday Inn, Wapakoneta, Ohio.

Sept. 16-18—National Religious Broadcasters Southeastern chapter meeting. Atlanta. Information: (201) 428-5400 or J. Richard Florence, (305) 737-9762.

Sept. 17—Annual Everett C. Parker Ethics in Telecommunications lecture, to be delivered by William Baker, president and chief executive officer of noncommercial WNET(TV) New York. Co-sponsored by Office of Communication of United Church of Christ and Communication Commission of National Council of Churches. Riverside Church, New York. Information: (212) 683-5656.

Sept. 17-18—37th annual fall broadcast symposium, sponsored by Institute of Electrical and Electronics Engineers. Washington hotel, Washington. Information: (202) 659-3055.

Sept. 17-19—American Women in Radio and Television South Central area conference. Houston.

Sept. 17-20—American Women in Radio and Televi-



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Errata

July 20 "Changing Hands" item on sale of First Media Corp.'s radio stations to Cook Inlet Region Inc. incorrectly listed Wertheim Schroder & Co. as broker. There was no broker involved in transaction; **Wertheim Schroder acted as adviser to buyer.**

□

In **May sweeps** story, BROADCASTING transposed figures for NBC in Orlando-Daytona Beach-Melbourne, Fla.. **Correct numbers** should have been ABC 99; CBS 110; NBC 123.

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sion Western area conference. San Jose, Calif.

Sept. 18—Cable television technology conference, sponsored by *Massachusetts Cable Television Commission*. Massachusetts Transportation Building, 10 Park Plaza, Boston. Information: Bill August or Kim Lyle, (617) 727-6925.

Sept. 18-19—*North Dakota Association of Broadcasters* annual convention. Minot, N.D.

Sept. 18-20—"Hard Choices: Economics and Social Policy," conference for journalists sponsored by *Foundation for American Communications*. Stouffer Westchester hotel, White Plains, N.Y. Information: (213) 851-7372.

Sept. 20—Telecast of *Academy of Television Arts & Sciences'* 39th Annual Prime Time Emmy Awards over Fox Broadcasting Co. live from Pasadena (Calif.) Civic Auditorium.

Sept. 20-22—*National Religious Broadcasters* Western chapter meeting. Los Angeles Airport Marriott, Los Angeles. Information: (201) 428-5400 or Ray Wilson, (818) 246-2200.

Sept. 20-22—*National Association of Broadcasters* Hundred Plus Exchange for small market television broadcasters. Capitol Hill Hyatt Regency hotel, Washington.

Sept. 20-24—*Southern Educational Communications Association* conference. Hyatt Regency, Baltimore. Information: Jeanette Cauthen, (803) 799-5517.

Sept. 20-24—*National Association of Telecommunications Officers and Advisers* seventh annual conference, "Options and Opportunities." Speakers include: Jack Valenti, Motion Picture Association of America; James Mooney, National Cable Television Association; Preston Padden, Independent Television Association; Pfister hotel, Milwaukee. Information: (202) 626-3250.

Sept. 21—Deadline for reply comments in *FCC* proceeding (Gen. Docket 87-25) aimed at building case against cable's compulsory copyright license.

Sept. 21-23—Fifth annual Great Lakes Cable Expo, sponsored by cable television associations of Illinois, Indiana, Michigan and Ohio. Theme: "Cable Means Business." Keynote speaker: Jim Cownie, co-founder

and executive VP, Heritage Communications. Indiana Convention Center, Indianapolis.

Sept. 21-24—Third Pacific International Media Market for film and television programs. Regal Meridien hotel, Hong Kong. Information, in Australia: (03) 509-1711.

Sept. 22—Symposium on reporting health risk information, sponsored by *Georgetown University Medical Center Institute for Health Policy Analysis, Schools of Public Health and Journalism at University of North Carolina at Chapel Hill and Duke University Center for Health Policy Research and Education*. UNC, Chapel Hill, N.C. Information: (919) 966-4032.

Sept. 22-24—Ninth annual Satellite Communications Users Conference. Infomart, Dallas. Information: (303) 220-0600.

Sept. 22-24—*Wisconsin Broadcasters Association* annual sales seminar. Eau Claire-Appleton-Madison, Wis.

Sept. 23-25—*Oregon Association of Broadcasters* annual meeting. Shilo Inn, Lincoln City, Ore.

Sept. 24-25—*Notional Religious Broadcasters* South-central chapter meeting. Hyatt Regency, Memphis. Information: (201) 428-5400 or Buck Jones, (901) 725-9512.

Sept. 24-26—International Symposium on Broadcasting Technology, sponsored by *Radio and Television Broadcasting Society of Chinese Institute of Electronics and China Institute of Radio and Television*. Beijing, China.

Sept. 25—*Society of Broadcast Engineers Chapter 22, Central New York* 15th regional convention. Liverpool, N.Y.

Sept. 25-27—*Massachusetts Association of Broadcasters* annual convention. Brewster, Mass.

Sept. 27-29—*Microwave Communications Association* annual convention. Ramada Renaissance hotel, Washington. Information: (301) 464-8408.

Sept. 27-29—*Kentucky Cable Television Association* annual convention. Radisson hotel, Lexington, Ky.

Sept. 27-29—*New Jersey Broadcasters Association* 41st annual convention. Buck Hill Inn, Buck Hill Falls, Pa.

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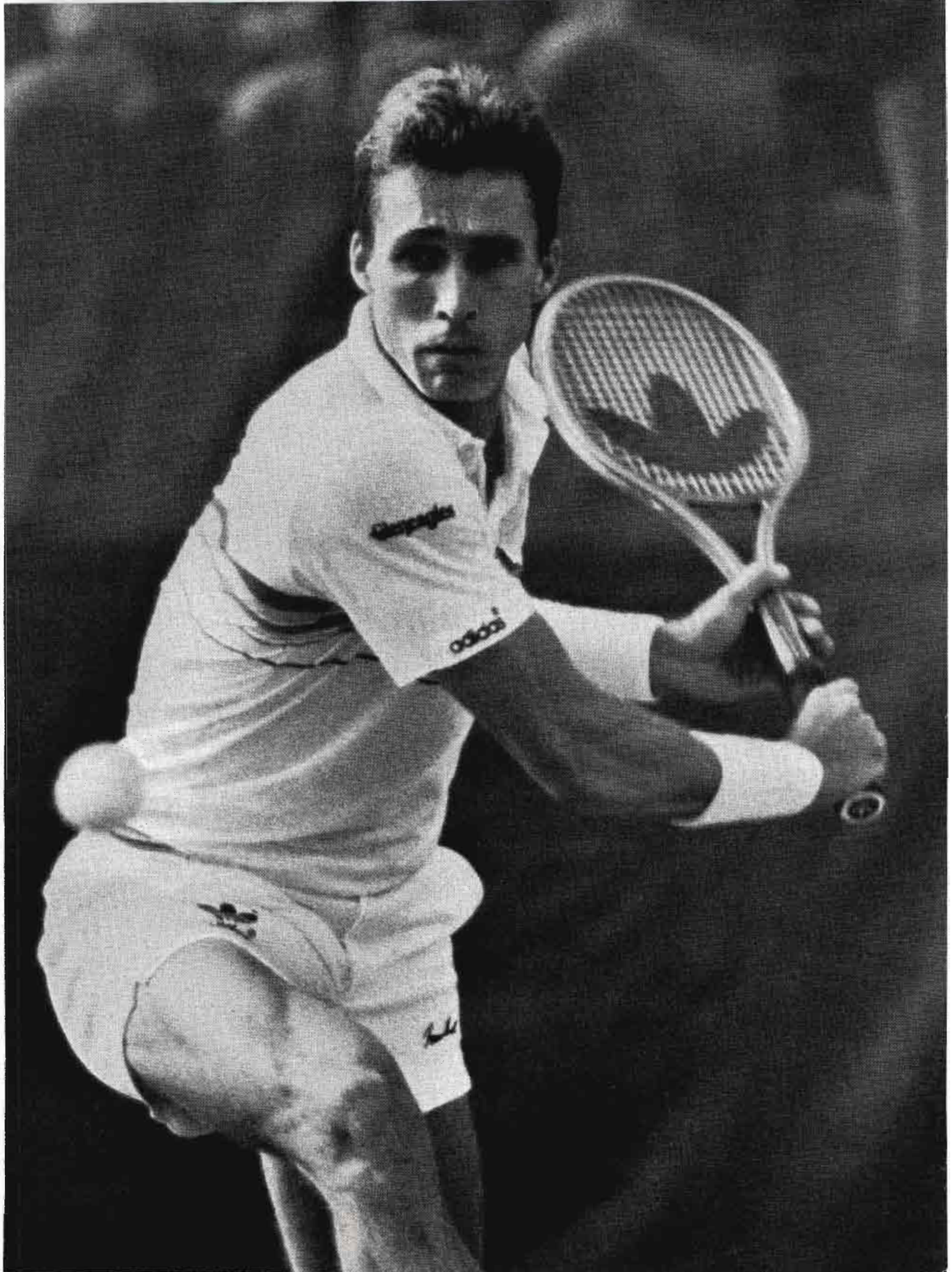
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Sept. 28-Oct. 2—Video Expo New York, sponsored by *Knowledge Industry Publications*. Jacob K. Javits Convention Center, New York. Information: (914) 328-9157.

Sept. 29—*National Academy of Cable Programming* annual fall forum luncheon. Grand Hyatt hotel, New York. Information: (202) 775-3611.

Sept. 29-Oct. 1—*Society of Broadcast Engineers* national convention. St. Louis Convention Center, St. Louis.

Sept. 29-Oct. 3—Fifth Canada-Japan TV executives meeting, coordinated by *Canadian Broadcasting Corp.* Toronto. Information: (613) 738-6862.

Sept. 30—*International Radio and Television Society* newsmaker luncheon featuring FCC Chairman Dennis Patrick. Waldorf-Astoria, New York.

Sept. 30—Deadline for entries in *Ohio State Awards* program competition. Information: Phyllis Madry (614) 292-0185.

October

Oct. 1-2—"Urban Markets: Cable's Newest Challenge," seminar sponsored by *National Cable Television Association* and *National Association of Minorities in Cable*. Waldorf-Astoria, New York. Information: Barbara York or Ann Dorman, (202) 775-3622.

Oct. 4-6—*Washington State Association of Broadcasters* annual conference. Cavanaugh's Inn at the Park, Spokane, Wash.

Oct. 4-7—*American Association of Advertising Agencies* Western region convention. Ritz-Carlton, Laguna Niguel, Calif. Information: (213) 658-5750.

Oct. 5—Presentation of CAPE Awards (Cable Awards for Programming Excellence), sponsored by *Cable Television Network of New Jersey*. Trump Tower, Atlantic City, N.J.

Oct. 5-6—*Corporation for Public Broadcasting* annual meeting. CPB headquarters, Washington.

Oct. 5-6—*National Religious Broadcasters* Southwestern chapter meeting. Dallas. Information: (201) 428-5400 or David Payne, (918) 258-1588.

Oct. 5-8—*Electronic Industries Association* 62d annual fall conference. Los Angeles. Information: (202) 457-4980.

Oct. 5-8—HDTV '87 Colloquium, third international conference on new television systems, co-sponsored by *Government of Canada, Department of Communications; Canadian Broadcasting Corp.; National Film Board, and Telesat Canada*. Ottawa, Ontario. Information: (613) 224-1741.

Oct. 5-8—Eighth annual Nebraska Videodisk Symposium, sponsored by *Nebraska ETV Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. Information: (402) 472-3611.

Oct. 6-8—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 6-8—*World Teleport Association* general assembly, hosted by Bay Area Teleport. Theme: "Teleports and Economic Development." Oakland, Calif. Information: Sharon McSline, (212) 466-4758.

Oct. 7-10—*Kansas Association of Broadcasters* convention. Wichita Marriott, Wichita, Kan.

Oct. 7-11—*Women in Communications* national professional conference. Minneapolis. Information: (512) 346-9875.

Oct. 8-10—*American Women in Radio and Television* North Central area conference. Louisville, Ky.

Oct. 8-10—*North Carolina Association of Broadcasters* annual convention. Raleigh, N.C.

Oct. 9-11—*Illinois Broadcasters Association* fall convention. Knickerbocker hotel, Chicago.

Oct. 9-11—*Radio Advertising Bureau's* Radio Sales University Chicago. Information: 1-800-232-3131.

Oct. 13-15—*Mid-America Cable TV Association* annual meeting, including Society of Cable Television Engineers seminar and testing. Hyatt Regency Crown Center, Kansas City, Mo. Information: (913) 841-9241.

Oct. 13-16—*Intelevent '87* conference, sponsored by

International Televant. Theme: "Competition and Co-existence: the Transatlantic Dialogue." Geneva. Information: (202) 857-4612.

Oct. 14-16—"Satellites in Space," conference sponsored by *Society of Satellite Professionals*. Mayflower hotel, Washington. Information: 1-800-722-9000.

Oct. 14-16—*National Religious Broadcasters* Midwestern chapter meeting. Pheasant Run Resort, St. Charles, Ill. Information: (201) 428-5400 or Herb Roszart (402) 845-6595.

Oct. 14-17—Broadcast '87, trade fair for professional radio, film and television, sponsored by *Messe Frankfurt GmbH* of Frankfurt. Workshops to cover HDTV, CCD cameras, digital audio studios for radio and graphic animation. Exhibitors include Ampex, JVC, Bell & Howell and Thomson Video. Frankfurt. Information: (069) 7575-292.

Oct. 14-17—Seventh annual *Prized Pieces International Video and Film Competition*, sponsored by *National Black Programming Consortium*. Columbus, Ohio. Information: (614) 292-0185.

"Datebook" continues on page 112.

Open Mike

Foreign affairs

EDITOR: The item on German cable operations on the "Closed Circuit" page of the BROADCASTING issue of June 22 requires some correction.

While it is true that the German postal authorities and their affiliated negotiators are attempting to impose a totally unsatisfactory schedule of remuneration for cable retransmissions of television signals, it is not true that this is a confrontation between the German authorities and the American producers. As in the case of other cabled countries such as Belgium, Holland, Scandinavia and France, the producers are represented in these negotiations by AGICOA, the international collections society for film producer rights established by the International Federation of Film Producers Associations. The American producers are one of many producer organizations represented in these talks.

Obviously, American programming occupies an important place in these discussions but although I serve on the AGICOA negotiating team, the German position does not

address itself to American claims only.

The AGICOA board and its negotiators have found the German position totally unreasonable. In fact, it is incorrect for them to make any comparison between the American cable remuneration and the European situation. The cable retransmissions constitute a distinct right, and, in the case of Europe, the film producers have for years been victimized by buying monopolies which have imposed absurdly low prices for programs. Thus the more favorable agreements made in other European countries simply reflect a partial compensation for this situation.

Because American producers, represented by the Motion Picture Association of America and American Film Marketing Association delegates, made common cause with our European colleagues, the industry has managed to obtain more reasonable compensation.—*S. Frederick Gronich, senior vice president, Motion Picture Export Association of America Inc., London.*

Solid foundation

EDITOR: Your July 6 article concerning cable penetration closing in on the 50% mark is not only interesting because of that level but also the level you failed to note. Of the cities you listed, all of them had at least 30% penetration. Even with multiple off-the-air signals, Chicago (33.9) and Baltimore (35.3) have very reasonable levels. It wasn't too many years ago that critics of cable would have laughed if you said those major cities would have that much penetration.

Congratulations should go to the cable systems for their success. But congratulations must also go to individual cable programmers for their fine products and to off-the-air TV stations that still provide the backbone for cable. Receiving a clear picture is still important no matter if you live in Abilene or Zanesville.—*David R. Anderson, general manager, WAER (FM) Syracuse, N.Y.*

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Monday Memo

A commentary on FCC technical regulations from Tom E. Paro, president, Association of Maximum Services Telecasters

Perhaps "better" will really matter at the FCC?

Buick's new ad campaign—"Where better really matters"—epitomizes the dominant theme of American business and culture in our time. Parents seek to spend "quality time" with their children; communities seek to improve the "quality of life" in their neighborhoods; automobile manufacturers and garment unions strive for and promote quality in their products.

What about the quality of television pictures and sound? I know local television stations (over 250 of them are AMST members) care about quality. Each year they spend tens of millions of dollars on new equipment guaranteed for 10 years but likely to be obsolete in two. They have also aggressively embraced such new services as ENG, satellite newsgathering and stereo sound.

But unfortunately broadcasters don't have sole control over the technical quality of their service. The FCC has a critical role as well—because it determines channel bandwidth, certifies transmitting and receiving equipment, specifies power and antenna height, and, most important of all, establishes and polices standards for limiting interference.

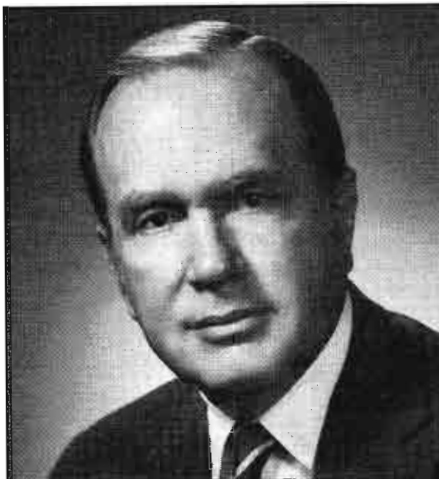
That last function was the reason that Congress set up the FCC in the first place. The Supreme Court recognized it when it described the FCC as the "traffic cop of the airwaves."

But over the past decade or more the FCC's record on interference and allocations issues (with the exception of television-to-television separation requirements) shows that it has not done a good job as a traffic cop.

There are many examples. They involve a small degradation here, a slightly larger one there. But their cumulative impact grows, and the pressure is always down—toward lower quality—at a time when local stations' competitors (cable, MMDS, videodisks and eventually DBS) are all improving their technical quality.

In the last few months the FCC has gone public with an example of grave indifference to the technical quality of the public's television service. It has done so in an obscure Office of Engineering and Technology (OET) document whose existence was first revealed in a March 27 public notice concerning the proceeding in which the FCC will decide whether to use certain portions of the UHF television band for land-mobile radio or for high-definition television.

This study has several serious defects, but the real eye-opener is this: It assumes an interference protection standard that would permit so much interference throughout a television station's service area that the sta-



Tom E. Paro has been president of the Washington-based Association of Maximum Service Telecasters since Aug. 1, 1978. He had previously served as executive vice president since September 1977. Until joining AMST, Paro was a vice president of NBC. He has had 15 years in station management, with seven as general manager of the NBC Washington facility, including WRC-TV and prior to that as station manager of WNBC-TV New York. Paro began his career in broadcasting in 1948 with the Mutual Broadcasting System following graduation from the University of Missouri School of Journalism. Other assignments with NBC have included sales management and national station sales.

tion's central community could receive no better service than homes located at the very edge of the station's coverage contour. And homes at the very edge of the service area receive the maximum amount of interference from co-channel television stations. In other words, viewers in downtown Washington would get no better and probably worse interference protection than viewers of the Washington stations in the Maryland communities of Hagerstown or Annapolis. The best becomes the worst, and the lowest common denominator becomes the norm.

Another example is the protection standards the FCC proposed for A/B switches. AMST's analysis had shown that as few as 300 improperly engineered switches, if spread throughout Washington, could cause interference to every television home in the city. Yet the FCC has proposed interference standards for these switches that cable systems, equipment manufacturers and broadcasters all agree are far too lax.

Fortunately, there are signs of change at the FCC. Jim McKinney, the former head of the Mass Media Bureau, 18 months ago stated what every broadcaster in the United

States has known for years: "AM [radio] is broke." With candor he acknowledged that one of the reasons for that sad state of affairs is the FCC itself which he said "has not done a very good job lately of keeping garbage out of the AM band." By "garbage" McKinney meant that "the FCC has tolerated the incremental addition of computer noise, telephone noise, light bulb noise and electric static." And the FCC has instituted a host of proceedings and proposed rule changes to revive AM. Although those measures may provide some help, it is clear that AM radio will never be the same.

Protecting existing service from sources of degradation is only part of the FCC's responsibilities over the quality of television. The FCC, under Section I of the Communications Act, also has an affirmative obligation to facilitate and promote enhancements in existing services. Indeed, in many instances, local television stations *cannot* achieve quality enhancements without the FCC's help because the FCC has the pivotal role of assigning frequencies and establishing technical standards.

The most crucial enhancement issue to emerge for local stations in the past three decades is high-definition television. Since the other media can and will introduce high-definition television (HBO's HDTV plans, for example), local broadcasters must participate in these technologies or run the risk of eventual obsolescence.

Fortunately, the FCC has now acknowledged that the commission-imposed spectrum constraints on local broadcasters, a handicap suffered by none of their competitors, could well preclude local stations from providing HDTV. And it voted very recently to initiate an all-important inquiry to investigate, among other things, whether the local broadcast system will need additional spectrum to remain competitive in the 21st century. In initiating what will be an extraordinarily challenging and difficult inquiry, the FCC is demonstrating the kind of public interest commitment and leadership which the American public and the communications industry have a right to expect.

The HDTV inquiry seems certain to intensify the focus of the FCC and the industry on the technical quality of television. I can only hope that renewed attention to this too-long-neglected issue will enhance the awareness of the FCC to the equally potent threat to broadcasting posed by incremental interference. It would be a terrible irony for broadcasters to get enough spectrum for HDTV only to find their channels so degraded from interference that they still cannot compete with less vulnerable media.

Perhaps the time is coming when "better" really will matter at the FCC, but it will not be a minute too soon. ✶

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TOP OF THE WEEK

Charting radio's landscape

Radio came first in the Fifth Estate. Its invention is popularly credited to Guglielmo Marconi, who developed wireless telegraphy in 1896, and first came into play commercially in the United States through KDKA Pittsburgh and WWJ Detroit in 1920. Radio comes in two voices, AM (amplitude modulation) and FM (frequency modulation), of which there are, at last count, 4,887 and 5,241 stations, respectively. No single entity is permitted to own more than 12 commercial stations in each service, unless minority controlled, in which case the number is 14 in each. (There is now a new breed called AM stereo, of which there are approximately 500 stations.) Commercial radio is considered to be a \$7-billion business, with revenues split roughly 75% to local, 20% to national and regional spot and 5% to network. Where there were once only a handful of radio networks, there are now some 25. One of the newer comers, Westwood One, has just purchased the granddaddy of all radio networks, NBC (established in 1926) for \$50 million-plus; see story below.

The annual BROADCASTING ■ CABLECASTING YEARBOOK now lists

some 63 radio program formats, with country the most popular, followed by adult contemporary and contemporary hit. The personality is king in radio, and the hours from 6 to 10 a.m. (morning drive time) are golden. The most successful radio personalities can earn over a million dollars a year, with Paul Harvey, a commentator, at about \$5 million annually.

The most listened-to network radio program for persons 12 and older is ABC Entertainment Network's *Paul Harvey News* at 8:30 a.m. NYT, averaging 5,834,000 listeners per commercial. Harvey owns four of the other top five network spots as well, the other, third place, going to the Charles Osgood-anchored CBS morning newscast.

Those listening to radio are doing so on an estimated 505 million receivers. And for those tuned to AM, the good news is that the FCC, as well as broadcasters and receiver manufacturers, are working to improve the quality of that band.

The rest of the radio story can be found in BROADCASTING's state of the radio art 1987 special report, beginning on page 45.

Westwood One acquires NBC Radio for \$50 million

NBC also gets warrants as part of buy; consolidation makes Westwood second largest radio network owner

The NBC Radio Network, the oldest broadcast network in the country, will soon change hands.

Westwood One, the Culver City, Calif.-based network radio company, has signed a letter of intent to acquire the NBC Radio Networks for \$50 million and a stock transaction in which NBC will receive five-year warrants to purchase one million shares of Westwood One common stock for \$36.40 per share. When the deal was announced last Monday (July 20), the price of Westwood stock stood at \$29.50 per share, up from \$26.25 the previous Friday. Last Thursday the stock was trading over the NASDAQ counter at \$27.50.

Westwood One was known to be pursuing General Electric, parent of NBC, for the purchase of the NBC networks ever since a deal involving a union of Westinghouse Broadcasting's 13 radio properties and NBC's eight radio stations and its network services into a new company fell through last December ("Top of the Week," Dec. 8, 1986). In June, NBC circulated a memo to radio division staffers saying that the company was looking for a "strategic alliance" with another network radio company in order to "participate in a radio network operation that will provide larger market share

and greater diversity," and noting that its programming had not been generating "significant" profits.

Westwood will be getting not only the 61 year-old traditional NBC Radio Network but also The Source, a young-adult network that premiered in 1979, Talknet, a nighttime talk service that was launched in 1981, and NBC Radio Entertainment, a programming unit of NBC Radio formed in 1985 to distribute a variety of long-form shows. The NBC Radio Network has 389 affiliates, The Source, 120, and Talknet, 287. There is some overlap in the affiliate count between NBC Radio Network and Talknet. Also included in the sale are the leases and equipment for NBC Radio at 1700 Broadway in New York.

Westwood One operates the Westwood One Radio Networks, which distributes various entertainment programs, many of

which are youth-oriented, to some 3,800 stations, and the Mutual Broadcasting System in Arlington, Va., primarily a news-talk-sports network that has 775 basic affiliates.

"The NBC Radio Network will maintain its identity. We will continue to use the NBC name," said Norm Pattiz, chairman of Westwood One. (The agreement calls for the licensing of the NBC name and news product to Westwood One.) NBC news employees, including producers and reporters, that had been working for the NBC radio division will now be working for Westwood. Said Pattiz: "The NBC listeners and affiliated stations won't be able to tell the difference. But now we can go to the advertiser and offer multiple networks and unduplicated audience." He added that Westwood will pick up some 50,000 additional units of annual advertising inventory.

The Westwood chairman also anticipates some consolidation among departments. "Obviously," said Pattiz, "among the things we need to do is to consolidate in areas where there is synergy between the two companies." One of those areas, according to Pattiz, will be sales. (In March, Westwood combined the sales force of the Westwood One Radio Networks with that of Mutual Broadcasting ["Riding Gain," March 23]).

"Both companies will benefit from the efficiency and flexibility of a combined organization that is totally focused on radio," said Randy Bongarten, president of NBC





Westwood President William Battison (l) and NBC Radio President Randall Bongarten

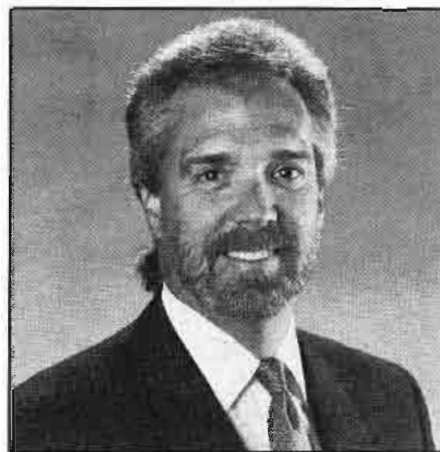
Radio. "We believe this will also allow us to broaden the exposure of our news product," he said.

NBC currently owns eight radio stations, but three have recently been put on the block: KNBR(AM) San Francisco, WMAQ(AM) Chicago and WKYS(FM) Washington ("In Brief," June 29). The stations that will remain under NBC ownership are: WNBC(AM)-WYNY(FM) New York, WKQX(FM) Chicago, KYUU(FM) San Francisco and WJIB(FM) Boston.

According to Bongarten, all of the current owned-and-operated NBC stations that are affiliates of one of the NBC networks will remain affiliates after Westwood takes over, which is expected to occur in one to two

months. At that time, a separate subsidiary will be set up by Westwood to run the newly acquired networks. NBC will hold a seat on the board of the new division. Some radio executives contacted by BROADCASTING last week said the NBC purchase may signal the beginning of a network consolidation trend similar to what has been taking place in the national radio representation field (see page 52). "This could lead other networks to look for the same economies of scale in competing for the advertising dollar," said Group W Radio President Dick Harris.

Westwood One was created by Pattiz, a former television station account executive, in 1975 with an initial investment of \$10,000. The company has risen through the



Westwood Chairman Norm Pattiz

ranks of the radio business, going from a medium-size independent radio program producer and distributor to the second largest network radio company in the country, in annual billings, behind ABC. The reason for its current strong standing in the radio marketplace is primarily due to its purchase of Mutual from Amway Corp. in 1985 (BROADCASTING, Sept. 23, 1985). Westwood paid about \$37 million (\$30 million in cash and notes and \$7 million in stock) for Mutual, which had reportedly been losing about \$7 million annually when Westwood took over, compared to \$50 million plus one million shares of stock for the NBC Radio Networks, which are said to have lost some \$9 million last year.

"We think we struck a very fair deal," said Pattiz. "We evaluated NBC like we did Mutual. We looked at how we could increase revenue and get some costs in line, and that determined the price." □

Harvey continues RADAR dominance

Mutual, ABC Information battle it out for top radio network

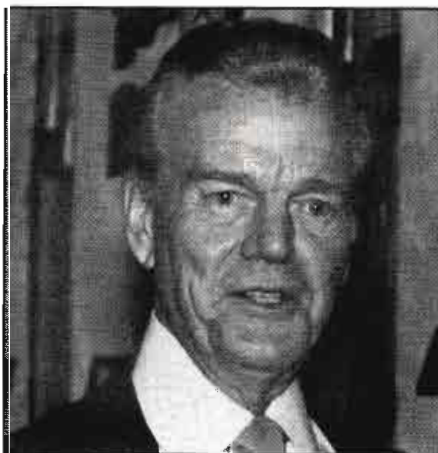
ABC Radio's Paul Harvey remained the most popular network radio personality in Statistical Research Inc.'s (SRI) just-issued spring RADAR 35 report (vol. 3), securing four of the top five slots for persons 12 and older.

Paul Harvey News at 8:30 a.m., Monday through Friday, was first, averaging 5,834,000 listeners (audience to commercials within program) while Harvey's 12:06 p.m. 15-minute weekday news program was second, with 3,944,000 listeners. Harvey's 15-minute Saturday morning broadcast was fourth, with 2,716,000 listeners, and his *The Rest of the Story*, fed at 3:06 p.m., Monday through Friday, was fifth, with 2,695,000 listeners. (All of Harvey's programs are distributed over the ABC Entertainment network.) CBS Radio Network's 7 a.m. weekday newscast, anchored by CBS News correspondent Charles Osgood, inched up from fourth in the RADAR 34 report to third at 3,017,000 listeners.

Rounding out the top 10 network radio programs were ABC Radio's weekly *American Top 40* broadcast; CBS's 6 a.m. weekday newscast; ABC Information Network's 8

a.m. weekday newscast; CBS's *First Line Report*, fed at 6:30 a.m. each weekday, and CBS's *Newsbreak*, fed at 8:30 a.m. each weekday. (All times are Eastern standard time.)

Depending on which overall Monday-through-Sunday, 12-plus category is looked at, either Mutual Broadcasting or the ABC Information Network is in first place. SRI



Harvey

has established a new "All Broadcasts" category, which includes those networks that don't report at least one broadcast in each of the four major weekday dayparts: 6-10 a.m., 10 a.m.-3 p.m., 3-7 p.m. and 7-midnight.

(In April, SRI changed the procedure for daypart averaging, requiring participating networks to have at least one broadcast in each daypart to be listed in the total combination ["Riding Gain," April 13]. Henceforth, networks not included in the traditional Monday-through-Sunday, 6 a.m.-to-midnight category, are Mutual, Satellite Music Network One and Two and NBC Talknet. Mutual is not listed because it has excluded its Monday-through-Saturday, 7-midnight as well as all-day Sunday programming, which is being spun off into a new network. SMN One has no Monday-to-Saturday, 7 p.m.-midnight and all-day Sunday programming. SMN Two has programs in only those periods in which SMN One has no programs. And NBC Talknet occurs in the evening hours beginning at 7 p.m. NYT.)

In the "All Broadcasts" category, Mutual is first with 1,708,000 listeners per commercial, followed by ABC Information at 1,694,000 listeners. In the 6 a.m.-to-midnight category, ABC Information is first.

Following ABC-I in both categories is ABC Entertainment at 1,584,000 listeners (Paul Harvey's news and commentary programs are not included in the overall listening estimates for the network), and ABC Contemporary at 1,231,000. In the "All Broadcasts" category, SMN One is next at 1,170,000 listeners, up 5.9% from RADAR

34's overall finish of 1,105,000 listeners. In the 6 a.m.-to-midnight listing, CBS Radio Network followed ABC-C at 1,107,000. Next was NBC's young-adult Source network with 1,082,000 followed by the NBC Radio Network, 1,046,000; ABC Rock Radio, 1,033,000, and ABC FM, 1,022,000.

Registering the biggest percentage in-

crease in listeners was Transtar Radio Networks, which climbed 24.7%, from 770,000 listeners in the fall RADAR 34 report to 960,000 in RADAR 35.

RADAR is a 12-month rolling average of audience estimates distributed twice each year by SRI, which currently measures 19 network services. □

Hollywood, broadcasters, cable battle it out over syndex

MPAA, NAB and INTV want syndex back, claiming economic harm; cable interests say rules aren't needed and that reimposition would be unlawful

The cable industry clashed with the broadcasting and motion picture industries over whether the FCC should impose syndicated exclusivity rules that would force cable systems to black out syndicated programs on distant broadcast signals they import into the market if local stations assert "exclusive" local rights to the programs. Such rules would be similar, if not identical, to rules dropped by the FCC seven years ago.

The cable industry, in comments filed at the FCC, argued against the rules, contending the commission lacks the jurisdiction to reimpose syndex, that the absence of rules has not harmed broadcasting and motion picture industries and that rules would violate their First Amendment rights.

The broadcasters and motion picture interests urged the FCC to bring back the rules, arguing that they're needed to protect the sanctity of the contracts between broadcasters and program syndicators. Contrary to the claims of the cable industry, they said, the absence of rules have harmed broadcasters and program producers.

Both sides felt their positions were in the best interest of the public.

The broadcasting industry was not solidly behind the rules. Turner Broadcasting System Inc. and Tribune Broadcasting Co., owners of broadcast stations that benefit from having their signals imported by thousands of cable systems across the country into millions of cable homes, argued with the cable industry against the rules. TBS owns WTBS(TV) Atlanta; Tribune, WGN-TV Chicago and WPIX(TV) New York.

Opponents of the rules have the greatest burden in the comments. FCC Chairman Dennis Patrick is on record as strongly favoring the return of some form of syndex. At the National Cable Television Association convention last May, Patrick said: "There is no question exclusivity rights play an important role in promoting competition by creating proper incentives to create, distribute and promote programming in a way that maximizes consumer welfare effectively."

The National Telecommunications and Information Administration supported reimposition of the rules in its comments to the FCC last week. The cable systems' importation of duplicative programming destroys the exclusivity broadcasters contract for with syndicators, it said. "The loss of that valuable contract right causes per se harm to broad-

casters. In the absence of syndicated exclusivity rules, however, broadcasters are powerless to protect themselves."

According to the National Cable Television Association, both the Copyright Act of 1976, which established cable's compulsory copyright license, and the Cable Communications Policy Act of 1984 strip the FCC of its power to reimpose the rules. "It is absolutely clear that, with the enactment of the Copyright Act, Congress effectively precluded the FCC from adopting rules based on concerns about intellectual property matters which have been resolved by the establishment of [the]... compulsory license," the NCTA said.

Even if the Copyright Act doesn't stand in the FCC's way, the NCTA said, the Cable Act does. The act, it said, "expressly bars the commission from adopting any rules which affect the provision or content of cable services." The FCC's argument that the act does not affect reimposition of syndex "is inconsistent with the well-accepted rules of statutory construction, ignores the legislative history of the provision, and misreads the plain language of the provision."

According to the NCTA, consumers will suffer if the rules are brought back. "There is no getting around the fact that reimposition... will mean a disruption in the provision of programming to cable subscribers and a reduction in their viewing options," the NCTA said. Extrapolating from some case studies, the NCTA said more than 35% of television stations carried by cable systems would be

subject to deletions and more than 25% of the programs on cable-imported stations would be subject to deletions.

What's more, it said, "at some point the disruption of programming and intermittent deletions of varying lengths so reduce the viewability of an imported signal that subscriber satisfaction overcomes the cost/value of continuing to provide service. At that point, the cable operator may just drop the stations altogether."

Not only have broadcasters and syndicated programmers not suffered in the absence of the rules, the NCTA said, they have prospered. Between 1980 and 1986, the number of independent stations increased from 121 to 272, it said, while the average pre-tax profits of the stations jumped from \$400,000 to \$1.7 million. At the same time, the price of syndicated programming went up. The top program in 1981 brought \$650,000 per episode; the top programs in 1986 brought \$1.3 million per episode.

Tribune, TBS and a group of cable operators and state/regional cable associations represented by the Washington law firm of Cole, Raywid & Braverman condemned the proposed new rules as unconstitutional—a violation of their First Amendment rights.

According to Tribune, "Any newly adopted syndex rules would infringe unreasonably on cable television's editorial discretion—by requiring extensive blackouts of programming that would otherwise be carried—and thus would violate the First Amendment."

The Cole, Raywid group called syndex

NATPE study reveals depth of syndex concern

Judging from a new NATPE International survey, most broadcasters would take advantage of syndicated exclusivity rules to protect the local exclusivity of their syndicated programming should the FCC decide to reimpose the rules.

As proposed, the rules would require cable systems to delete syndicated programs on imported distant stations at the request of broadcasters who claim the "exclusive" local rights to the same programs.

The survey found that 271 of the 282 responding stations (96%) would ask cable systems to delete duplicative programs under new syndex rules.

The survey also provided some insight into broadcasters' interest in the rules. Three quarters of the responding stations said they believe the lack of rules has contributed to "the recent struggles of independent stations to compete in their markets." And 96% said that without the rules, "the current regulatory and statutory framework favors cable systems." A majority (58%) said the rules would create more competition between cable operators and broadcasters. Responding to one survey question, about 200 of the stations said they broadcast an average of 8.3 programs that are imported and, thus, duplicated by cable systems.

NATPE submitted the results of its survey to the FCC with a plea to "adopt a straightforward syndicated exclusivity rule that would restore equilibrium to the video marketplace."

"censorship." "The purpose and function of syndicated exclusivity is to regulate the content of selected, identifiable communications distributed over cable television media," it said.

New rules would "interfere with a cable operator's editorial discretion as to what programming to carry"—unmitigated by the fact that viewers can receive the same programming via their local stations, TBS said. The First Amendment rights of cable programmers are violated because, in imposing the rules, the FCC is favoring one class of speakers—local broadcasters—over another—distant broadcasters, it said.

United Video, which distributes superstations to cable systems via satellite, said that if the rules are reimposed, broadcasters, cable operators and programmers "will be caught up in a maelstrom of confusion."

Cable operators would have to spend \$191 million in the first year after new rules take effect to staff and equip headends to delete programs and to keep track of what has to be deleted. United Video suggested, however, that it's more likely that cable system will drop signals altogether than incur the extra expense of deleting programs. As a result, 44 million cable homes will be deprived of an average of four channels.

The Motion Picture Association of America argued that syndex rules are needed to insure that cable systems honor the market-exclusive contracts between broadcasters and program syndicators. "The recognition of these rights is essential to maintain an optimal flow of new creative television programming to the marketplace."

Cable-imported duplicative programming hurts local broadcasting, siphoning away viewers and causing them to lose rating points and revenues, the MPAA said. And

when broadcasters are hurt, so are the program syndicators. "When syndicators are denied [by the lack of commission regulations] the option to grant local stations enforceable market-exclusive rights in programs, broadcasters often react by choosing not to license for their market syndicated programs imported on distant signals, or by offering lower license fees."

The MPAA said consumers would benefit from reimposition of the rules. "Such provisions would not diminish the availability of syndicated programming to consumers, but would in fact encourage cable to provide more new and diverse programming in lieu of duplicative syndicated programming.

"The interests of cable subscribers are diserved when cable offers duplication rather than variety and diversity," the MPAA said. "The interests of cable subscribers are diserved when local TV outlets are weakened by the invasion of their market-exclusive rights by cable carriage of distant signals that duplicate their programming."

In the absence of the rules, the National Association of Broadcasters said television stations are unable "to negotiate with program suppliers for true syndicated program exclusivity. The best that can be bargained for... is a limited form of quasi exclusivity. Stations are paying substantial sums, higher prices in absolute and relative terms than ever before, for limited exclusivity. In markets of all sizes, the syndicated programs of local stations are duplicated on cable systems by the carriage of nonlocal stations, both superstations and nonsuperstations."

To make its point, NAB cited 14 cases in which local stations are being adversely affected—losing audience—because the local cable system is importing the same programming on a distant broadcast signal.

Also, with new rules, the NAB said, localism will suffer. "When a local station is unable to attract or maintain all of the local audience for a particular program because of audience dilution from program duplication on local cable systems, great damage is done to the structure of, and incentives for, local service... Nonlocal broadcast stations which duplicate the exclusive syndicated programs of local stations on local cable systems destroy a vital link between a local television station and the local audience."

The Association of Independent Television Stations, whose members have arguably the most to gain from reimposition of the rules, provided detailed research that it claimed demonstrates "clearly that distant signal duplication of local independent television station programming has a critical negative impact on the local station's audience ratings, and consequently its advertising revenues for that programming. When aggregated across all duplicated programs imported into its home market [NCTA cited 199 hours weekly as a 'typical' amount of duplication in a selected market], the impact on a local station's revenues can be devastating, especially for a new station attempting to establish a foothold in an intensely competitive market or for a station in a small or medium-sized market" (BROADCASTING, July 20).

Noncommercial stations, excluded from syndex protection in the original rules, don't want to be left out the second time around. The Corporation of Public Broadcasting and the National Association of Public Television Stations said public stations rely on syndicated programming to create unique program schedules "essential to building and maintaining a local revenue base of private, public and corporate funding." □

The HBO-Showtime struggle for Hollywood films

HBO chief says his service was forced into exclusive deal with Paramount by Showtime, which he invites into deal; Showtime declines invitation, explains how it plans to stay competitive

HBO, which beat out Showtime/The Movie Channel two weeks ago for exclusive rights to 85 Paramount Pictures films, would be willing to return to the bargaining table and let its chief competitor "buy into the deal," said Michael Fuchs, the pay service's chairman and chief executive officer.

In remarks last week at the Television Critics Association summer press tour in Los Angeles, Fuchs said: "We don't want exclusive deals... If Showtime wants to buy into that deal, we'd be glad to renegotiate." Fuchs's suggestion elicited a terse response from Paramount. "A deal is a deal," a spokeswoman said, but she added that "the ball is now in Showtime's court." Later in the TCA tour, a top Showtime programming executive said the service had no interest in Fuchs's offer (see below).

Fuchs blamed Showtime for forcing HBO to buy the movies on an exclusive basis, saying, "The other major buyer... sort of set

the terms for the deal." He said that Paramount approached HBO to bid for the movie package, and he speculated the reason the studio chose HBO was that Showtime/TMC owner Viacom has \$2.4 billion in debt.

Industry sources have estimated the

agreement to be worth more than \$500 million (BROADCASTING, July 20). It takes effect with the release of "Crocodile Dundee II" in May 1988 and is expected to span five years, depending on the film release schedule. Analysts expect the loss next year of Showtime's existing five-year exclusive Paramount movie pact to hurt the second-ranked pay service.

HBO's recent victory offsets a defeat it suffered in March when the National Football League awarded ESPN the rights next season to four preseason games, eight regular-season contests and the Pro Bowl. Seth Abraham, HBO's senior vice president, programming operations and sports, said NFL officials told the pay service that if the league sold the rights to HBO, it expected "to have trouble in Washington" since ESPN has 43.7 million cable homes (50% of U.S. households) and HBO reaches about 15 million. "So they didn't sell to HBO, and they had trouble in Washington," said Abraham, referring to an inquiry into the deal by the Federal Trade Commission. "They had the right outcome with the wrong players."

HBO bids were aimed at Thursday night games because "we didn't want to have the



HBO's Fuchs

last game of the weekend," Abraham said. After a doubleheader on one of the networks and a single game on the other, he said, "what you have on Sunday night is the Vine Bowl. You are talking about 12 consecutive hours of NFL football."

Aside from sports and movies, Fuchs said, the "most prevalent debate within HBO is what we should do about series." With an influx of sitcoms on the three networks, Fox Broadcasting, off-network and first-run syndication, as well as on Showtime, he said, HBO is reluctant to enter the race. His service, he said, would need a "breakthrough" program to attract viewers, such as Showtime's *The Garry Shandling Show*.

Fuchs sees the broadcast networks, not other pay services, as HBO's main competition. He said pay television has managed to survive the onslaught of the videocassette recorder, and despite the commotion raised about pay-per-view technology during recent labor negotiations, Fuchs said he does not believe it will "cannibalize our business." Early research, he said, shows that pay-per-view "stirs up interest in cable television" since it is mostly nonpay subscribers who want to watch an occasional movie. If the addressable box delivery method catches on, as industry analysts predict it will in the next decade, Fuchs said HBO will be positioned to cash in since many pay-per-view suppliers have already approached the company seeking live events.

Schneier says Showtime will continue exclusive bent; believes there are enough movies to go around

Showtime/The Movie Channel has no interest in HBO Chairman Michael Fuchs's offer to renegotiate an exclusive agreement with Paramount Pictures and let Showtime buy into a motion picture package from the top-grossing Hollywood studio (see story above), a top executive said.

The pay service, which bid for the 85 Paramount films but lost out to HBO's \$500-million-plus offer two weeks ago, remains committed to its policy of pursuing exclusive movie packages, Fred Schneier, Showtime's executive vice president of programming, told television writers last week in Los Angeles. "Our determination to be exclusive is rock sturdy," he said.

Schneier pointed out Showtime's plans to launch an aggressive consumer advertising campaign Aug. 1 promoting the service's commitment to exclusivity. The campaign, which will be geared to print media, spot TV and basic cable services, will emphasize a "brand new look on Showtime," and will utilize new graphics and animation, he said.

Fuchs had earlier criticized Showtime for using HBO's name frequently in its existing marketing campaign, saying, "You see our name on Showtime every 15 seconds. I'm surprised we haven't been billed for it yet." The campaign has resulted in an unresolved legal battle between the number-one and number-two rated pay services, which kept Schneier from commenting on whether the new marketing effort would contain any references to HBO.

The HBO chairman's comments regard-



Showtime's Schneier

ing the Paramount transaction "did surprise me a bit," Schneier said. Fuchs had asserted that Paramount approached HBO to compete in the bidding and speculated that Viacom's large debt may have cost Showtime the deal.

Schneier defended the financial health of Viacom, saying that despite its \$2.4-billion debt, the company had obtained the backing of two large banks and a prestigious brokerage firm. The reason for the support, he said, is that Viacom's broadcast stations, cable properties and subscriber base are "incredibly strong business" that are poised for growth well into the 21st century.

Although Showtime lost the bidding war for the Paramount films, Schneier said Showtime made an "incredibly strong offer" for the package. The approaches the two pay services took in their dealings with Paramount demonstrate differences in their operating styles, according to Schneier. Showtime, the second-ranked service, has to keep its channels open by making aggressive moves, he said, adding, "I have been in acquisition now for eight years and I have never allowed a supplier of consequence to come to me."

Despite Fuchs's invitation to re-open negotiations for a nonexclusive contract, Schneier said Showtime will continue to concentrate on acquiring distinctive programming that includes a mix of exclusive movie titles and original programming, which will include an increase in co-venture productions.

Showtime officials knew when they struck their landmark exclusive five-year deal with Paramount, which will provide it with movies midway through 1989, that it would be "stirring up a hornet's nest" within the industry, Schneier said. "We were aware at the time we established this strategy that there was going to be a polarization of the studios. It's part of the strategy... Some were going to start with us and go over to HBO and some were going to start with HBO and come over to us. And that is exactly what has happened."

While HBO has entered exclusive arrangements with such majors as Paramount and Warner Bros., which are the biggest and next-biggest Hollywood studios, Showtime has made exclusive deals with Universal, 20th Century Fox and Columbia, which have

lately had considerably less box-office success than the two biggest studios.

But Schneier said that with the hundreds of titles Showtime has acquired from other studios, including Disney's Touchstone Pictures and the independent Orion, there are "more than enough" movies to keep it competitive with HBO. "We're going into an era in which we're not dealing with six basic majors running the world," he said. "We feel very comfortable that there will be ample top-quality product for us going out over time." □

Daytime upfront surges back

Observers say market is returning to 1985 levels, and may hit \$950 million

Bolstered by strong upfront sales in prime time, the daytime upfront marketplace appears to be wrapped up for the most part, with network and agency executives suggesting a strengthening in daytime sales compared to the soft market a year ago. The extent of the recovery remains to be sorted out, and executives stressed that part of it is a reflection of paper gains in cost-per-thousand prices because of the lower network ratings reported by people meters.

Last year's upfront daytime market was estimated to be in the \$800-million to \$850-million range, compared to \$900 million the year before. This year estimates are that the market will be at least as strong as in 1985 and perhaps as high as \$950 million.

Network and agency executives reported double-digit increases in daytime prices—up to 20%. ABC led the pack, and there are indications the network is delivering about 46% of the women, 18-49 demographic in daytime. The people meter numbers also indicate a flip-flopping of ABC and CBS in the household race, with ABC jumping to first place and CBS sliding to second. While that is not as important as delivery of the key demo, women 18 to 49, particularly in daytime sales, it seems to corroborate the general trend that CBS loses more audience than ABC or NBC under the people meter.

"Daytime is a solid market, and the networks are getting 10% to 15% over last year," said one media buyer, who asked not to be named. "ABC is still number-one in the key demographics" and set the pace among the three networks in daytime, he added. ABC and NBC were close to wrapping things up by week's end, while CBS was behind that pace, sources said.

Paul Schulman, president of the Paul Schulman Co., a New York media buying service, confirmed that the networks were getting solid increases in daytime, but would not be specific. "I think their stockholders should be pleased," said Schulman. ABC, he said, "is leading daytime in the same way NBC led prime time." The bullish upfront, which appears consistent throughout all the dayparts, he added, "has taken the networks off the hook," a reference to what many felt would be complex, protracted negotiations

over audience-delivery guarantees as a result of the people meter.

With the introduction of the new ratings systems, there is no track record upon which to make guarantees next season. As a result, said Al Smith, head of daytime sales for ABC-TV, the networks and their clients, through individual negotiations, have worked out agreements "for some kind of sharing of the risk. The marketplace seems to have solved it." Smith said that perhaps part of the reason for the resurgence in the daytime market is that "daytime has been somewhat out of fashion. At some point the value of daytime becomes a good buy. We had a very strong upfront in prime time, with high C-P-M's, which has probably caused some advertisers to take another look at daytime." □

Biondi new head of Viacom

Former head of Coca-Cola's TV side is chosen by Redstone to replace Elkes

Coca-Cola's Frank J. Biondi Jr. is Viacom International Inc.'s new president and chief executive officer. Biondi, who is chairman and chief executive officer of Coke's television division, succeeds Terrence A. Elkes, who is leaving Viacom along with Kenneth F. Gorman, executive vice president, to "pursue other interests," according to Viacom.

Biondi's appointment was announced late last week after he reached an agreement with Sumner Redstone, chairman of National Amusements Inc., a Dedham, Mass.-based theater chain, which acquired Viacom earlier this year. Biondi will also sit on the board of Viacom International as well as its parent company, Viacom Inc. Redstone owns 82.6% of Viacom and will serve as chairman, replacing Ralph Baruch.

A diversified media company, Viacom last year took in \$919 million in revenue and reported \$199 million in cash flow from its basic cable services (its MTV Networks includes MTV, VH-1 and Nickleodeon/Nick at Nite [it also has an interest in Lifetime]); pay cable channels (Showtime/The Movie Channel); cable systems (Viacom Cable is the 11th largest cable MSO); radio and television stations (three AM's, five FM's, and five TV's); television production (including *Matlock* and *Easy Street*), and a syndication division which distributes, among other shows, *The Honeymooners* and *Cosby*. The company also has several equity investments, including 14% of Orion Pictures, of which Redstone already owns 6.4%.

Elkes and other Viacom executives attempted a leveraged buyout (BROADCASTING, March 9) and although they failed, a listing of management's stock holdings suggests they'll fare well. In addition to Elkes's stock, worth some \$23.1 million, he is said to have a "golden parachute" reported to be more than \$2 million. Both Elkes and Gorman (whose stock holdings are valued at \$12.1 million) have said they will provide

consulting services to Viacom during a transition period. It's generally expected that many of the other top Viacom executives involved in the buyout will soon depart.

Biondi, 42, told BROADCASTING he was offered the Viacom post by Redstone at a breakfast nearly two weeks ago and it was basically a "done deal" last Wednesday (July 22). Biondi confirmed reports that his agreement with the company includes an incen-

tive plan based on stock performance.

The Coca-Cola executive who has a reputation as a "good strategic thinker and deal-maker" is also a former chairman and chief executive officer of HBO.

Biondi joined HBO in October 1978 as director of entertainment program planning and rose to eventually head the pay-cable service before he left in 1984. During his years with HBO, Biondi was closely identi-

No drill this time

With U.S. naval ships beginning their assignment of escorting Kuwaiti ships under the American flag through the Persian Gulf last week, the national media pool created by the Pentagon to cover military operations was operating in a real situation for the first time. The 10-member pool, which includes reporters, photographers and a television crew, was activated in secret Saturday night, July 18, and left Washington early Sunday. Its existence was disclosed by the Pentagon on Wednesday, after the group's first reports were released on Tuesday. But they were print accounts.

The first pictures from the television pool—from Cable News Network staffers aboard the Navy's missile destroyer U.S.S. Kidd—did not appear in the U.S. until Thursday. The 36-hour delay in the delivery of the pictures was ascribed by the Navy to "logistical problems." A Pentagon spokesman pointed to the lack of a helicopter to transport the videotape to an uplink on shore. He said use of CNN's portable uplink from shipboard was being considered for "the next time." Peggy Soucy, deputy chief of CNN's Washington bureau, who is running the television pool operation, was unwilling to discuss problems the staffers may have encountered until the operation has ended. "Until then," she said, "I'm reserving judgment."

There had been grumblings about the delay from network sources earlier in the week, and on Friday, network executives were still not satisfied with the flow of videotape from the pool. George Watson, chief of ABC's Washington bureau, noted that ABC was continuing to rely on its own resources for pictures. "We're not depending on the pool," he said.

The networks did not have to wait until Thursday before showing pictures of American activity in the gulf. They obtained footage of the convoy from crews aboard hired helicopters. CBS had its pictures—of two Kuwaiti tankers with American flags clearly visible—on the air on Tuesday morning.

The media pool was created in the wake of the 1983 invasion of Grenada, when the Pentagon generated controversy by refusing to permit journalists to accompany U.S. forces during the first two days of the action. It provides for the organization of a small group of journalists under strict secrecy to accompany military forces. Although the pool members are subjected to restrictions as to when they can file reports, their presence assures independent observation of military operations.





Biondi



Elkes

fied with the service's growth into the most successful pay television programmer. But his departure came as a surprise, leaving over what was described as "policy differences" with HBO's parent, Time Inc. But some observers said his departure was coincidental with a leveling off of HBO's growth.

He joined the entertainment business sector of Coca-Cola Co. as executive vice president in January 1985 and became chairman and CEO of Coke's television division in November 1986. According to a statement from Francis Vincent, head of Coke's entertainment business sector, television management operations will now report to him. Redstone's choice also may have been influenced by connections to Coca-Cola through Allen & Co., an investment banking firm located a few floors away from Coca-Cola Entertainment headquarters. The Allen & Co. executive responsible for arranging Redstone's purchase of Viacom was Richard Gallop, formerly chief operating officer of Coca-Cola Entertainment.

A major challenge facing Biondi will be to rejuvenate Viacom's Showtime/The Movie Channel. HBO beat out Showtime/The Movie Channel two weeks ago for exclusive rights to 85 Paramount Picture films (see story, page 38). Biondi will be up against an old HBO ally, Michael Fuchs, now HBO's chairman and chief executive officer. (It was Fuchs who was responsible for bringing Biondi to HBO.)

Asked what he has in mind for Showtime/TMC, Biondi said: "It's really too premature. We need to get a management team in there for starters." Among candidates mentioned for the Showtime post are Time Inc.

executive Winston (Tony) Cox and Turner Broadcasting System's Terrence A. McGuirk. But Biondi declined to comment about his choice for the job.

There's also Viacom's \$2.4-billion debt, which Biondi will have to deal with. There has been some speculation that to cope with its debt, Viacom may sell a minority interest in Showtime or perhaps other holdings. But Biondi hesitated again to respond in any detail. "I would just have to put it on the list of a lot of possibilities. I wouldn't want to characterize it as a frontburner issue or backburner. It's something Sumner [Redstone] and I haven't had a chance to sit down and talk about. He's had conversations with MSO's, picture companies, networks, almost everybody in the entertainment business. I just don't know where those conversations stand," he said.

The real challenge, he said, is getting cash flow up. "If that means cutting costs then we'll do that, but if it simply means pushing the business a little harder than that's the route we'll go as well. We're not going into this with the attitude that we're not going to grow." □

Justice won't prosecute KPFK for obscenity

Letter to FCC advises that criminal intent would be difficult to prove

The Department of Justice has decided against criminal prosecution of the Pacifica Foundation's KPFK(FM) Los Angeles on a charge of violating the statutory ban on obscene broadcasts. H. Robert Showers, the Justice Department official who had considered the matter, said it would have been difficult to prove criminal intent on the part of Pacifica.

At issue was the broadcast on Aug. 31 of a play about homosexuals and AIDS, entitled "The Jerker." Showers, in a letter to FCC General Counsel Diane Killory, said the broadcast featured "patently offensive mate-

rial clearly in violation of community standards for broadcast media." But he noted the station had observed the commission's guidelines for carrying possibly indecent material then in effect, in airing the broadcast after 10 p.m. Showers also noted the play did not contain repetition of any of the so-called "seven dirty words" held to be indecent by the Supreme Court, in the original *Pacifica* case, in 1978, which the commission had said would result in prosecution.

Accordingly, although obscene speech is unprotected, Showers said the department's lawyers would have had difficulty persuading a jury that *Pacifica* intended to violate the law. Showers is executive director of the National Obscenity Enforcement Unit of Justice's criminal division.

The FCC had referred the case to the Justice Department for possible prosecution last April when it found that the material was not only indecent but might also be obscene. At the same time, it issued more stringent guidelines for indecent broadcasts—broadcasters were put on notice that indecent broadcasts would be actionable if they include "language or material that depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs."

Thus, there is now no specific "safe harbor" when indecent material might be aired. And indecent language is not limited to repetition of the "seven dirty words" (BROADCASTING, April 20).

Showers, in his letter to Killory, commended the commission for establishing the new guidelines. He said they would make it easier for the government to enforce the law banning obscenity and indecency.

Pacifica, which has appealed the commission's ruling on "The Jerker," found nothing to cheer in Showers's announcement. Executive Director David Salniker said: "This does not dispel the chilling impact of the FCC's new ruling. *Pacifica*'s strong commitment to airing contemporary literature and drama is still chilled by the FCC ruling and we will continue to view the fight for reversal of the ruling of paramount importance." □

Questions abound over Storer Cable sale

Investment bankers to decide fate of fourth-largest cable MSO; will Peter Storer be proved right in urging rejection of 1985 KKR bid?

SCI Holdings' announcement that it retained a team of investment banking firms to "consider the possible sale of its cable television business" raised more questions last week than it answered. Was this announcement just an understated way of putting the fourth-largest MSO on the block, as most observers believe, or is another plan, such as George Gillett's half-purchase of the Storer television stations, a possibility? If the systems are sold, can they be split up without incurring a huge tax liability? If not, can one buyer pick up the multibillion-dollar tab or

will there be a consortium, and what system buyers would be in it?

It may be a month or more before some of these questions are answered. Potential buyers are rumored to be plenty, including MSO's ATC, Comcast, Continental and Warner. The last mega-MSO sale, that of Group W Cable, was eventually split up among the consortium of buyers without too large a tax burden because the purchase had come in under the fall-1986 deadline of tax legislation. Now with the tax-free liquidation opportunity closed, at least one informed source thinks that Shearson Lehman, Morgan Stanley and Drexel Burnham Lambert have their work cut out for them.

Storer Cable serves 1.4 million basic subscribers and in 1986 had revenue of \$416.7

million and operating income, before depreciation and amortization, of \$171 million, a number that is projected to be lifted by deregulated basic cable rates to just over \$200 million in 1987. The business of SCI's cable subsidiary over the past few years has mirrored that of the industry at large, with the percentage of revenue from basic services rising, from 51% in 1984 to 59% last year. Pay programming revenue as a percentage of the total declined during the same period from 45% to 37%.

Whether the Storer systems could be categorized as "mature" is open to interpretation. The company reported in its financial documents that "the annual capital expenditures necessary to complete franchise commitments peaked in 1982, and the major

commitments for the construction of systems were completed in 1985." Capital expenditures in 1987 are expected to be flat at roughly \$64 million.

However, one cable source said many of the systems are in suburbs of large metropolitan areas with room for further growth. Storer Cable is primarily located in South-eastern states, with 60% of the basic subscribers located on seaboard states south of Washington. Another 21% are in New Jersey and Connecticut, with the remainder in Texas and Arkansas.

Storer has already sold some 40 cable systems serving 240,000 subscribers in the past 12 months, realizing proceeds of \$329 million. The largest of those sales, a group of nine cable systems in California, went to a joint venture of Merrill Lynch Media Partners and Chronicle Publishing Co. for \$234 million. Sales in 1985 yielded cash proceeds of \$116.6 million and those the year before, \$36 million.

As a legal entity, SCI Holdings and its stock will probably be sold along with the cable systems. The initial investors in the year-and-a-half-old leveraged buyout of Storer Communications would thus be left with a great deal of cash, a 49%-plus interest in six of Storer's television stations, plus, perhaps a minor continuing interest in the cable operations.

Wall Street makes its money on foresight, not hindsight, and so it comes as little surprise that previous assertions made in the heat of the battle for Storer have not since been reviewed for accuracy. But the current liquidation of SCI would almost certainly provide Peter Storer with an opportunity to say, if he chose to: "I told you so."

The former chairman of the MSO and group owner contended two years ago that shareholders should reject a dissident slate of board nominees—who were arguing for a liquidation of the company—and instead let management build the company's asset values over time. But the take-the-money-and-run philosophy prevailed; the Coniston Partners slate was partially victorious and management was effectively forced to take the company private through a leveraged buyout engineered by Kohlberg Kravis Roberts & Co. at \$93.50 per share in December 1985.

Calculating a company's worth is difficult enough without a what-if scenario, but with that caution, a rough attempt shows that Storer's shareholders might today have received \$170 per share. The company's \$440 million in long-term debt at the end of 1985 could have been easily retired by cash generated from operations and from cable systems sales in 1986. That would have left the cable systems now conservatively valued at \$2.5 billion, and television stations recently given a market value—by the sale of a half interest to Gillett holdings—at roughly \$1.2 billion. Throw in the \$275 million in tax benefits that existed at the end of 1985; subtract the discount that a buyer would pay for purchasing the whole company, and the calculator coughs up a company valued at perhaps \$3.6 billion, or roughly 13 times trailing cash flow, not an unheard of multiple for a primarily cable deal.

The \$3.6 billion, divided by the 21.2 million shares existing when Storer was public, equals \$170 per share, or above the range of future share value that Storer management argued for in an April 20, 1985, proxy solicitation.

If shareholders in late 1985 took the

\$67—\$93.50 minus a capital gains tax of 28%—and tried to buy stock that would be worth \$170—or even \$160—by early 1988 (assuming that is when a cable deal would close) they would have had to achieve a compound annual growth rate of well over 40%. □

Cubans cause AM interference

Radio Cuba broadcasts on 1040 and 1160 khz lead to complaints from Florida and Iowa stations

Cuba last week was the source of new headaches for American broadcasters and their audiences, politicians and bureaucrats. Stations in Cuba operating on 1040 khz and 1160 khz with what the FCC said was up to 300 kw power were heard clearly across vast stretches of the U.S. Monday night, from 6 to 9 o'clock and on Tuesday night from 6 to midnight, causing interference to at least three U.S. stations on 1040 khz. A promised broadcast on Wednesday was not delivered.

The programming—a mixture of Spanish and English-language news and commentary—was in addition to the weekend broadcasts from Cuba of Radio Moscow on 1040 khz that have become a staple for listeners in Florida since May 23 (BROADCASTING, June 8). The weekend broadcasts, heard during the day, appear to be a manifestation of Soviet leader Mikhail Gorbachev's interest in reaching listeners in America by AM radio. State Department and other officials were not speculating on the reason for the nighttime broadcasts, which travel the skywave for hundreds of miles into the U.S.

The signal was picked up by FCC monitoring stations in Grand Island, Neb.; Kingsville, Tex.; Allegan, Mich., and Douglas, Ariz. Richard Smith, chief of the FCC's Field Operations Bureau, reported picking up the broadcast on 1040 khz on his car radio—"clear as a bell"—in northern Virginia.

The FCC reported complaints of interference only from two Florida stations that operate on 1040—WYFX(AM) Boynton Beach and WHBO(AM) Pinellas Park—and from clear channel WHO(AM) Des Moines, Iowa, which also operates on 1040. Ken Erickson, WHO's chief engineer, said the station's signal was "obliterated" in Quincy, Ill., at 8 o'clock Monday night. But he said the station experienced no difficulty in the Des Moines area. KSL(AM) Salt Lake City, which is heard on 1160 khz and which is accustomed to Cuban use of the frequency during the day, reported no listener complaints of interference during the nighttime broadcasts.

Indeed, KSL's chief engineer, John Dehnel, and Erickson seemed more concerned about FCC requests that they shut down for brief periods, including during drive time, so the Cuban signals could be measured, than about the Cuban signals themselves. "Shutting down at 5:47 p.m. mountain time," said Dehnel, with more than a trace of sarcasm, "made us exceedingly happy."

"It's getting to be a pain in the neck," said Erickson, who has complied with such requests in the past. "When you go off the air, you lose customers."

However, the complaints that caused government officials principal concern were those from Florida. The interference suffered by the two stations there was evidently more serious than that experienced by WHO. What's more, the chairmen of the House Foreign Affairs Committee, Dante Fascell, and of its International Operations Subcommittee, Daniel Mica, live in Florida—Mica's district, in fact, encompasses Boynton Beach. As a result, Mica staffers have been "prodding," as one staffer said, the State Department on the interference issue since Radio Moscow began operating two months ago. An aide called on officials at the State Department and the U.S. Information Agency on Wednesday.

Mica wants State to have the Cubans vacate 1040 and 1160, no small order, particularly since Washington and Havana do not maintain diplomatic relations. The two countries are in dispute as to which has the right to use 1040, with the U.S. maintaining that the Florida stations' priority is clear from the records of the International Telecommunication Union (BROADCASTING, June 8).

The Mica aide's visit to USIA reportedly was aimed at securing its help in the matter. USIA Director Charles Z. Wick since the Reykjavik summit in October has been conducting sporadic negotiations with Soviet officials on a proposal that the Soviets abandon jamming of American international broadcasts—the Voice of America and Radio Free Europe/Radio Liberty—and that the two countries exchange programming on each other's AM frequencies. (The Soviets have stopped jamming some, but not all, VOA signals in Eastern Europe. Jamming of the RFE/RL signals is said to have increased.) "If the Soviets are to broadcast in the U.S., they should broadcast within international regulations," Mica's aide said.

However, USIA is not eager to involve itself in the interference problem Cuban and Soviet broadcasts are causing U.S. stations. A spokesperson said the State Department has the responsibility in the matter.

A State Department official, noting that the U.S. had protested to Moscow and Havana, as well as the ITU, following the introduction of the Radio Moscow broadcasts from Cuba, said further protests would be made in connection with the Monday and Tuesday night broadcasts. He said a complaint will be filed with the ITU's International Frequency Registration Board. □

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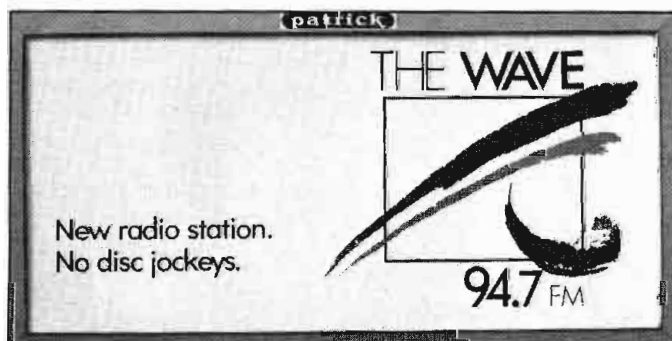
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Radio ways in 1987: moving ahead



This year may go down in radio history as one in which there was not only a major consolidation in the national representation and network radio fields, but one in which many of the leaders of the industry united in their efforts to promote the aural medium to advertisers.

The following pages show that both national spot and network radio sales are soft, but the spirits of most executives are high as both markets exhibit signs of regaining their form. National spot is expected to rebound somewhat in 1988, while network long-form program inventory appears to be increasing. Local advertising sales, on the other hand, have posted steady growth since the beginning of the year.

The year is also witnessing what could be the birth of a new format contender, a light jazz-oriented sound called "new age" that, thus far, is being aired in a handful of markets.

Improved audio quality for the AM band is still a top priority for broadcasters and, more recently, for the FCC, which this month initiated an extensive review of the spectrum's technical characteristics.

Here, then, is the state of radio's art in 1987.

Radio networks expand programming, report higher profits

Network advertising is slow, but many attribute that to current TV upfront market; long-form programming appears to be proliferating

The radio network business might best be characterized in 1987 as deceptively weak. Despite a soft advertising marketplace during the past few months there are signs of health in the network industry: New networks continue to start up; there has probably been a net gain in long-form programming over the past 12 months, and more radio networks are now operating profitably than at any time in recent history.

While networks canceled some long-form programming, they seemed to have added more. CBS, for instance, dropped a two-hour weekly program on RadioRadio, and also *Entertainment Coast to Coast*, but added weekly shows such as *On the Move*, *Crushing America*, and a "new age" two-hour program begun in March. NBC dropped *Moldy Oldies* and *Hard Rock Cafe*, but added three hours of live programming to Talknet and increased to weekly frequency the *Legends of Rock*. Nick Verbitsky, United Stations president, said his company had yet another yearly increase in special programs.

At the end of next month, Dow Jones will launch an FM radio service, the *Dow Jones Report*, to complement its existing *Wall Street Journal Report*, said Bob Rush, director of the company's broadcast services. The new service will provide 15 daily, one-minute newscasts between 5:55 a.m. and 8:55 p.m., with Rush said, "more of a consumer slant."

ABC has already hired Tom Snyder for a 10 p.m.-to-1 a.m., EST, talk show and will add an earlier show. The talk-block will provide competition to Mutual P.M. and NBC's Talknet.

There has been expansion of network services in addition to programming. ABC will start implementing in September a data service providing affiliated stations with more information on the networks' offerings. The data service will also provide some stories

from *USA Today*, which is also providing ABC with 10 to 20 "actualities" on entertainment, medical, money and other topics for use in morning drive.

According to UPI News Director Mike Friedman, UPI will, this fall, be "reformatting" several of its regular programs: "It will be the first major change in the radio networks in several years."

AP, which previously only sold its broadcast network to stations subscribing to the AP wire service, started in June to sell the services independently. AP's director of broadcast services, James Williams, said that by mid-fall the news service should be on the air with a second satellite channel. The additional capacity will permit transmission of special live events, such as the current Iran-contra hearings, without forcing AP to bump or pre-feed regularly scheduled programming. AP has also hired Reymier & Gersin Associates to survey the news programming of stations since deregulation. Results of the study will be presented at the Radio-Television News Directors Association convention.

Perhaps the most dramatic growth in network programming continues to be in 24-hour satellite-delivered networks. Both the existing players, Satellite Music Network and Transtar, have started or are about to start an additional format, and several newcomers have also entered the business recently.

Transtar's offering, AM Only, targets the 35-to-54-year-old audience with such artists as Frank Sinatra, Johnny Mathis, Dionne Warwick and Andy Williams. On the marketing end, Transtar began selling time for CNN Radio during the past year. Dallas-based Satellite Music Network President, John Tyler, said he expects this week to "sign a final document with the George Johns organization" to develop an adult contemporary format.

Among the new 24-hour formats are Spanish, "New Age" and Christian:

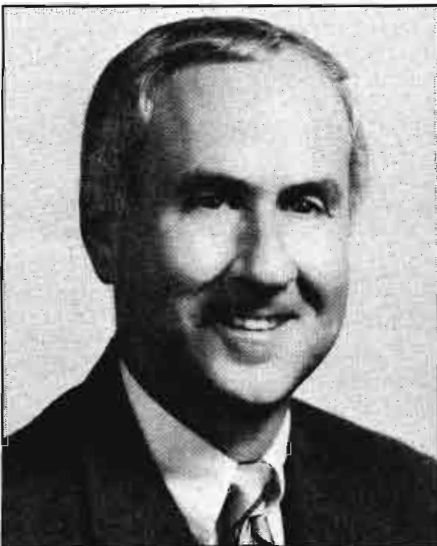
■ Cadena Radio Centra, has, after seven months, gained 17 affiliates providing coverage of 62% of the nation's Hispanic popu-

lation. Cadena President Carlos Aguirre said that already 20 of the top-100 advertisers use the service and that when a target 45 affiliates sign up—reaching 90% of the Hispanic population—sales should be easier. But Aguirre, who said he would be happy with a 30% to 40% sell-out rate by the fourth quarter, said it will take some development work to get the advertising community interested in Spanish-language radio: "Others are not using it because until now, it wasn't available in enough markets."

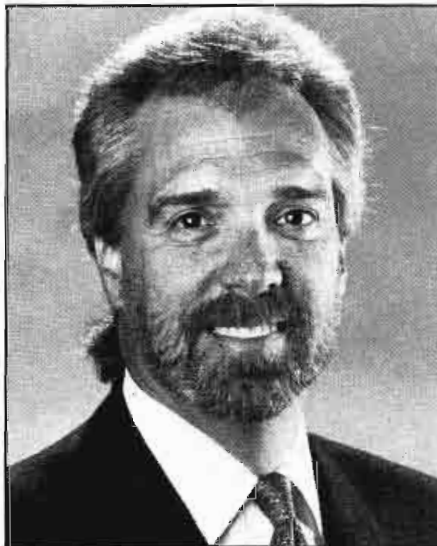
■ Jack Moore developed a format for the Minneapolis-based Progressive Music Network after he and several partners purchased KTWN-FM Anoka, Minn., in 1977. After several years he had a library of "soft jazz" music, such as Stephan Grapelli, Earl Kluge and the "ballad side" of jazz greats, such as John Coltrane. The success at the station level led him eventually to offer the format as a satellite-delivered service: "Before I wouldn't have known how to promote the format to other stations, the format didn't even have a name." Now generally known as "new age," the format has attracted some large market stations to Progressive, and Moore said the service will probably start with 20 affiliates. Moore said he is negotiating to provide news as part of the service.

■ CBN Radio Network is joining Satellite Radio Network, Interstate Radio Network and USA Radio Network providing 24-hour Christian broadcasting. The service is not yet selling spots, said Dave Clark, vice president of marketing for the satellite-delivered service. Clark said the service has 60 affiliates, and has a yearend goal of 100, at which point it would begin actively seeking advertising: "We will begin to see some spot sales by September and are planning to begin carrying per inquiry spots." Clark added that the network would decline to accept beer ads and "certain personal hygiene products."

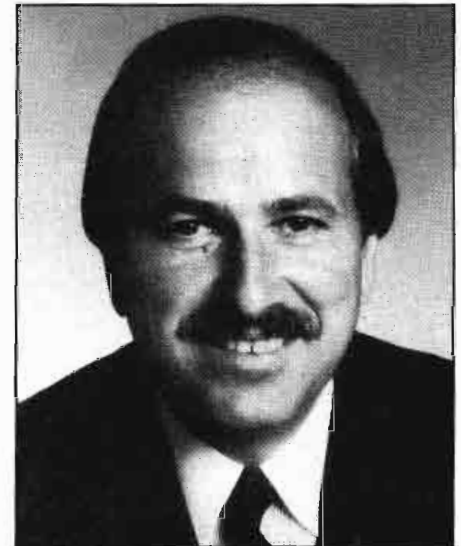
Although some networks said they have not been affected by any advertising slowdown, most said that business has not been up to expectations. The seven network



Daniels

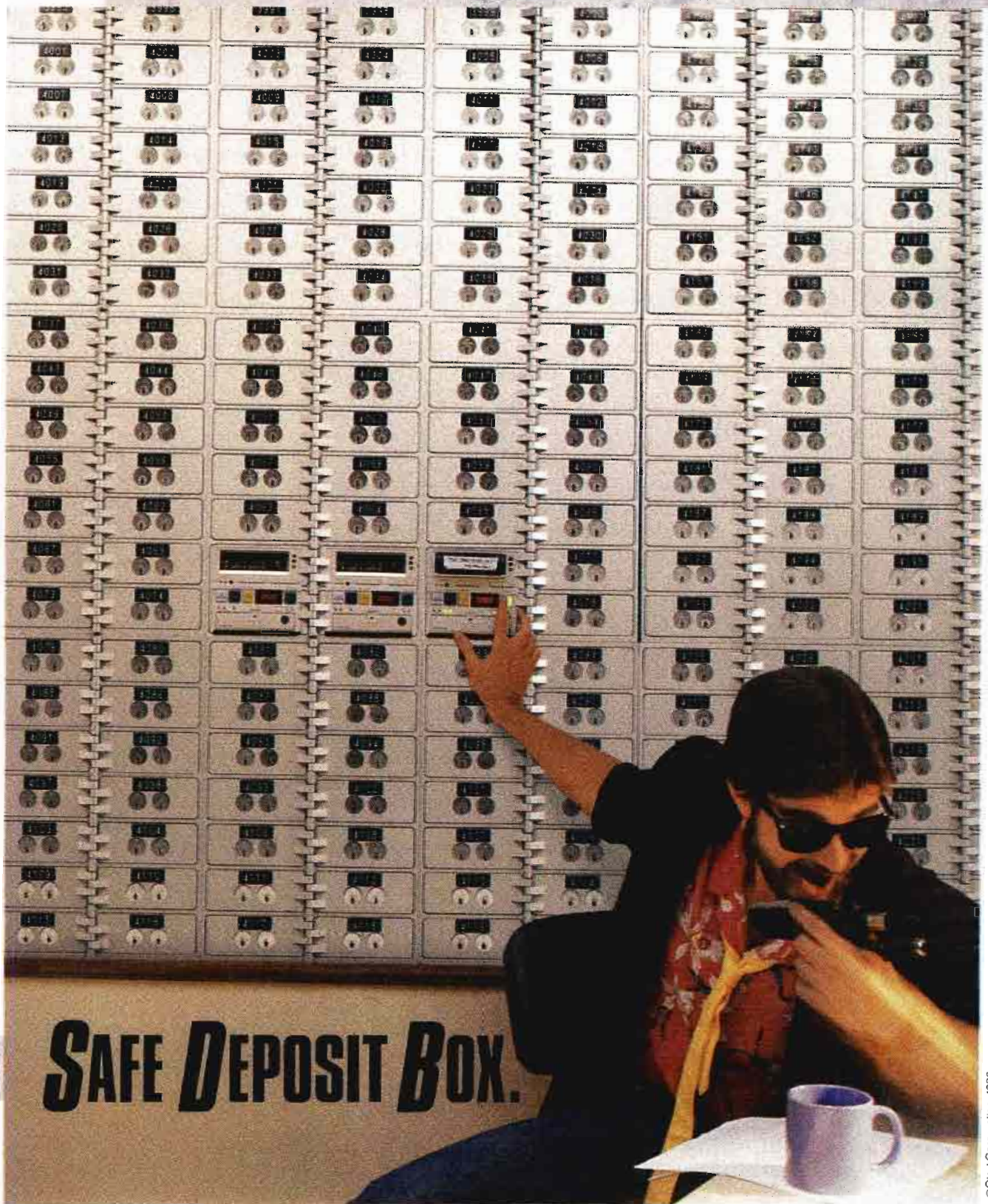


Pattiz



Kipperman

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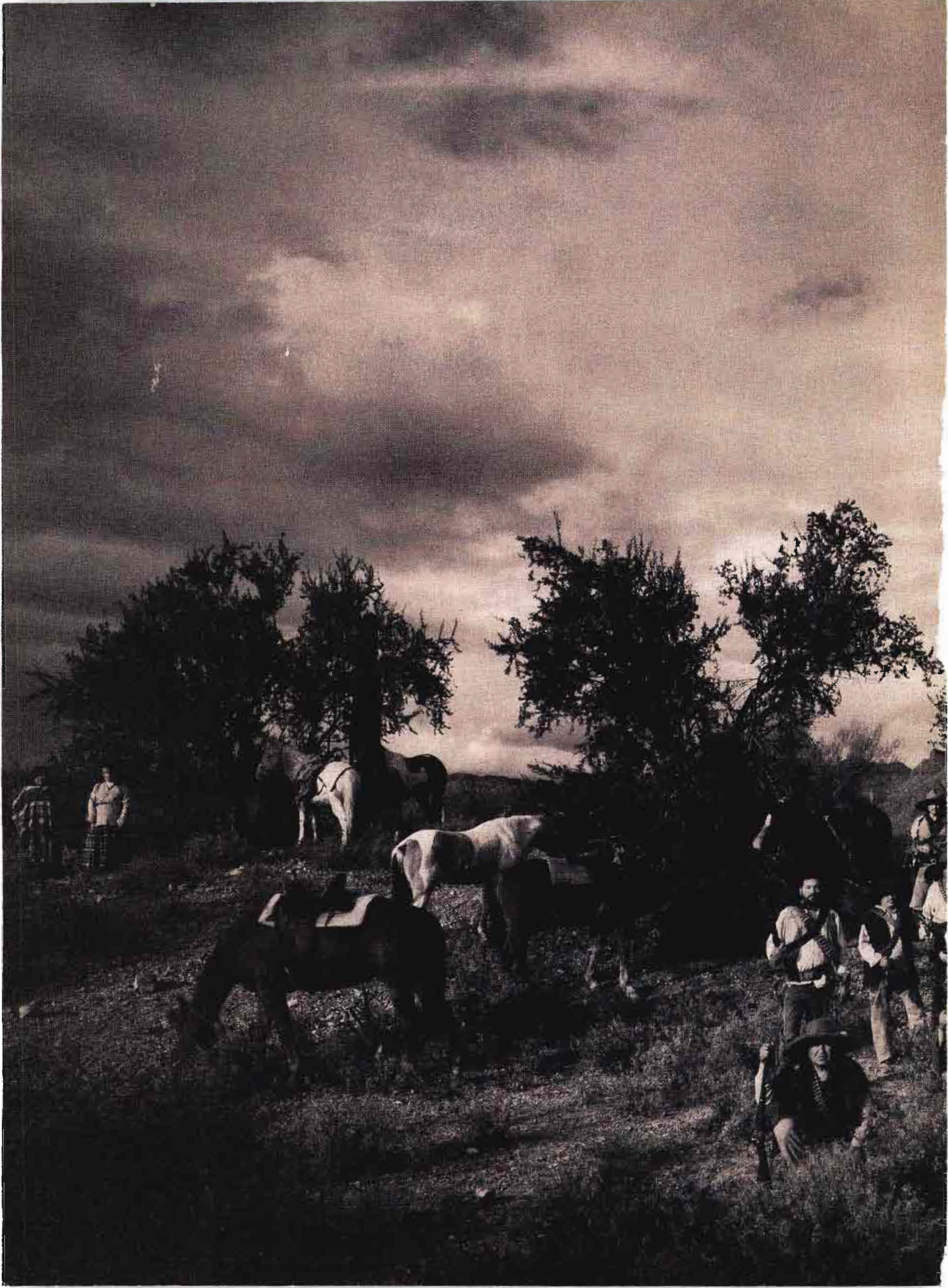
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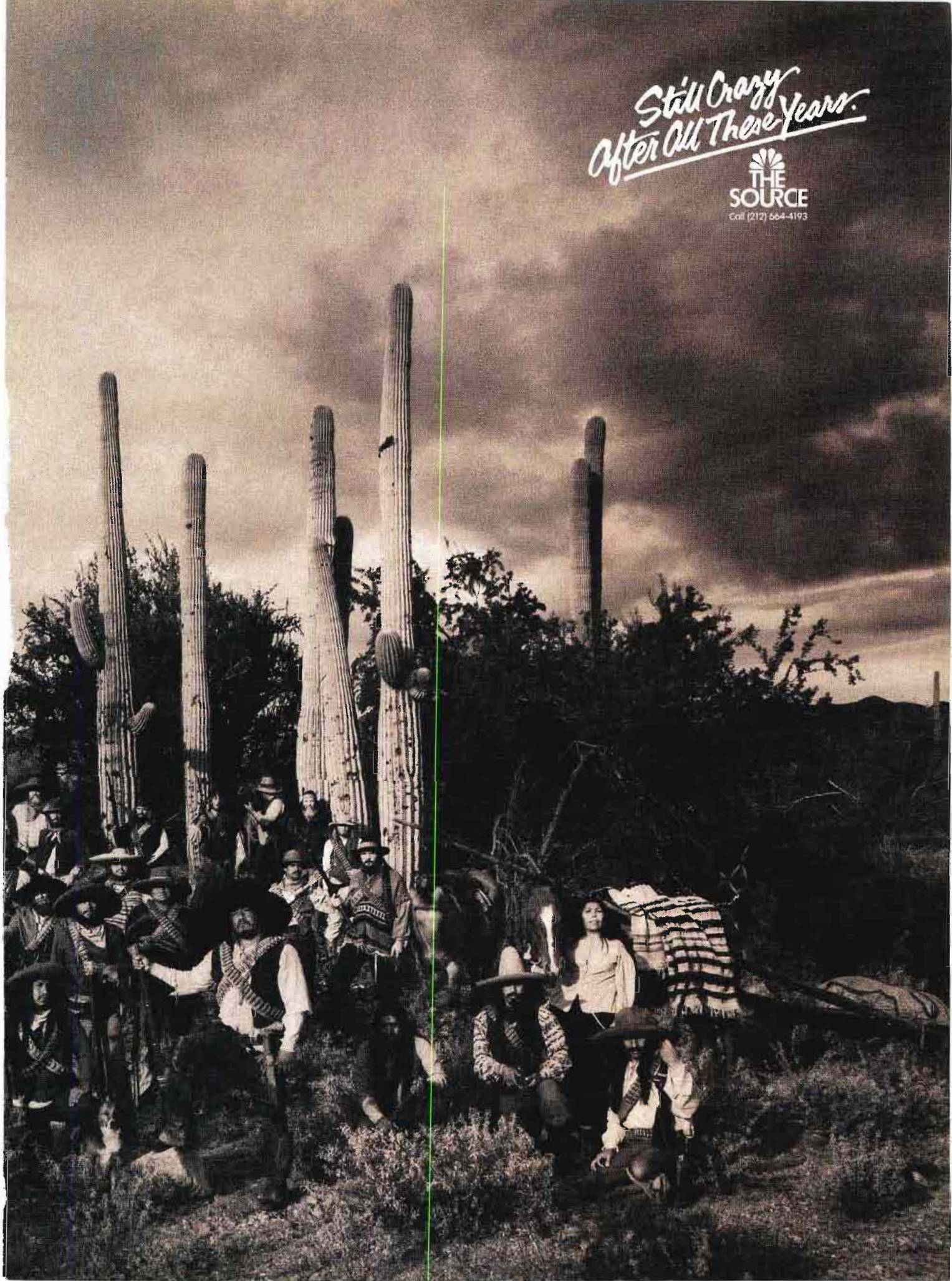
*Trademark Dolby Laboratories Licensing Corporation



*Still Crazy
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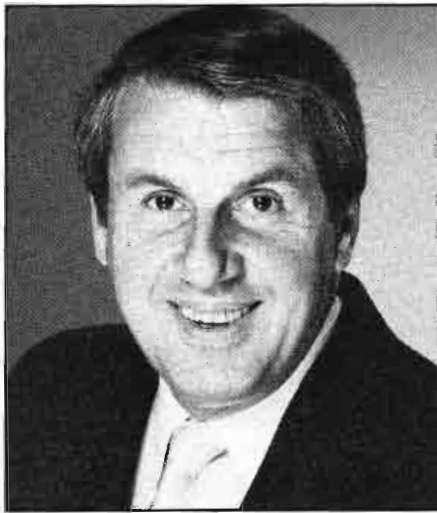

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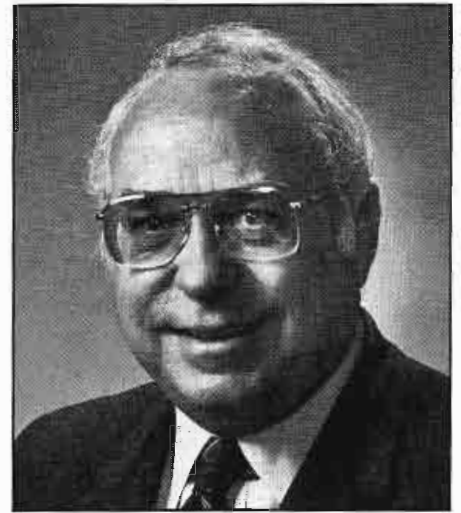




Verbitsky



Severine



Tyler

companies monitored by the Radio Network Association (RNA), in unaudited submissions to the accounting firm, Ernst & Whinney, have reported revenue for the first six months running 8% ahead of last year, but the RNA monthly total in May was down 1% and June declined 7%.

Some say that the recent slowdown is simply a matter of timing, with agencies currently preoccupied with the abnormally complicated television network negotiations. Lou Severine, vice president, sales for the ABC Radio Networks, said: "This year advertisers are not committing as early. Ninety-eight percent of the people we deal with also deal with television. While the television upfront season is going on, everything else gets put on the back burner. . . . That is not the only reason that the third quarter is soft. Obviously not as many accounts are back as last year."

Most radio network executives were unable to explain the apparent slowdown. George R. Edwards, president of the National Black Network, said: "I am not sure why the summer is as soft as it; traditionally it is the time of peak demand for black radio." Edwards said one category noticeably cutting back was fast-food companies. And

RNA President Robert Lobdell singled out automobile manufacturers.

Satellite Music's Tyler, who said his company felt a slowdown earlier than the RNA numbers indicated—"cost-per-thousands softened a little"—now thinks May and June already portend a turnaround, but still lacks a clear explanation: "If you ask 30 advertisers you'll get 30 different answers. There is a lot of activity beginning to go around now. TV is very pricey, so I would think that would augur to network radio's benefit." Stephen Soule, vice president of sales for the NBC Radio Networks, said he was "hopeful" for a rebound. "Pacing is pretty good for the fourth quarter."

Other network executives agreed with Tyler that a strong TV network upfront marketplace should benefit their own business. Less certain that there would be a spill-over from network television was Leonard Stein of Young & Rubicam. "If network television reaches to where availabilities are almost nonexistent and pricing is too high, then people will look to other forms of advertising, such as spot television and radio," he said. "I don't know if the networks are at that particular spot."

The merger wave that reached radio network's shores just over a year ago, rearranging the scenery, continues with the just-announced letter of intent for Westwood One to buy the NBC networks (see story, "Top of the Week"). One agency executive, who requested anonymity, said the move toward networks that are larger and integrated, with sports, long-form, news and other programming under one sales office, is helpful in a soft market. The integrated network companies, he said, can henceforth take surplus inventory in weaker dayparts, particularly night and weekends, and package it with stronger-selling spots in morning and afternoon drive.

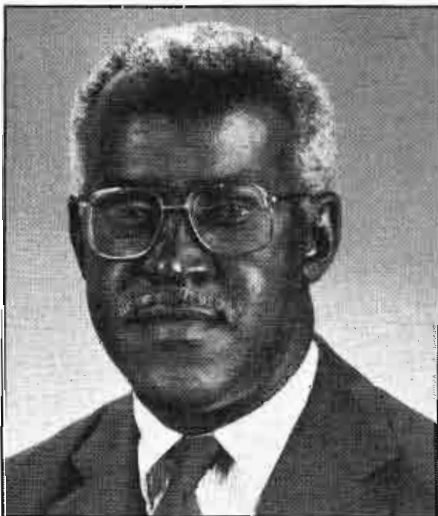
While agreeing that one-stop shopping provided certain advantages, Westwood One Chairman Norm Pattiz said the networks had little leverage in the advertising market: "The acquisitions give us more ammunition to sell with but it is rare, especially in a soft market, that we can make demands of an advertiser. Even in the best of times, network radio will never be characterized as a

medium that has a lot of clout."

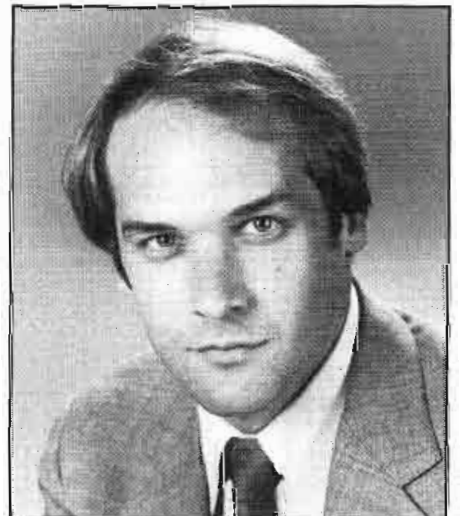
The response to a softer market shows up in pricing and inventory. NBC's Soule said: "There is indeed pressure to reduce pricing, like the stereo stores. There are really only five major players in the network industry who command 90% of the business and they are all fairly comparable. People shop around and in a soft climate the discipline is sporadic." Agreeing was United Stations' Verbitsky. "The agencies have a certain cost-per-point goal, and eight out of 10 times you have to meet that. The aggressive company is going to sell the inventory." Said NBN's Edwards: "Every so often the networks will walk away from a buy, but that doesn't happen often enough to make a lasting impression on the buyers."

ABC's Severine said his company has tried to take some of the pressure off pricing by selling less inventory, dropping last year's 98% sell-out rate by several percent.

At least one of the smaller networks, Sheridan, faces special difficulties in a down market, said the network's president Ron Davenport, "When ABC gets a cold, we have pneumonia. The black market is segmented but more of the larger networks are going after segmented dollars and giving



Davenport



Soule

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ethnic breakdowns."

Unlike their television brethren, radio networks appear to have greater control over their costs, a fact that has kept radio network profit margins more than respectable.

Affiliate compensation is one worry for at least a few radio executives, however. Bob Kipperman, president of the CBS Radio networks, said: "The hardest costs to contain probably would be station compensation." One public company that breaks out compensation, Satellite Music Network, has over the past few years reported no increase in compensation as a percentage of net revenue, currently about 22%.

As for production, Kipperman said that unlike that company's television news operations, radio has not had to make "significant cuts."

Aaron Daniels, president of the ABC Radio Networks, noted that radio networks produce most of their programming in-house: "We do buy some product, but not a lot... so we know basically what the costs of those shows are going to be. Nor do we have a ton of pilots. We may improve on a show but we don't have to take a tremendous amount of chances. If we can come in with costs at 5% to 7% increases, that is something we can live with."

Helping to subdue cost increases is a broadcast groupwide attitude on rights fees for sports programming. Contributing to the \$9-million loss the NBC Radio networks were reliably said to have reported last year—on revenue of \$44 million—was the cost of the NFL broadcasts. And although CBS is now currently paying a 5% higher yearly fee, from \$5.5 million to \$5.75 million, Kipperman said the new deal includes more games: "I can tell you unequivocally we will make money every year... We will have more programming surrounding the games, including some things we are insisting be cleared." □

National spot in doldrums; little relief in sight

Among factors cited are generally flat economy and corporation mergers resulting in altered ad strategies

The worst of times in advertising have sometimes meant the best of times for the cost-efficient medium of radio. That apparently has not been the case for national spot radio sales in 1987, with its growth—as with some other media sectors—nearly at a standstill through the first five months and projections from rep executives for the year not much brighter.

The consensus throughout the rep community is that national spot sales will likely finish anywhere from flat to 3% up over 1986 billings, which were only 1% ahead of 1985 at \$919,796,100. Indications are that there will be more sales opportunities in the second half, especially from the automotive field. Many rcps also see national spot business in 1988, which should garner its share of Olympic advertising dollars, as a marginal turnaround year that could approach double-digit growth.

Radio sales executives cite several reasons for the sluggishness on the national spot sales scene. A large number of mergers not only among advertising agencies during the past year but also among major corporations, especially in the airline industry, have had an unsettling effect on ad budgets. That has been coupled with a fairly static national economy.

The current softness in the network radio

marketplace could also affect national spot, said Charlie Colombo, president of Banner Radio Sales. "As they [the networks] get soft, their rates will go down, making them even more attractive to advertisers," he said. (Network radio sales revenues for June were off 7% compared to June 1986.)

Nineteen eighty seven is a year marked by the further consolidation of national radio rep companies under major corporate umbrellas. Interep purchased Torbet Radio and Select Radio Representatives from Reliance Capital Group Ltd. Partnership in June and combined them into one company, Torbet/Select Radio Sales. The new acquisition gives Interep six rep firms: McGavren-Guild Radio, Hillier/Newmark/Wechsler & Howard, Major Market Radio, Durpetti & Associates and Group W Radio Sales—the last formed earlier this year for the representation of Group W's 13 owned radio properties.

The Katz Radio Group acquired Blair Radio from Reliance, changed the name to Banner Radio Sales and added it to its fold of other rep companies: Katz Radio, Christal Radio, Katz Hispanic Radio Sales and Republic Radio Sales. Interep and Katz combined are now believed to account for roughly 75% to 80% of all national spot business.

On the nonwired network front, which continues to represent only about 8%-10% of the total national spot market, billings are as soft as traditional market spot advertising, according to the reps. (Nonwired network-

ing is the packaging of stations into a single buy for an advertiser or agency.)

Radio Expenditure Reports (RER), Mararoneck, N.Y., which collects financial data from rep companies each month, reported national spot radio sales for January through May at \$342,000,800, down 1.2% from the same period a year ago. (RER data is adjusted to compensate for a variance in the number of standard broadcast billing weeks between May 1986 [four weeks] and May 1987 [five weeks]). Through May, according to RER, markets ranked one through 10 were down 5.1%; markets 11 through 25 were up 1.7%; markets 26 through 50 were down 3.7%; markets 51 through 75 were up 2%; markets 76 through 100 were down 3.1% and markets 100-plus were up 6.8%. (Market ranking data was also adjusted.)

Within the top 10 markets, Houston-Galveston and Dallas-Fort Worth (off 26.1% and 20.2%, respectively) show the greatest deterioration of spot sales through May, said Tony Fasolino, president of the newly combined Torbet/Select Radio Sales. "The energy markets still haven't recovered."

The usual buying cycle for advertisers has been disrupted by the flurry of agency merger activity that began late last year, said Ellen Hulleberg, president of McGavren Guild Radio. "With all the activity going on [client/agency switching], many advertisers are not focusing on [traditional] advertising. And the advertisers that are focusing on advertising are looking for immediate results, such



Colombo



Hulleberg



Fortenbaugh



Guild

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as direct mail and coupon campaigns," she said.

Hulleberg, however, expects that there will be a swing back toward "traditional brand" image advertising, as the dust settles on the agency mergers. As these advertisers begin to refocus more attention on establishing long-term identities for their products, it will bolster national spot business, she observed. "But the short-term methods won't die," Hulleberg said, adding that reps should look at working with their local stations on sales promotions of national accounts as well as developing relationships with various regional marketing directors of companies.

Hulleberg said national spot through 1987 should be "basically flat" compared to 1986, but she is projecting an industrywide increase of 4% to 5% in 1988. That is based on her prediction that advertisers will refocus more of their advertising efforts on brand imaging as well as 1988 being an Olympic and presidential election year.

The word is "lackluster," said Bill Fortenbaugh, president of Christal Radio, in describing spot sales for 1987. "What particularly concerns me," Fortenbaugh said, "is that we are flat against last year and 1986 was not a growth year." Looking at sales for the third quarter, the Christal Radio executive observed that most of the activity is being placed to run in September after Labor Day (Sept. 7).

Fortenbaugh agreed with Hulleberg that

advertisers are spending a great deal on "quick promotions" rather than on traditional advertising. "There has to be some rethinking on the part of advertisers to go back to long-term 'brand loyalty' advertising," he said.

Has the further consolidation of rep companies radically altered the way business is being conducted? Both the heads of the megarep organizations and of independent companies generally agree that there are enough commercial radio stations to support both types.

"Our latest marketing study, conducted by Ted Bolton of Bolton Research, Philadelphia, during the first quarter of 1987, showed that two-thirds of the stations in the top 100 markets either have very favorable feelings or have no negative feelings about rep consolidation," said Ralph Guild, chairman of Interep, in a recent memorandum to Interep staffers. Guild said the study noted that 80% of the approximate 30% who have negative feelings about rep consolidation were stations whose rep companies "were not affiliated with the large companies," and their concerns were "nonspecific."

Guild also observed that the consolidation is antimonopolistic because "it escalates competition between Interep and Katz." And, said Guild, Interep will maintain the autonomy of the six rep companies within its organization.

Guild said that as a result of the megarep structure, there are more viable alternatives

for stations because megareps "cannot afford weak rep companies" and "can take on more operating costs."

He added: "The ultimate difference on who will be the leader in this business is the company that can best figure out how to attract new radio revenue." Guild noted that Interep is in the process of "redirecting" its station solicitation program to the solicitation of new advertisers. "Everyone at Interep is responsible for developing at least one account into spot radio," he said. (Interep has had an active new business development department for the past 18 months.)

Ken Swetz, president of the Katz Radio Group, agreed. "It's incumbent upon us to reposition the medium to get new business," he said. "We need to increase the level of spending by advertisers." Swetz told BROADCASTING that the Katz Radio Group is implementing a new business development department, which is expected to be in place by the end of the third quarter.

Swetz said that through May, the Katz Radio Group, excluding Banner Radio Sales, which was acquired in May, increased its share of the national spot radio business by 2.7%. But Swetz said the sales outlook for 1987 "is not very bright." Said Swetz: "We revised our forecast downward. Spending for the year should finish flat [compared to 1986] unless the fourth quarter turns it around."

As for the two-company (Interep and Katz) megarep structure, Swetz said that each firm in the Katz Radio Group must still sell at its highest levels. "They operate as five independent subsidiaries as it relates to their client stations," Swetz said.

Fortenbaugh echoed Swetz's comments about the new megarep complexion, saying that there are still about 15 companies "at war" with one another, but just under different ownership. "We don't get paid unless we sell Christal Radio stations... The only time we [the Katz companies] get together is on nonwired network buys," said Fortenbaugh.

"I think there is definitely a place for the independent rep," said Carl Butrum, executive vice president of sales for Eastman Radio. "Our corporate structure is very easy to understand."

One of the advantages to the "conglomerate" structure, as Butrum calls it, is to package a number of stations together as a nonwired network buy, he said. Last year, said Butrum, nonwired sales were only 8% of the total national spot business. "Most of the volume is [market-by-market] spot, that's why we are prepared to super-serve the spot business," said Butrum. "But we still want part of that 8% for our stations by participating with Supernet [a nonwired network composed of the client stations of Eastman, Masla Radio, CBS Radio Representatives and Torbet/Select]," he said.

Butrum is projecting the third quarter to be down "a percentage point or two" below third quarter last year with a "fair amount" of advance bookings for September. However, Butrum noted that a large measure of the business is being placed late. "This entire year has had the tightest deadlines [for

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launching campaign flights] that I have ever seen. There is a lot of business being placed on Wednesday and Thursday for running the following Monday," said Butrum. "There are also more one-week flights than ever before," he said.

"I have not seen any major improvements this year in five key categories: automotive, beer and wine, consumer services, food products, and travel and shipping," said Peter Moore, executive vice president of Masla Radio.

Moore views Masla's independent niche in the marketplace as attracting the smaller station groups. "Almost 70% of radio stations are one, two or three-station ownerships, which are not as important to the megareps as the bigger groups," said Moore. The rep choices for groups and stations have become "more defined."

One form of representation that Moore said could stunt the "future growth" of spot revenues is "dual-representation" (the representation of two or more stations in the same market by the same rep). "The agency now has a guaranteed method for seeing some of the most efficient rates yet," said Moore.

"Our role in the national spot radio rep arena will become increasingly important," said Marv Roslin, president of Roslin Radio Sales. "We generally specialized in stations that have a conceptual sell such as specialty formats and suburban stations [Roslin Radio represents the New York Suburban Radio (nonwired) Network]," he said.

Roslin said his company is attempting to introduce "general market" advertisers to ethnic (black and Hispanic) stations. Roslin Radio Sales, he said, recently started a non-

wired black/urban contemporary radio network, entitled "Power Radio."

Even with the continuing consolidation of rep companies, Roslin said he has been adding sales personnel along with regional offices. Roslin Radio established new offices in St. Louis and Philadelphia earlier this year and has plans for opening an office in Detroit at the end of August, he said. In late 1986, Roslin Radio purchased from Interep the "Eastern half" of the Weiss & Powell list of client stations, which cover about 75 markets, and increased Roslin's overall sales volume by one-third.

As for CBS Radio Representatives' position in the current megarep marketplace, it's "business as usual," said Don Gorski, vice president of sales for the company. "We are primarily a top 25 market rep company representing some of the biggest combos in the country. We feel it's important to give attention to the big radio players in the business," said Gorski, adding that CBS has a virtual one-to-one ratio between its sales people and its represented client stations. (CBS has 46 account executives and sales managers to handle its 48 stations, which include all of the 18 CBS-owned radio properties, across 29 markets.)

If there are any bright spots in the national spot marketplace for the third quarter, it may be some automotive placement out of Detroit, said Gorski. He noted that Ford is placing some spot business in the Southeast region for its new Festiva line. Other automotive activity for the third quarter includes Chevrolet while Lincoln-Mercury is anticipated to use the national spot radio medium in September for its new 1988 pro-

ducts. "But there has also been some account attrition," cautioned Gorski. "And that makes a difference in a low-growth environment."

That attrition can be traced, in part, to the consolidation of ownership in the airlines industry, Gorski said. For example, Peoples Express is part of Continental, Republic was purchased by Northwest and Western Airlines is now a unit of Delta. Gorski projected a 0% to 3% increase in national spot billings for 1987, but he is anticipating high single-digit percentage growth in 1988.

Tony Durpetti, president of Durpetti & Associates, Chicago, concurred with Gorski on the year-end sales projection of flat to up 3%. "Based on our pacing reports, I see activity picking up from September through the end of the year," he said.

Durpetti also noted that national dollars placed through some of the branch offices "have tailed off during the last few months." The strong sales offices, said Durpetti, have been the main center offices of New York, Chicago, Detroit and Los Angeles.

Major Market Radio President Warner Rush looked no further than the economy in assessing national spot's troubled year. "Manufacturers are reducing their inventory investment in the third and fourth quarter because of excessive inventory during the first quarter," said Rush. "This makes it harder to develop any new products." He added that 1987 is also experiencing "higher import prices and lower consumer spending." Rush is forecasting zero growth in spot sales this year.

Aside from the business development efforts of Interep and those soon to be imple-



Stakelin



Durpetti



Gorski



Rush

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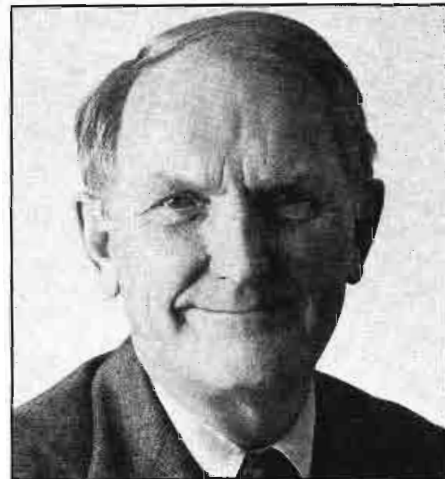
MUTUAL PM

mented by Katz, the rep community in general late last year united to stem the tide of spot decline and to increase the flow of new business dollars through the formation of a national spot radio task force, which operates as part of the Station Representatives Association's (SRA) National Radio Marketing Group. The task force also receives guidance and assistance from the Radio Advertising Bureau.

Headed by Don Macfarlane, director of marketing for CBS Radio Representatives, the task force is preparing separate presenta-

tions for advertisers and ad agency and creative executives. The advertiser presentation is expected to be ready by the National Association of Broadcasters' Radio '87 convention in Anaheim, Calif., in mid-September. The task force will also make "face-to-face" client calls on key accounts, discussing spot radio as an ad vehicle, said Macfarlane. The task force has received funding from the SRA and RAB as well as from several major broadcast groups.

Bill Stakelin, president & CEO of the Radio Advertising Bureau, said several nation-



Macfarlane

Spanish strength. Despite softness in the general radio spot market, the Spanish spot market, which some expected to lose ground, is holding its own and should total between \$25 million and \$28 million this year, according to several of the major reps in that field. Several clients have cut back on Spanish spot radio spending this year, including the U.S. Army and Stroh, although other advertisers, such as Procter & Gamble, are said to have greatly expanded their budgets in the market this year.

Eduardo Caballero, president of Caballero Spanish Media, said he has been surprised at the pace of sales by his company so far this year. On top of the soft general market, Caballero lost a major client at the beginning of this year, the Tichenor Media group of stations, which went to Katz as the foundation of that company's new Katz Hispanic Radio Sales arm. Caballero was projecting a 5% loss in revenues, but said last week that for the first half of the year, the company has billed 16% more advertising than in the same period a year ago. If it weren't for the loss of the Tichenor group, he said, billings for the period would have been considerably higher.

Gene Bryan, national sales manager, Katz Hispanic Radio Sales, described business as "great," adding that his division has already billed more than \$5 million for the year and is projecting a year-end ballpark billing of between \$9 million and \$10 million. Advertisers are starting to realize, he said, that the Spanish market "is a market that can't be ignored any more." In addition to P&G's increased spending in the market, he cited Domino's Pizza, Levi Strauss and Pepsi as among advertisers boosting their Spanish radio budgets, as well as Beacham Inc., new to the market this year.

al advertisers, including General Foods, Campbell Soup and Colgate, have begun to get away from the mass marketing approach, opting instead to target their products to different regions of the country. "We believe reps can be vital in developing this regionalized business."

At the Association of National Advertisers/Radio Advertising Bureau's annual workshop day at New York's Waldorf-Astoria hotel last month, Gordon Summer, senior vice president for Eison Freeman, a sales promotion firm, discussed a survey of various national accounts that had regionalized their marketing (BROADCASTING, June 22).

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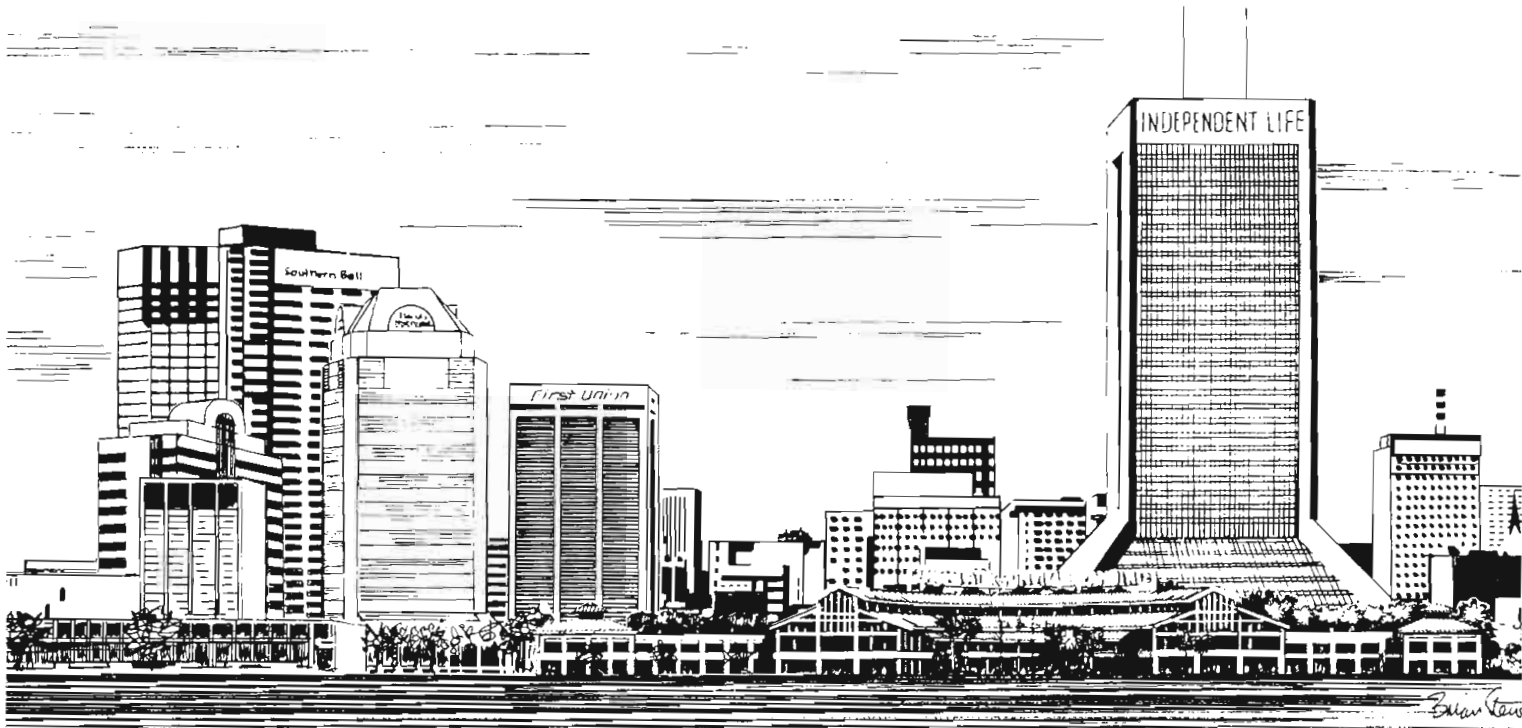
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selling has not grown beyond 8% to 10% of the total national spot marketplace for the past five years, Guild said "there has been a fear at some agencies and time buying services that they can lose control of the buying

process at the nonwired network level because the rep does all the paper work in placing the order."

Buyers now know it's a buyers' market and they can negotiate better and more effi-

ciently than nonwired network buys, added Fasolino. "They are taking more time in their placement and allocation of [radio ad] dollars and are looking at individual markets more carefully," he said. □

Radio programing: fine tuning the formats

Among the tricks stations have up their sleeves is targeting at more precise demographics through variations of CHR and AOR; a newcomer attracting growing attention is new age jazz

An examination of the state of radio programing in the summer of 1987 reveals no novel format trend or programing nuance that dominates the marketplace. The medium continues to be powered by contemporary hit radio (on the heels of MTV) and a revitalized version of the 1970's album oriented rock. Radio seems to be in a "holding pattern," as radio consultant Jeff Pollack puts it. With the exception of the light jazz/fusion "new age" format, one with only limited exposure and limited success in the ratings, the now-conventional formats, CHR and AOR, continue to dominate the major markets, according to the spring Arbitron book.

Whatever the mood of audiences, few of the radio programers who were interviewed for this article mentioned the FCC's ruling on obscenity as having a major effect on

their work; rather it appears to be exerting a more subtle influence. Ken Stevens, general manager of Infinity Broadcasting's WYSP(FM) Philadelphia, which broadcasts the FCC-cited Howard Stern's show that originates from Infinity's co-owned WXRK(FM) New York, said that he gets "the impression from talking to other programers that there has been a chilling affect on radio personalities." Stern, for one, is now working within new boundaries set by Infinity's lawyers, even though Stevens said that the vagueness of the FCC ruling has made defining those boundaries difficult. "Howard is doing the same show, but he's moving faster through the material." □

"AOR is now really middle of the road" among formats, said Lee Abrams, of Burkhardt/Abrams/Douglas & Associates, and the man credited with the format's creation. With the baby boomer population growing older, Abrams said, AOR could almost be assuming a mainstream quality.

Beneath any semblance of tranquility (or

"boredom" according to some) in the programing business, however, radio programers and consultants say that stations are either engaged in, or are preparing for, the radio version of trench warfare. There is increasing competition among traditional formats as programers continue to pursue radio's "money" demographic, the 25-to-54-year-old baby boomers.

Thus, using the traditional CHR, AOR, adult contemporary, and other formats, radio programers are now creating "hybrids" aimed at specific slices of the baby boomer pie. Tommy Hedges, senior programing advisor at Jeff Pollack Communications, says the hybrid trend this year is more "evolutionary than revolutionary."

Although targeting specific groups is not new, the zeal with which audiences are being sought currently is a new twist, said Hedges. "Management is defining goals more than ever," he said, in reference to the demands placed on general managers and program directors to meet their target demographics. Indeed, more than one radio programer mentioned an increased bottom-line orientation of programing in comparison to past years, especially given the prices at which radio stations have been changing hands. At panel sessions featuring radio consultants at the New Music Seminar in New York, mention of program directors' job security fears were often heard. As one consultant said, when he arrives at a station, it is often perceived as being the first step before a firing.

A number of programers said one result of the bottom-line focus on programing has been an increase in demographic research. As Ron Chapman, program director at KVIL-AM-FM Highland Park, Tex. (Dallas) put it, with the explosive growth in FM stations in the past 10 years, there are no more exclusive formats in most markets. Successful programing comes down to picking and hitting a discrete and defined audience target, he said.

Bill Moyes, chairman of the Colorado Springs-based Research Group, said that the increase in research by programers is an outgrowth of an earlier reliance on research by the business side of stations. Moyes said that another result of the bottom-line pressures is an increase in stations' promotion budgets. □

The format mentioned most often by radio programers in discussing hybrids is adult contemporary. As the head of one radio network who asked not to be identified put it, adult contemporary fits into the hybrid phenomenon as a genre unto itself that allows for a number of different permutations, each with a different target audience. And, according to one consultant, adult contemporary and its permutations could be the most

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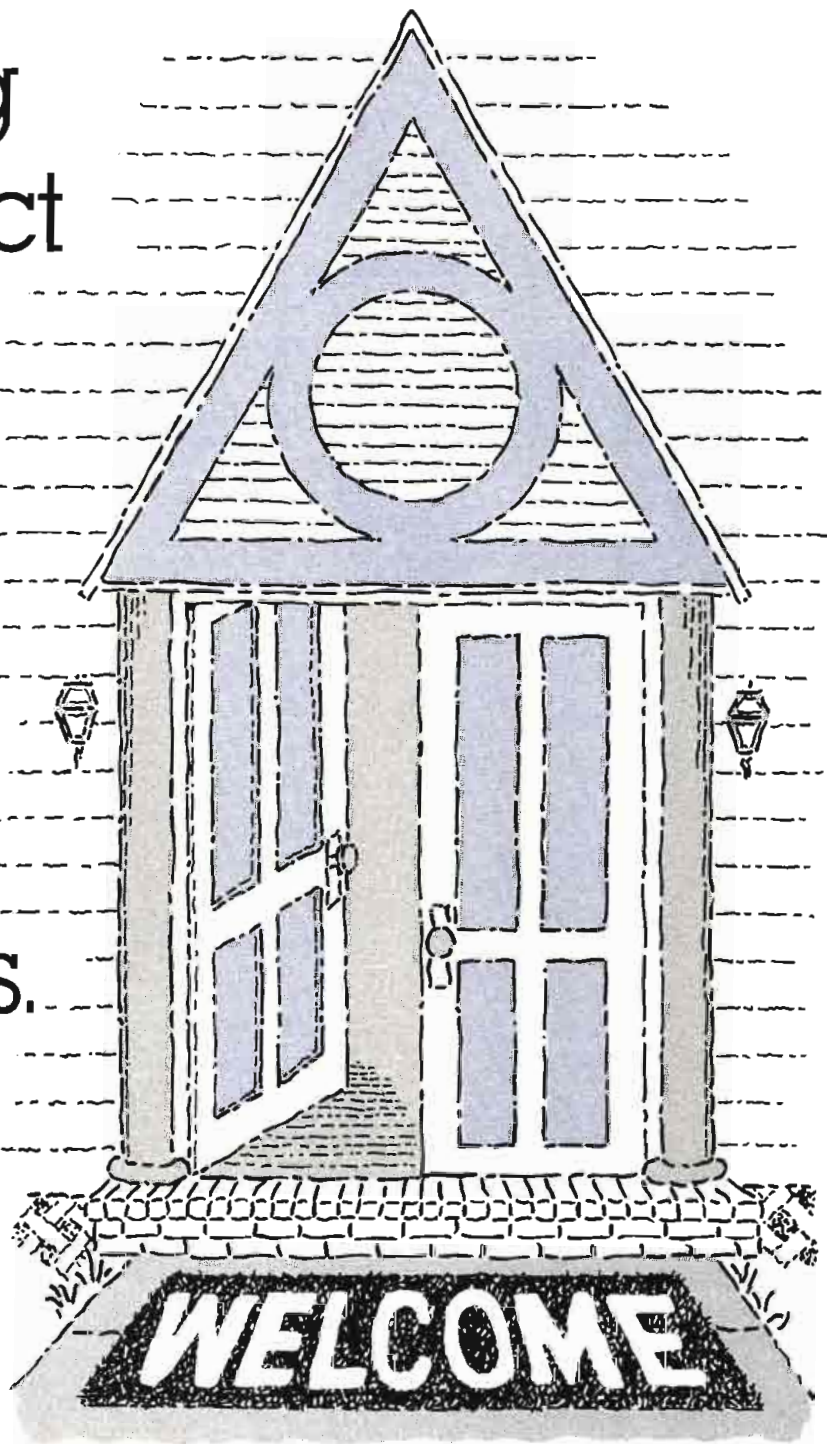
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JPC's Hedges divides AC into three basic forms: "less talk, more music" playing "soft rock" to a 35-54 target, thus attracting "beautiful music listeners"; the full-service adult contemporary station with personalities and news during morning and afternoon drive times and a playlist built on standards like Neil Diamond and Barbra Streisand, and a younger skewing (18-24) brand of AC that plays top 40, but does not attract teenagers.

Depending on whose definition is used for

the various amalgamations of AC now on the air, AC is going head-to-head with itself in a number of markets, despite slightly different demographic focuses. In Dallas, for example, as many as four stations program the format. According to programers at several of those stations, competition among the five AC's will not last long; one of the stations will probably leave the fray for other demographic territory. The market's full-service AC is KVIL-AM-FM, which targets women, 25-54, with AC standards plus some oldies; KGMC(FM) targets 18-34 women with a

playlist of light rock plus new age music in the evenings, and KQZY(FM) is aimed at an older female crowd with "Songs You Can Sing." On the fringes of AC is KTKS(FM), a CHR station that programs love songs at night.

□

The hybridization of other formats involves similar minor twists involving a blended or expanded playlist, and the presentation of the music with on-air talent and station jingles and promotion. In the case of AOR, for example, the traditional 18-34 skew has been made older in appeal with "classic" AOR, featuring more music of the late 1960's and early 1970's.

□

Outside of radio's pursuit of baby boomers through conventional formats and the new hybrids, the past 12 months have seen the development of new age music. A thumbnail definition of new age used by many stations is a light instrumental jazz/fusion type music most commonly associated with California's Windham Hill records. A more common definition is "yuppie jazz." The artists that make up the playlists of the handful of stations now programing the format range from instrumental new age performers, such as Andreas Vollenweider, Kitaro and George Winston, to light jazz performers, such as David Sanborn, Sade and Spyro Gyra, to rock performers Peter Gabriel, Sting and Dire Straits. Whatever form new age and its associated musical forms take when programed, the goal is a relaxing feeling.

The target of new age playlists is upscale baby boomers. As John Sebastian, program director at Infinity's WBMW(FM) Manassas, Va. (Washington), put it, the targets of his station are the same baby boomers who celebrated the "summer of love" in 1967.

New age recently received its first report card in Arbitron's spring ratings for Metropolitan's KTWV(FM) Los Angeles ("The Wave"), which changed formats in February. In the spring book the station had a 2.5, compared to the 1.9 it received in the winter report when the station was AOR KMET(FM).

Frank Cody, KTWV program director, refrains from calling the station's format new age, preferring light jazz. Cody says the station is positioned to capitalize on the maturation of the baby boomer pop/rock predilection with "something more intelligent,

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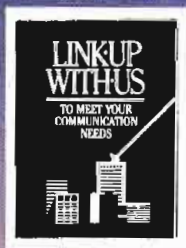


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sophisticated and challenging." There are no DJ's at the station. News and weather are given briefly in the morning, and time checks are made throughout the day. WBMW's version of new age includes DJ's because Sebastian says a "warm body" is essential to his station's on-air presence.

Cody said that his station is designed to relax its listeners. "We're an unradio station," he said. The station acts as a "mood service" and to that end he recounted happily hearing about commuters in Los Angeles who are soothed when arriving at their offices despite traffic jams. Cody answers Wave critics who find it too mellow by saying that that is the station's purpose: "People turn on the radio to feel good."

New age programing is still regarded as experimental, and certainly unproved in ratings. One common doubt is whether the format will be accepted outside California. But while still young, new age is not a babe in the woods.

The budding new age phenomenon has been at least eight years in the making. According to King radio station head Stan Mak, King Broadcasting's "contemporary album" KINK(FM) Portland, Ore., began programing *Lights Out*, a Windham Hill-inspired hour, at 11 p.m.-midnight as a reaction to the new music and then expanded it.

Mak, formerly vice president and general manager of KINK(FM), said that he would not

go so far as to make predictions for the format across the country based on his station's success, but he did say that the format has allowed the station to reach its 25-44-year-old target. "KINK does not program itself for a niche. Rather, we say most of the baby boomers are with it."

Another station that carries the format is KLRS(FM) Santa Cruz, Calif., consulted by Burkhardt/Abrams. New age also shows up on AC station KGMC(FM) Dallas as a nightly show, and on the CBS Radio Network as a weekly two-hour show, *The New Age Music Show*.

□

The movement of baby boomers through life, and the associated maturation of their tastes, as programers put it, is having a salutary effect on other program forms.

"Country radio is carving healthy adult ratings as an alternative to beautiful music and adult contemporary," according to consultant Joel Raab. A number of younger artists who are giving the music an AOR feel, such as Dwight Yoakum, Randy Travis and Steve Earle, are allowing country to move from a strictly 35-plus skew to 25-34.

In the news realm, Maurice Tunick, VP, director, ABC Talkradio, said that the audience has been galvanized by a year of hot issues, from the PTL scandal to the fall of Gary Hart.

In the talk area, Tunick cites the arrival of

Tom Snyder as a host for a new Talkradio show as an example of the format's health. "People have asked: 'Is there too much talk?'" He said the market is saying, 'No,' especially given the specialized appeal talk provides for advertisers.

In classical music, Mike Ferrel, general manager of WGMS(FM) Washington, said that "looking at demographics and life styles, classical music will be commercially strong in years to come," especially as tastes become more sophisticated. The baby boomers are "greater appreciators of classical," and that "strong self image" should carry through into the 1990's. □

Radio's syndication market shows robust signs

Specialized programing is alive and well on radio, if the plethora of independent program suppliers highlighted on the following pages is any indication.

The shows range from short-form money advice features to long-form classical programs, many of which are offered to stations on a barter basis. The three primary forms of distribution continue to be satellite, disk and tape.

(Not included in the following capsules are several independent program suppliers who produce long-form programing that is cleared and sold by the major radio networks.)

Action Line Group, Washington and New York, produces and distributes the weekly, two-hour *Real Estate Action Line*, hosted by television and radio talk show host Sonny Bloch, to 71 stations via both Satcom I-R and Associated Press's "Wide World" radio network.

Bloch said there are plans to distribute his three-hour *Action Line*, now on WMCA(AM) New York, nationally this fall. (Bloch had briefly taken his WMCA show national just over a year ago under the name of the American Radio Network, but he subsequently left the station and syndication plans were put on hold. Block, however, returned to WMCA earlier this year.) □

Two classical services are offered by **Airwaves Radio Network**, a year-old company based in Nahant, Mass., that is "one of a very select few" syndicators offering programing exclusively in digital audio, according to Chris Clausen, vice president-programing. The company masters, edits and duplicates its programing in digital form, offering it to stations on reel-to-reel audio tape or in Beta and VHS Hi-Fi for stations with decoding capability. Airwaves will use digital audio tape (DAT) when it becomes available, Clausen said.

Switched on Classics features the "most popular classical selections of all time," with 395 hours available for 24-hour use. *Classics 'Til Dawn* is an overnight service, with up to 395

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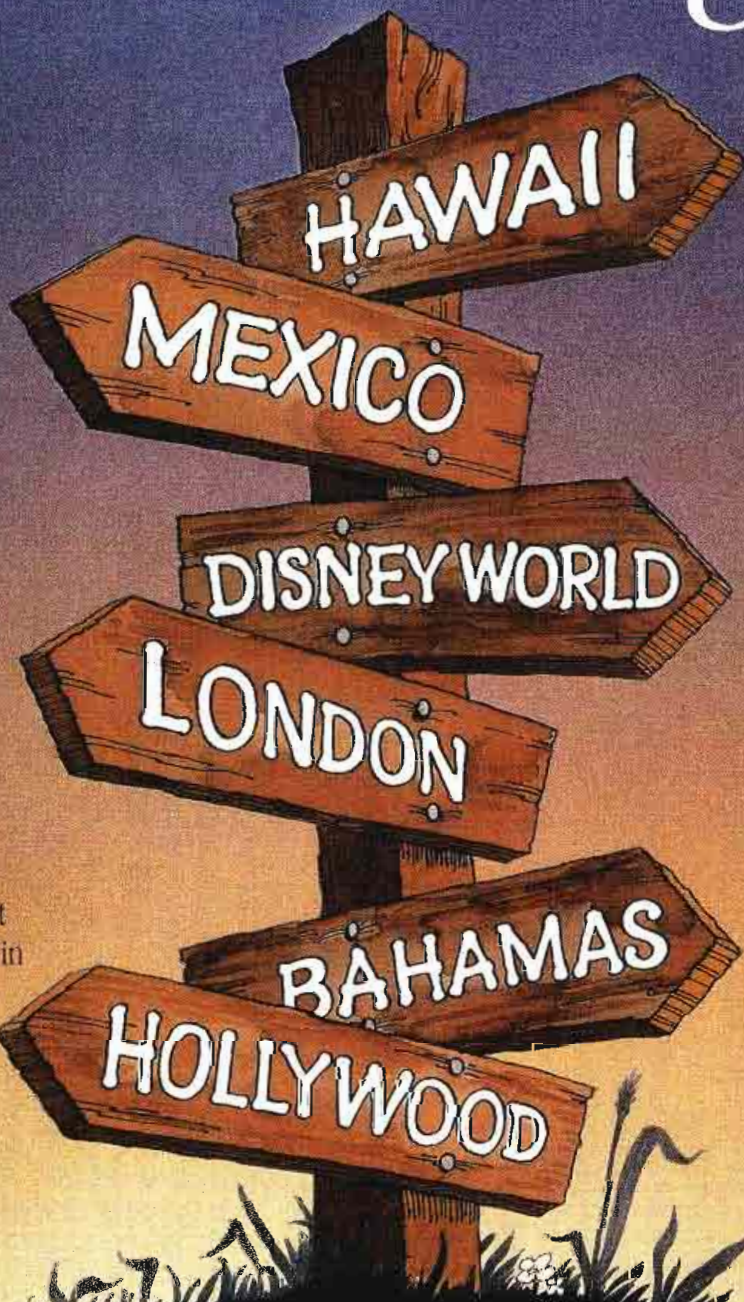
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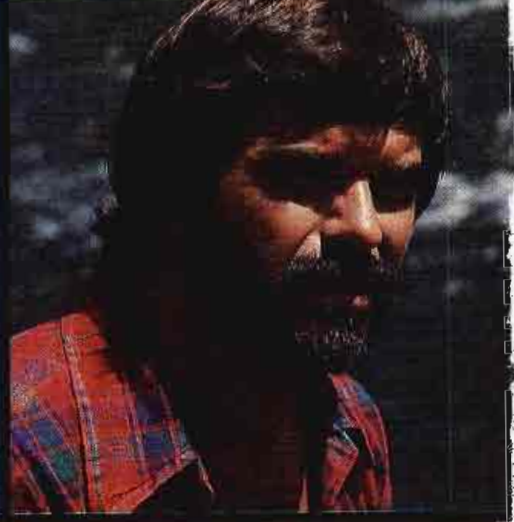
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hours available. Included in the packages are instrumental jingles performed by members of the Boston Pops and Boston Symphony Orchestra, customized promos done by movie stars and interviews with celebrities such as Steve Allen and Henry Mancini. Both services are sold for cash.

□

All Star Radio, Los Angeles, has added two taped services to its list of six stereo disk "drop-in" comedy packages. One, *Daily Comedy Exclusive*, features the team of Ron Stevens and Joy Grdnic, who also perform All Star's *Radio Hotline* and *Comedy Drop-Ins*. The package consists of five 15- to 60-second spots that include material on topical subjects

as well as updated and original versions of the team's "classics," said Merrill Barr, managing partner of All Star. On Saturday (Aug. 1), the company will introduce *The Guy Who Talks Fast*. The new daily service features John Moschitta Jr., the fast-talking actor who gained fame with a series of Federal Express commercials, performing 130 generic comedy pieces as an over-eager, fast-talking disk jockey's assistant. In addition, Moschitta will provide eight topical responses a month. *The Guy Who Talks Too Fast* will eventually change from a tape to a disk format, Barr said.

The other short-form comedy series distributed by All Star include *From Studio B*, *United Spots of America*, *Steve's Bank* and *Mel*

Blanc's Blankity Blancs, in which Blanc performs more than 500 comedy vignettes in his Warner Bros. cartoon voices, such as Bugs Bunny and Daffy Duck. Blanc's contract with Warner Bros. prohibits the characters from being identified over the air, however. About 250 stations subscribe to the service, according to Barr.

□

Dallas's **Alternative Progaming Inc.**, celebrating its second anniversary this week, has "changed the face of the syndication industry," according to its president, Mickey Briggs. The company was the first, he claims, to offer 12- and 18-month contracts rather than 24- and 36-month contracts, and its basic rate is \$400 a month, enabling the company to "force the industry down to where now you cannot get anybody to sign a 36-month contract." Alternative Progaming offers a 90-day guarantee, and in the past two years has grown to 135 affiliates, adding stations at a rate of six to eight per month, Briggs said. The company's nine formats—nostalgia, easy listening, country, light adult contemporary, adult contemporary, super adult contemporary, contemporary Christian, classical and jazz—are offered on a cash basis and are distributed on reel-to-reel tape. Alternative Progaming is experimenting with digital audio tape. It provides music for amusement parks by satellite. The company's newest product, available for airing Sept. 1, is *New Age*, a library of 50 65-minute tapes featuring basic electronic music and artists from the Windham Hill label. Briggs described his company as a "back-to-basics" organization that "basically targeted our services to everything that was not available."

□

American Spectrum, Los Angeles, presently produces and distributes a short-form, weekday regional series entitled *Moments of Enchantment*, described as "celebrating the heritage of the state of New Mexico and the Southwest." The series is entering its fifth year.

The company is also looking to launch two shows nationally: *Questions* and *Star Spangled Moments*.

□

Bud Sports, the radio progaming subsidiary of **Anheuser-Busch Inc.**, St. Louis, has returned *Sunday Night Major League Baseball* to syndication for the 1987 baseball season. The satellite-delivered, national call-in show is broadcast weekly over more than 100 stations. Roy Firestone hosts the program, replacing NBC-TV's Bob Costas, who hosted last year. Bud Sports guarantees market exclusivity to stations and sells the show on a barter basis. At the conclusion of the baseball season, Bud Sports follows with *Football Digest*, hosted by sports writer Joel Buchsbaum, using the same format as *Sunday Night Major League Baseball*. Bud Sports is now negotiating with ESPN's Dick Vitale to return as host of *Sunday Night College Basketball*, distributed after the football season. The company also syndicates live professional and college sports events.

□

"The Ultimate" is the newest product available from 14-year-old **Toby Arnold & Associates**, Dallas, which is introducing its new production

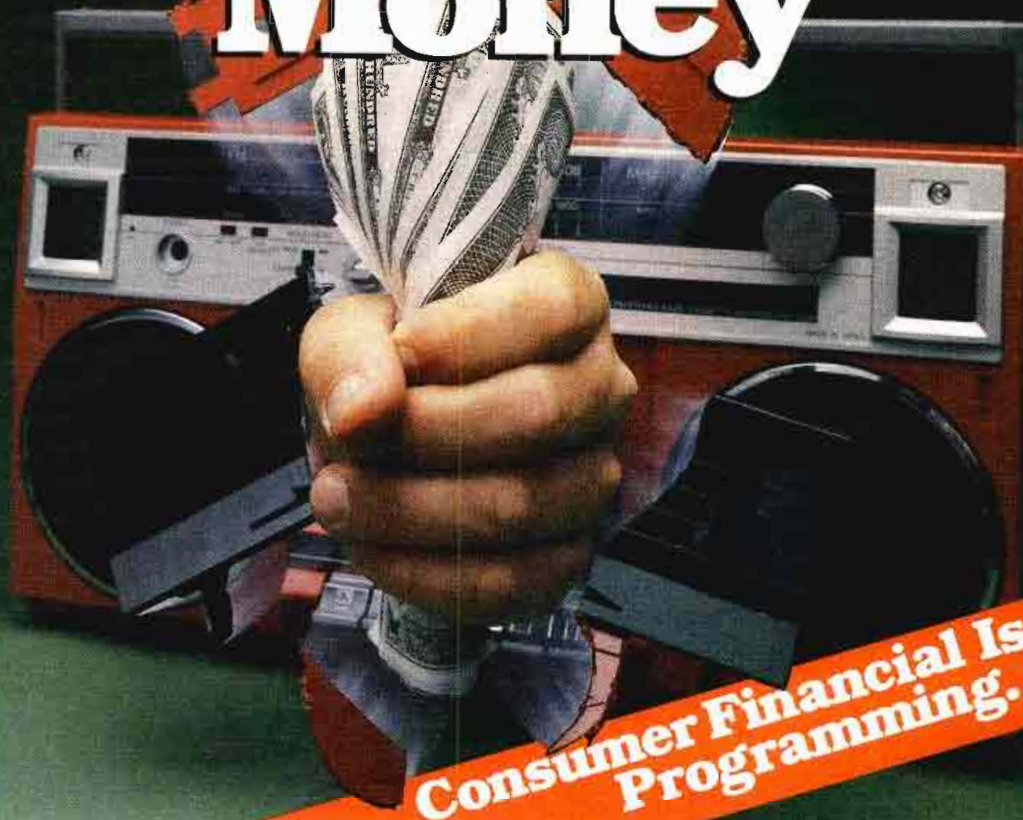
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library of background music and sound effects as 15's, 30's and 60's at NAB's Radio '87 in September in Anaheim, Calif. Toby Arnold, president and owner of the company, described The Ultimate as the "premiere product," offered in addition to six formats, three production libraries, a direct mail promotion called "Profit Mail," an ID division, jingles and a hands-on consultancy for radio. Toby Arnold & Associates deals in both barter and cash, distributing its formats by tape, its production libraries on LP and its newest production library on compact disk. Arnold said the company recently put two salespeople in the field "doing what we call concept sales, where they go in and work directly with the sales departments of radio stations calling on retail accounts and offering them the advantage of having their own songs in return for signing a commitment with the radio station to utilize time."

□

Audio Stimulation, Los Angeles, distributes the daily version of *The Wolfman Jack Show* to about 20 markets, and the weekend version, *The Wolfman Jack Graffiti Gold Show*, to about 100 markets. The weekend program generally runs between three and six hours (with some variations) and is sold on a cash-plus-barter basis, with the distributor retaining three minutes per hour. The programs are delivered by tape, with live feed-ins and length determined by special arrangement.

□

Audiophile Audition, Kentfield, Calif., is both the name of a one-hour weekly series for public stations and commercial classical outlets as well as the name of the producer. The series, which focuses on classical and jazz audio recordings, is heard on approximately 190 stations, 10 of which are commercial. It is underwritten by Telarc International, Cleveland, and hosted by John Sunier.

□

After five seasons, **Berklee College of Music**, Boston, is discontinuing *Jazz Beat from Berklee*. The annually produced eight-week series of 30-minute shows had been delivered at no charge on disk to more than 1,000 stations. *Jazz Beat*, which featured performances by Berklee faculty and students, "was not really reflective of a growing portion of our curriculum, which is now inclusive of not only jazz but of more popular styles," said Bruce McDonald, Berklee's director of development. A replacement series is being planned for distribution next spring. Its programming will be similar to *High Felicity*, a former Berklee production which featured rock and other forms of contemporary music. Tentative plans call for 30- and 60-minute versions of the show to be produced and distributed by tape and satellite. It will also be available at no charge.

□

In business since 1971, **Bonneville Broadcasting System**, Northbrook, Ill., has found itself a niche providing tape-form "24-54-appeal" music formats to more than 100 affiliates. "Ultra," 200 hours of random-select, one-tune-at-a-time, easy listening programming, is Bonneville's best seller (100 stations) with its 75%

Format fortunes. Highlighted below are the top radio formats, in descending order, according to the Radio Information Center in New York, which regularly tracks format additions and changes for more than 8,500 commercial stations. The list is as of mid-July 1987.

Country	2,464
Adult/soft contemporary	2,354
Contemporary hit	798
MOR/nostalgia	702
Religious	549
Easy listening	363
Album rock	312
Golden oldies	260
News/talk	169
Black (R&B)	162
Urban contemporary	125
Spanish	123
Diversified	122
Classical	49
Ethnic	33
All news	27
Jazz	18
Total	8,630

instrumental-25% vocal mix. The same 200 hours, but packaged as dayparted and pre-programmed quarter-hours in matched flow form, have garnered 35 stations. Fifteen clients are carrying "Alpha," an adult contemporary program of 1960's, 70's and 80's vocal tunes.

Bonneville has also developed television commercials promoting the formats for purchase by its clients. Future plans include a once-weekly, "New Age" light jazz/soft vocal format, likely of three hours length, for which it hopes to find a national sponsor and, for the first time, to switch to a barter payment system.

□

A 90-second science feature hosted by Dick Cavett is planned for fall release by **The Broadcast Group**, Washington. *Why in the World?* will "illuminate the sciences every day" and will be "filled with fascinating and gee-whiz stories mixed to a general adult audience," said Pegge Goertzen, president of The Broadcast Group. The company will also offer a new entertainment feature in addition to its four-year-old *Face-Off*, a two-minute, weekday debate between Senators Robert Dole (R-Kan.) and Ted Kennedy (D-Mass.). *Face-Off* has been picked up by Mutual Broadcasting's *A.M. in the Morning* and is now available to 290 stations, said Goertzen, who noted a replacement would have to be found for Dole should he announce his candidacy for President. The Broadcast Group's programs are offered for barter and are distributed on tape, disk or satellite, depending on the program.

□

Broadcast Programming Inc., Seattle, plans to introduce a contemporary hit radio format this fall to replace its hybrid CHR-AOR format, according to Jeff King, the distributor's director of client services.

Other taped formats offered by Broadcast Programming: oldies, targeted to the 30- to 44-year-olds; adult contemporary; modern coun-

try; MOR contemporary, and classical. The distributor plans eventually to switch from tape to a digital delivery system, King said.

The formats are available in both personality and unannounced versions, with sales handled on a cash basis. Rates range from \$500 to \$2,200 a month depending on the service and market size. The company also provides full consulting services that include Compu-List, computerized playlists updated weekly for the adult contemporary, country and rock formats.

□

Breakfast Serials, a series of old radio dramas, is in its third year of syndication by **Gert Bunchez & Associates**, St. Louis. Four-to-five-minute episodes are presented on weekdays with the climax run on Friday. Although it is out of production, Bunchez is continuing to syndicate *Comedy Cabaret*, 30- and 60-minute segments of old comedy shows. Three 90-second, five-day-a-week features are being offered: *Neighborhood Pharmacist*, *The American Way* (American success stories) and *Dr. Paul Donohue* (medical advice show). Bunchez products are sold on a cash-or-barter basis and distributed on tape.

□

Byline, which is produced by **The CBS Radio Station News Service**, is syndicated to 32 AM stations. It features 12 short-form reports on a variety of topics consisting of about a minute and a half in length. All are delivered five days a week with the exceptions of *This Day in History*, a daily one-minute almanac piece, and *Report on Religion*, a twice-weekly hosted by Richard Osterling, religion editor of *Time*.

All of *Byline*'s features are offered on a cash basis and delivered by either satellite or cassette. CBS affiliates may request shows to be produced, although none are in the works at present.

□

Century 21 Programming, Dallas, has turned two projects that were on the drawing board last year into reality this year—its *Gold Disk* and *Hit Disk* compact audio disk libraries. The first is a library of rock oldies, contemporary hit and adult contemporary songs from which stations can tailor a format depending on their needs. The latter contains separate CHR, AC and country libraries, on disk, that are updated weekly. In addition, the company continues to supply client stations (which total more than 500) with about 15 other formats on tape, cartridge and disk. On a smaller scale, Century 21 supplies clients with jingles and production libraries.

□

Churchill Productions, Phoenix, offers three blended formats to its client list of 50 stations. The company introduced a new format last spring entitled "Softsongs," which company President Tom Churchill describes as a "vocally based, easy listening format." WDOI(FM) Cleveland is the first "Softsongs" subscriber. In addition, Churchill offers an instrumentally based, easy listening format, now with 32 subscribers, and *Radio One*, an adult contemporary format (blended in 10-minute sets), to which 18 stations now subscribe. Churchill

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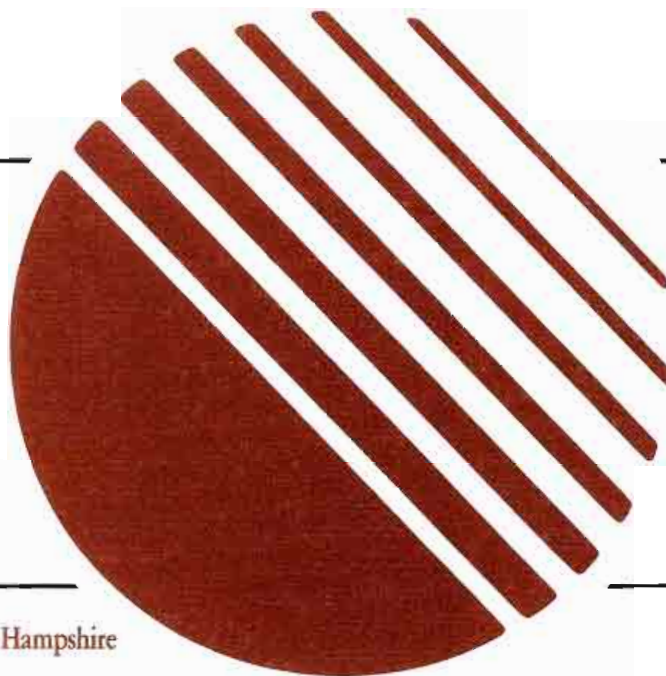
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also produces some music in-house for its formats.

□

The past year has been a banner one for **Cinema Sound Limited**, New York, according to its president, Joan Franklin. *Info Radio*, a daily 90-second program based on informational articles appearing in such magazines as *Playboy*, *Psychology Today* and *American Health*, is on 480 radio stations. It is sponsored by Warner Publisher Services, distributor of the magazines.

A recently introduced series is *Money Talks*, a 90-second, twice-weekly feature now being carried in about 200 markets. It specializes in investment information and is sponsored by the Consumer Guide, a magazine group based in Chicago. Cinema Sound also distributes 39 weeks of three-minute programs produced by the American Museum of Natural History. And it distributes *Perspective*, a 90-second weekly commentary on domestic and international issues that is funded by the American Jewish Committee.

A New Year's tradition has been *Playback*, a five-hour review of the past year through the music, news and entertainment of the year. Last New Year's Eve, the program appeared in 250 markets and was sponsored by the SFM Holiday Network. The program is targeted for adult contemporary stations.

□

Clayton Webster Corp., St. Louis, is launching a daily, 90-second show (tied to a one-

minute national spot) called *John Madden's Sports Quiz*, on Aug. 31. The core target is men, 18-49, and more than 100 stations have signed on. Many stations are using the program as a contest vehicle, said Clayton Webster's Ken Deutch. In June, the company launched the *Country Calendar Weekly Special*, a one-hour wrap-up of the week in country music, designed to complement the two-minute daily show, *Country Calendar*. The *Calendar* show is being offered on a barter basis with six minutes each of national and local time in the hour. In August the show will do a special on the 10th anniversary of the death of Elvis Presley. Last November marked the debut of the two-hour weekly talk program, *Costas Coast to Coast* (also offered on a six-six barter split) which now has about 200 affiliates, delivered each Sunday at 9 p.m. via satellite. The show, hosted by NBC Sports commentator Bob Costas, is produced by WFAN(AM) New York (formerly WHN(AM)), the new all-sports station. Costas continues to do two, two-minute daily sports segments for the company. Also last November, Clayton Webster launched the *Travel Holiday Magazine*, a 90-second weekday show produced in cooperation with the magazine of the same name.

□

Concept Productions, Roseville, Calif., has created an equipment division to begin marketing imported Japanese digital tape machines to stations this fall. The new equipment will allow the distributor to design formats specially geared to a particular client, according

to Concept President Dick Wagner. "It's a very natural expansion for us," he said.

The company currently offers five taped formats on a cash basis: "Concept 1" (adult contemporary), "Concept 2" (contemporary hit), "Concept 3" (AOR), "Concept 4" (country) and "Concept 5" (contemporary MOR). The formats are available with or without voice tracks. About 130 stations subscribe to the service, Wagner said.

□

Otis Connor Productions, Dallas, has a number of new products in syndication, including a 25-cut ID package created originally for a Dallas station, a 21-cut news/talk radio ID package created for CBS and called "All You Need to Know," a 15-cut country package called "The Best Country in the City" and an instrumental production library available on disk or digital audio tape (DAT). Special features are sold for cash and barter, depending on market size (barter is available in the top 100 markets); other products are sold for cash. The 15-year-old company is producing the opening music for the National Association of Broadcasters Radio '87, said Otis Connor, president and chief executive officer. Otis Connor Productions produces radio ID's, television promotion and ID campaigns, instrumental production libraries, commercial production libraries, special feature programming for radio and country music for advertising.

□

Countdown USA Inc., Mill Valley, Calif., produces and distributes *John Leader's Countdown USA*, providing the four-hour weekly contemporary hit countdown series to about 150 stations. The disk-delivered program is sold for barter, with a 50-50 split between the distributor and station. The NBC Radio Networks serves as the exclusive sales agent for the show—an arrangement that officials of the distribution firm said would continue with the pending sale of NBC Radio Networks to Westwood One.

□

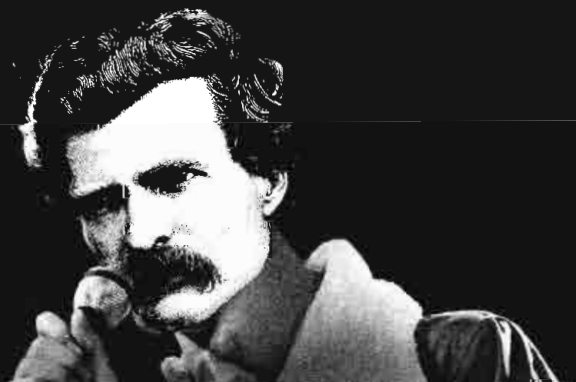
Creative Marketing & Communications Corp., Cincinnati, distributes a number of 60-second features, including *The Mystery Files of Simon Q*, *That American Woman* and *Car Care For You*. The company, which has been in business for 23 years, is headed by John Fields.

□

Creative Radio Networks, North Hollywood, Calif., is marking the 10th anniversary of Elvis Presley's death with two specials. The first, a six-hour program, *The Elvis 10th Anniversary Radio Tribute*, has attracted about 200 stations, according to company President Darwin Lamm. The program can air Aug. 16 (the anniversary of Presley's death) or Jan. 8 (the anniversary of his birthday), he said. The second special, a three-hour program, *Memories of Elvis*, has been sold to about 35 stations. Both specials are sold for cash, with the price ranging from \$165 in smaller markets to \$1,000 in top markets, Lamm said.

The two specials are among the nearly 150 that Creative distributes each year, Lamm said. Among the rest of its disk-distributed programming, which is sold on a cash or barter

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Receiver manufacturers have stated their willingness to replace their current AM receiver designs (with their telephone-quality fidelity) with AM receivers having full 10kHz frequency response—but *only* if and when the NRSC standard is fully adopted by broadcasters. For the NRSC standards to be successful, broadcasters must change over *quickly*. If the new high-fidelity receivers generate complaints of interference caused by stations not complying with the new standard, the receiver manufacturers will revert back to the present low fidelity 3kHz designs! *Everyone* will lose.

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basis, is *The Elvis Hour*, 52 episodes that are entering reruns in many of the 187 markets where the program originally aired; *The Rock Files*, a 52-hour history of rock tracking the fashions, fads, trends and music of the past on about 90 stations; *The Joy of Christmas*, 18 hours in adult contemporary or country formats for Christmas Eve through Christmas day, sold in approximately 130 markets. During the next four to eight weeks, Lamm said, Creative Radio Networks will stop distributing *Gary Owens Supertracks*, a weekly program in three- and one-hour versions that has been appearing on 370 stations domestically and on 62 stations in foreign countries. "It's very costly," he said.

□

Cutler Productions, Los Angeles, has formed a special division to produce and distribute its own programming. The five-year-old company has been producing four entertainment shows for the major networks, which, in turn, clear and sell them nationally. Those agreements will continue to be honored, said Ron Cutler, president of Cutler Productions.

On its own, the company produces and distributes *That's Love*, a three-hour weekly show hosted by WPIX(FM) New York personality Dick Summer. The show is sold nationally to advertisers by MediaAmerica, a newly formed broadcast marketing representation firm based in New York.

Cutler said two new shows, one for adult contemporary stations and the other for contemporary hit stations, are expected to be launched by next January.

Washington-based **DC Audio** president, John Dryden, reports that the daily, 90-second, comic, political commentary series, *The Daily Feed*, although still distributed via tape and National Public Radio satellite, has been switched from barter to cash. "The big guys have come along and taught the industry that [stations] have to pay cash for good comedy service," he said, "not the case when I first went on the air in 1981." Although the program may have an "underground appeal," DC Audio counts some pop format stations among its approximately 70 affiliates.

Dryden has taken plans for a 90-second, daily, comic soap opera (featuring four actors and sound effects) *HOV IV*, into production, and *Happy Birthday*, a daily, 60-second, tongue-in-cheek commentary on historical events and people, also in production, should be ready for marketing by September.

□

Drake-Chenault Enterprises, which along with The Programming Consultant (see separate capsule) is located at the headquarters of parent company, Wagontrain Enterprises, in Albuquerque, N.M., offers eight taped full-service formats for straight cash license fees. It has also established Playlist-plus, which provides about 15% of the distributor's 300 stations an hour-by-hour, day-by-day computer-generated play list. Additionally, Drake-Chenault offers a collection of 100 "hard-to-find" versions of rock songs on compact disks, which sell for a one-time fee of \$250, said Den-

ny Adkins, the company's president.

The large radio program supplier's formats include "Lite Country," contemporary country for the 25-44 demographic; "Contempo 300" (mainstream hit format for the 12-34 age group); "SuperSoul" (urban contemporary); "XT-40" (contemporary hit format for the 12-34 age group); "Great American Country" (modern country); "Great Gold" (oldies); "Lite Hits" (rock-based "soft" contemporary format for the 25-49 demographic), and "Evergreen" (a middle-of-the-road adult contemporary service primarily designed for 35-to-44-year-old women).

Drake-Chenault also has the two-year-old "Goldmine" music library service, which features more than 3,000 pop songs, mostly from the 1960's and 70's.

□

Eagle Media Productions Ltd., North Salem, N.Y., produces and distributes *Medical Journal*, a weekday, two-minute series on health. The bartered program is carried on 65 stations, said company president Lou Adler, who is formerly vice president and director of news for WOR(AM) New York. Adler produces his series, which is available via Satcom I-R as well as on cassette, at WOR.

□

Far West Communications, Hollywood, offers four formats, but the company president, Paul Ward, said the small program supplier has distinguished itself for one in particular. "The Master Service," Ward said, has grown since its origination in 1981 to become the "world's premiere audiophile service." The collection, consisting of 1,400 dbx-encoded cuts on Ampex 406 two-track reels, includes more than 1,000 15 ips (inches per second) record company original masters, extensive Japanese and German import albums and selected imported compact disks. Ward said the sound quality of the Japanese albums far exceeds that of domestically produced records. Forty-seven clients subscribe to the service.

Among its more traditional taped formats, which are all sold for cash, is "True Country," designed for smaller markets with rural listeners. Far West has sold the nearly year-old program in nine markets. The seven-year-old "Gold Plus," which Ward bills as the "longest-running, oldies-based format in America," appears in 18 markets. Far West also distributes A/CHR, a progressive adult contemporary format for the 18-34 demographic. Seven stations subscribe to the service, which began in 1985.

Al Ham Productions, Huntington, Conn., is entering its 10th year of producing and distributing the *Music of Your Life*, a tape-delivered MOR/big band format that is aired on more than 150 stations, the vast majority of which are AM outlets. New additions include KFRC(AM) San Francisco, WEAN(AM) Providence, R.I., and WBAX(AM) Wilkes-Barre, Pa. Also in the works are more specially produced MOYL albums by Columbia Records' Special Projects unit.

□

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N.Y., produces and distributes several series including *Detective Theater*, a compilation of 166 half-hour dramas taken from old Mutual Broadcasting radio drama shows (cash and barter); *Richard Warner's Moneyline*, a twice-daily, one-minute feature (cash); *American Time Capsule*, 90-second vignettes about unusual events and people (cash); *Cameos*, two-minute vignettes about women in America (cash), and *A Bit About Computers*, a 90-second feature (cash).

The company also distributes three pro-football series: *Inside The NFL*, *Countdown To Super Sunday* and the *Dallas Cowboys Football Report*. They are five-minute daily bartered series.

Images' newest series is *Healthstyles*, a daily three-minute program hosted by Richard Warner. All of Images' current programming is distributed on tape and is available on a market-exclusive basis.

About to be launched is *Soap Opera News*, a six-minute, satellite-delivered bartered series. According to company president Robert Braverman, the program will be made available in various one-minute to six-minute configurations for station use. Over 100 stations to date have agreed to run the series, said Braverman.

□

ISN Productions, Orange, Calif., a new unit of the Interstate Satellite Network, a satellite-delivered contemporary Christian music service that services 11 stations, offers three programs on a barter basis: *Celebration On Stage*,

a weekly one-hour "simulated" concert; *The Celebration Special*, a weekly one-hour artist profile series, and *Celebration Album Countdown*, a weekly, three-hour review of the week's most popular contemporary Christian albums. ISN was formed last August.

□

Jam Creative Productions, Dallas, is primarily known for the jingles it has produced in the past 14 years, including work for Casey Kasem, *American Country Countdown* with Bob Kingsley, Dick Bartley's *Solid Gold Saturday Night* and Rick Dees's *American Music Magazine*, as well as jingles aired on the BBC and in the Philippines, New Zealand, France, Australia and Italy. Jam's three-hour, CHR/cross-over program, *Weekend Music Review*, hosted by Dan Ingram, former WABC(AM) New York personality and *Late Night with David Brenner* announcer, began with 51 affiliates last June 5 and is currently delivered by stereo disk to 62 stations each week. The program is bartered. Although Jam has no definite plans for future programs, it has just moved into a new 14,000-square-foot production facility.

□

Columbus, Ohio-based **Jameson Broadcast Inc.** on July 6 started a new service called *Soap Quiz*, a one-minute program of soap opera trivia and discussions with stars of the "top-rated ABC soaps," according to Jamie Jameson, president. The satellite-delivered show is offered on a first-call basis to affiliates of all ABC Radio networks, Jameson said, add-

ing that if the program is not picked up by an ABC affiliate in a particular market, it will be offered to other stations. *Soap* is carried by 159 stations.

In addition to *Soap*, the company also syndicates *Working Out*, a 90-second feature on exercise and fitness tips which was launched last year; *Mother Earth News*, a two-minute show based on the magazine of the same name, and *Prevention Health Report*, also a two-minute program. *Working Out* airs on 143 stations; *Mother Earth* on 411 commercial stations and 230 noncommercial stations, and *Prevention* on 320 stations. All are offered on a barter basis and are disk delivered.

Jameson said the company has "put on hold" its Spanish-language offerings, *Circulo Familia* (based on *Family Circle* magazine), *Boletin de Salud y Bellaza* (a health and beauty bulletin), and *Capsula Deportiva* (a sports report). He said the programs may air later this year.

□

William Wertz, executive vice president of **KalaMusic**, Kalamazoo, Mich., said the company has doubled its staff and expanded its programming offerings in the last year. In addition to its easy listening, big band, country, light and adult contemporary packages, KalaMusic's services include *Kala Klassic Gold*, "an oldies format," Wertz said. Currently in eight markets, the program is available as a full-time format or weekend supplement program, Wertz said.

Another addition is *Soft Passages*, an instrumental "new age" format, which KalaMusic began testing last fall, and which Wertz said will be officially introduced at the National Association of Broadcasters Radio Convention in September. Wertz, who said the format is generally embraced by people under 40, described the music as "very melodic, quiet programming." Like *Kala Klassic Gold*, *Passages* is taken from compact disks. KalaMusic's formats are available on a cash basis, ranging from \$700 to \$8,000 per month, depending on market size.


□

Mark Time Features-The Western Syndicate, Denver, produces and distributes a thrice-weekly, 90-second feature entitled, *Cowboys and Sourdough*. Hosted by Baxter Black, the series is described by company vice president Mark DeBauge as a "light-hearted look at rural life." The program, which is entering its third year, is carried by 42 stations. It is available on a cash-only basis.

□

MCA Radio Network, Universal City, Calif., which was formed as a radio program supplier late last year and then quickly acquired Barnett-Robbins Enterprises, a three-and-a-half-year-old Los Angeles radio distributor, will have five varying formats on stereo disks by September.

Lance Robbins, who along with Barnett-Robbins co-founder Bill Barnett has gone on to assume the title of vice president of MCA Radio, overseeing programming, station clearances and advertising sales, said the three existing formats offered by the new syndication arm of MCA's Music Entertainment Group

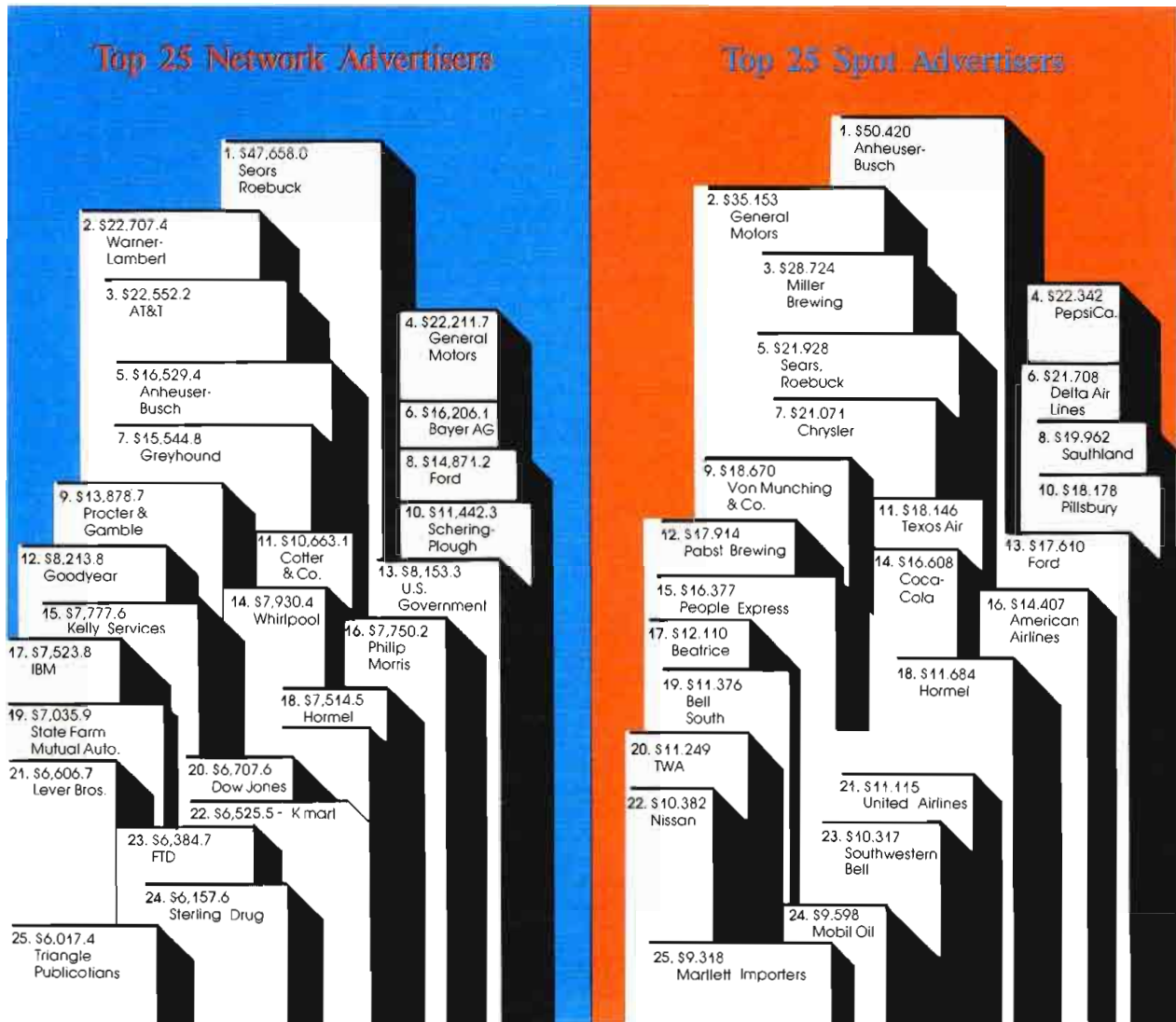


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are: *Rock Trends*, a two-hour weekly program featuring new music formats in the AOR and CHR categories that was to be launched today (July 27) on approximately 85 stations; *A Touch of Jazz*, a three-hour weekly program which Robbins said consists of about 60% contemporary jazz, 20% pop vocals and 20% "new age" jazz, that has been sold to about 50 stations, and *Up Close*, a monthly, 90-minute AOR music/interview show appearing on about 225 stations that has Dan Neer, a WNEW(FM) New York air personality, profiling popular rock performers and groups.

Beginning in September, Robbins said, MCA Radio will offer *Breakfast with O.J.*, featuring former football star and ex-ABC color commentator O.J. Simpson, as a 90-second daily sports feature that will be combined with Al Michaels *On Sports* segments. Simpson's reports will appear in the mornings and Michaels's three-minute segments will appear in afternoon drive times, Robbins said. Also in September, *Front Row Center*, a live, 90-minute monthly concert for black radio stations, will debut.

All programs are sold on a barter basis, with six minutes an hour retained for national broadcasters and four minutes for local stations.

□

M.J.I. Broadcasting, New York, is now in the simulcast business, as the result of an agreement with Home Box Office to simulcast as many as a dozen music specials to be tele-

vised on the cable network over the next year. The first simulcast event was HBO's *Welcome Home* special July 4, followed by a Carly Simon concert special scheduled for telecast last weekend (July 25). MJI President Josh Feigenbaum said the company also expects to announce several other new programs in the next couple months, but refused to discuss any of the projects with BROADCASTING last week. Feigenbaum reported satisfactory circulation growth of two programs going into their second year, the weekly one-hour *Comedy Show*, now with 320 stations, and *Star Beat*, a weekly one-hour magazine focusing on urban contemporary music, now with 60 stations. The company continues to distribute two other magazine programs, *Country Today* and *Rock Today*, as well as four short-form music trivia features: *Trivia Quiz*, *Star Quiz*, *Country Quiz*, and *Rock Quiz*. All MJI Broadcasting programming is available on a barter basis.

□

Charles Michelson Inc., which is celebrating its 50th year as a radio program distributor, now handles 23 dramatic series, including the recently acquired *Damon Runyon Theater*. The Beverly Hills, Calif.-based company has placed *Runyon* in about 18 markets.

Among the mystery-detective series sold by Michelson are *Dragnet*, *The Green Hornet* and *The Mind's Eye*, a cash-only property that has been sold in 88 markets.

Michelson's programs are available on quarter-inch tape. The price range for the se-

ries is \$15 to \$25 per half-hour, depending on the market size. One of Michelson's pet projects these days is to sell some vintage U.S. series to the BBC.

"It would be an excellent quid pro quo," Michelson maintains. "The BBC has sold some of its programs to U.S. stations and it would be constructive for the BBC to buy some of our programs."

Michelson reports he has started discussions with some BBC officials.

□

By the end of 1987 the **Motor Racing Network** of Daytona Beach, Fla., will have broadcast 41 live, satellite-delivered NASCAR and stock car races. An average of 240 stations carry the races, which originate from 14 race tracks, including the Daytona International Speedway, in Florida, and the Riverside International Raceway, in California. There were 375 affiliates for its July 4 broadcast of the "Firecracker 400" race. Races are sold for cash with rates determined by market size.

The company also distributes *NASCAR Live*, a call-in show broadcast on Tuesday nights. Sportscaster Eli Gold hosts the program and interviews guest race drivers. Listeners may call a toll-free number and "talk one-on-one with the stars of the sport," said John McMullen, general manager of the Motor Racing Network. It is an hour program, broadcast at 7 p.m. Eastern time, 50 nights a year. *NASCAR Live* is sold by barter.

□

Murray Street Enterprise, New York, is carving a niche in the distribution of programming to public radio stations. It produces some of its offerings but largely functions in distribution and marketing. The company has been operating since 1981 and receives a fee from the producer for its distribution and marketing services. The productions are financed by underwriting from corporations or from grants from nonprofit organizations. The company has been in business for eight years. Steve Rath is producer and Leslie Rath is distributor and marketer.

Currently in distribution by Murray Street is a wide range of programming including *The Sounds of Science*; *Selected Shorts*; *Tales of the Earth, Sea and Sky*; *Poetry International* and *Afropop*, music and interviews dealing with contemporary Africa.

□

Musicworks Inc., Nashville, continues to offer four program formats: "Alive Country"; "Casual Country" (a beautiful or easy-country format); "Country 80" (a modern country music service), and "Factor 5" (an adult contemporary format). All the services are distributed on a cash basis starting at about \$250 a month. Additionally, Musicworks' *Jim Reeves Radio Special*, a five-hour special hosted by singer Eddie Arnold, is also available, said Jeff Miller, Musicworks production manager.

□

A year and a half ago, the **National Wildlife Federation** took to radio via the Mutual Broadcasting satellite with a one-minute nature/wildlife/environment program, *Nature Newsbreak*, sponsored by Mutual of Omaha and hosted by *Wild Kingdom's* Jim Fowler. When, for cost ef-

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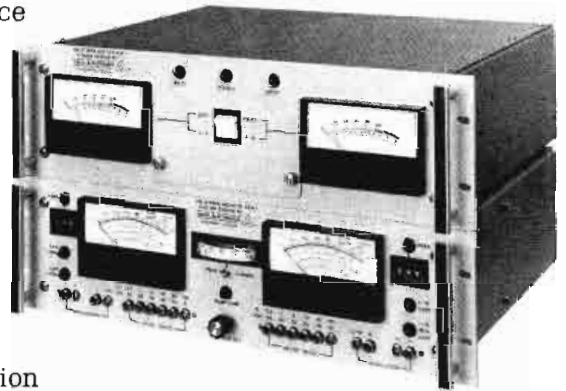
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fectiveness, it discontinued satellite distribution last January, the show reached 206 stations. As of last week, via tape distribution, *Nature Newsbreak* was being carried by 903 stations in all but 26 of the top 200 markets, according to director of radio/TV, Phil Cavits. The federation is now encouraging stations to pass the tapes on to schools; schools in Mercer county, Pa., are playing the tapes daily over public address systems.

The federation also offers a "heavier," less entertainment-oriented, five-minute weekly interview show, *Environment Today*, hosted by NWF president and chief executive officer, Dr. Jay D. Hair. *Environment Today* has been broadcast over National Public Radio since June 1986.

□

New Dimensions Radio, San Francisco, is in its eighth year of producing *New Dimensions*, a series of programs that cover a variety of educational topics, such as child development and global politics, with noted authors.

Approximately 130 stations air the program, which is available from both the public radio satellite service in Washington and on tape from the Longhorn Radio network (University of Texas at Austin). Cost of the series is \$10 per program.

New Dimensions Radio is a part of the New Dimensions Foundation, a nonprofit organization.

□

Nightingale-Conant Corp., Chicago, continues to distribute two programs featuring Earl Nightingale—*Our Changing World* and *Earl Nightingale 60 Seconds*. The programs, commentaries on "life, the world and people," are produced, sold and serviced by Nightingale-Conant Corp. and are available on a cash basis. The one-minute *Earl Nightingale 60 Seconds* vignettes are distributed on reel-to-reel tapes for Monday-Friday use. The five-minute general commentary, *Our Changing World*, is also available Monday-Friday, but is distributed on 12-inch disks.

□

Due to a "tremendous surge" in demand for short features, according to **O'Connor Creative Services** president, Harry O'Connor, his Playa del Rey, Calif., company has sold its *Traditions* (featuring Art Linkletter) and *You're the Judge* programs to "80 or 90" markets in the

past six months and, by next spring, may launch up to half a dozen new programs "to meet the rising demand," bringing O'Connor to a third of his 20-plus short features in active syndication a decade ago.

Still providing the core of income, O'Connor's production library is expanding as the company transfers it to compact disk, aiming to offer the entire library on CD by September. "This is the future" of radio program syndication, said O'Connor, pointing to the longer life, improved quality and improved accessibility of tracks on CD's. Claiming to sell the only "custom library" from which a client may assemble a package of any size with his choice of elements, O'Connor is offering 600 sound effects on 14 disks at \$495 and 202 comedy tracks on one disk at \$95. A year-end holiday package, due for October release, has been expanded from 81 to 150 tracks.

Without charge, the company is also replacing its LP's with CD's as they're released.

□

Orange Productions, Narberth, Pa., reports "widespread growth" with the two-hour weekly series, *Sounds of Sinatra*. Lita Cohen, Narberth president, said the program is carried on about 180 stations, up from 100 last year.

"We're in the top 25 markets and in 85 of the top 100 markets," Cohen said. "We find that stations with virtually all kinds of formats can use the *Sinatra* program." The series is produced by Sid Marks, vice president and executive producer for Orange, who also serves as host.

Another Orange series is *Something Special*, an hourly program six times a year, centering on holidays. It features music and interviews with personalities in the music world. Marks also serves as host and producer of the series, which is carried on about 150 radio stations.

□

Parkway has dropped the Communications from its name and is now an employee-owned company based in Bethesda, Md. According to Uldis Adamsons, all of Parkway's offerings are classically oriented, with the exception of *Music Americana*, which is hosted by Dick Ceri and features American folk music.

Shows range from one to two hours and all are tape delivered on a cash basis to 50 clients which distribute them to approximately

200 stations nationwide. Parkway also offers a library service that provides a package of one-hour programs to which stations may subscribe. Plans for the future include switching to a digital tape delivery.

□

Peters Productions, San Diego, distributes eight taped formats: "Music Just for the Two of Us" (beautiful music), "Country Lovin'" (traditional), "All-Star Country" (contemporary), "Natural Sound" (a mixture of cross-over country and adult contemporary), "The Great Ones" (MOR), "Super Hits" (CHR) and two adult contemporary formats—"Easy Contemporary" and "The Ultimate AC." The radio program supplier plans to add another MOR format within six months, according to George Junak, music director of Peters Productions. All formats are sold for cash (starting at \$450 and varying according to market size) and are delivered to about 100 stations, he said.

The distributor offers a computerized playlist service, which also starts at \$450, and syndicates jingle packages that are tailored to any format, with the price dependent on market size.

□

The Programing Consultant, Albuquerque, N.M., owned by Wagontrain Enterprises along with Drake-Chenault Enterprises, will introduce a light jazz/new age easy listening format for the 25-54 demographic this fall. Currently, it offers seven full-service taped formats for cash: easy listening, country, "stereo rock" (top 40), MOR/nostalgia, adult contemporary, "Prime Demo" (mature adult contemporary for 35-44 demographic) and the newest, "Hot AC" ("broad-based" adult contemporary top-40 oldies).

□

Among the latest offerings of New York-based **ProMedia** are three comedy shows. In addition to its existing comedy services, *The Fun Factory* and *The Laugh Machine*, ProMedia is offering *Dr. Dave's Comedy Drops* and two unnamed comedy services expected to debut around October. According to William Quinn, ProMedia president, *Dr. Dave's* began June 1 and consists of 60-second vignettes produced by Dave Kolin, a featured performer on radio stations in New York, Los Angeles and Houston. Now in 15 markets, the show is taped-delivered and offered on a cash basis, ranging from \$50 to \$250 per week. Of the two new comedy shows, one is a long-form program for CHR/AOR stations, and the other a drop-in service for urban stations. Said Quinn: "There is a tremendous need for comedy programming and this is a really strong direction for us to take."

Expected for either the fourth quarter of this year or early 1988, is *Chuck Leonard's Dance Party*, a two-hour show geared toward urban contemporary stations. It will be offered on a barter basis and probably be tape delivered, Quinn said.

Among ProMedia's other offerings: *Country Closeup*, an hour-long, music-talk-interview program with country music stars, and *The Computer Program*, a series of one-minute vignettes on home and business computers. *The News Blimp*, now in its 16th year on the air,

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FM2 PROPOSES:

- Moving all daytimers to **FM2**
- Moving all share-time and limited-time to **FM2**
- Moving all class IV's with unsatisfactory night coverage to **FM2**
- Moving all AM's with unsatisfactory night coverage to **FM2**
- Moving all AM daytimers with FM companion to fulltime frequency
- One class of station, 20KW E.R.P.

FM2 WILL:

- Remove 50% of the existing AM band assignments and end overcrowding
- Eliminate daytimers by converting them to fulltime **FM2** channels
- Eliminate AM stations with large, cumbersome, unstable directionals
- Convert thousands of acres of antenna farms to millions in cash
- Let out patterns and increase power of remaining AM stations
- Re-establish effective clear channel broadcasting
- Eliminate each AM frequency as they are vacated, no reassignment

FM2 WOULD:

- Be computer assigned in descending priority to:
 - AM daytimers
 - AM share-time and limited-time
 - AM class IV's with unsatisfactory night coverage
 - AM stations with unsatisfactory night coverage
 - Non-commercial, educational applicants (one to a town)
- Not increase or decrease the number of commercial stations on the air
- Simulcast the existing AM with the new **FM2** channel for 5 years allowing the receiver market to catch up

The vacant band of 225 to 230 MHz is assigned to broadcasting in regions one and three. It is vacant and unused in region two (North and South America).

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was reduced from 90 seconds to a 60-second news program this year. Offered on a cash and barter basis, it airs on 150 stations. ProMedia has dropped *Sound Advice*, a 26-week series of 90-second programs that highlights the latest in audio equipment.

□

Radio Arts, Los Angeles, now has available the Quest Playlist System, a computer-generated playlist service which, updated weekly, custom designs a playlist for each subscribing station. Rick Lemmo, who recently joined Radio Arts as vice president and general manager after serving as director of sales for Drake-Chenault, said Radio Arts would offer the Quest system at the same rate as a syndication service. Usually, he said, playlist systems are priced much higher (as much as 100% more) because more time is devoted to servicing the station in updating the playlists. Lemmo said the company has also agreed to represent a line of traffic and billing software for Omnisoft, based in Toledo, Ohio. Radio Arts is also launching a new one-minute weekday entertainment news segment with Mickey Rooney, entitled *Mickey Rooney from Hollywood*. That will be available on or about Aug. 15. Radio Arts also offers seven music libraries, updated each month, "True Gold," (male-based oldies), "Nice 'n' Easy" (female-based vocals), "American Rock" (CHR), "Soft Contemporary" (soft AC), "Sound 10" (energized AC), "Country's Best," "Modern Country" and "The Entertainers." Among the specials offered by the company are the *Dream Concert* package of three specials focusing on music from, respectively, the 1950's, 1960's and 1970's. The company also offers *Beach Boys Weekend* and *Motown Weekend* specials, with series of hits on disk or reel-to-reel.

□

New York-based **Radio International's** lineup includes *Rock Over London*, a weekly, hour-long show delivered to 200 markets, and *British Wax Museum*. The latter is a daily program featuring British artists and offering trivia, interviews, actualities and historical news relating to a particular day in British rock history. The program is disk-delivered and offered on a barter basis to about 100 stations.

Radio International also offers specials on a one-time basis. Among its newest: 90-minute portrait of Gregg Allman which is available July 3-Aug. 2 and a two-hour special called *Lou Gramm...From Foreigner Forward*, which is available Aug. 7-Sept. 7. Both feature about 70% music and 30% interviews and will be offered on a barter basis.

□

Radio Programing Management, formerly of Southfield, Ill., has moved to Orchard Lake, Mich., doubling the size of facilities and adding to its list of syndicated programs, according to Thomas Krikorian, RPM president. Included in its offerings are four tape-distributed formats: "Contemporary Easy listening," "Top Hits A/C," "Classic A/C-Light" and "Country-One." RPM also has a new format, "Solid Gold," which covers material from the 1950's and 1960's in "two different intensity levels."

Additionally, RPM is "about 90 to 120 days away" from introducing its new adult contem-

porary format, "Spectrum A/C." According to Krikorian, the format offers a "vast" library of music with 11 categories from which to choose. A station makes its music request, and RPM "punches it into a computer" which identifies only the songs that fit the requested format, Krikorian said, adding that "Spectrum" is a full format, with 85% of the music from compact disk. The service will be offered on a cash basis, ranging from \$350 to \$4,000 per month, depending on market and library size.

□

Radio Today Entertainment is a joint venture of Radio Today, a New York-based radio program supplier, and LBS Communications, a major television program distributor. Radio Today produces and clears radio programs while LBS markets the shows to national advertisers. The unit was formed in January.

The first project for Radio Today and LBS was *Rock Stars*, a monthly, 90-minute series hosted by Timothy White, former senior editor of *Rolling Stone* magazine. The show is currently on about 150 stations.

Radio Today Entertainment is also preparing a 10-minute, weekday drop-in series, entitled *Soul Break*. Its primary focus will be on soul music hits of the 1960's, said Dan Formento, president of Radio Today Entertainment.

□

Radio Works, Los Angeles, is expanding aggressively in electronic production and delivery of news and information services for both radio and television. The latest evidence is a new one-year agreement with the CBS Radio Networks to provide a daily *Celebrity Audio Feed* to CBS (including RadioRadio) on an exclusive basis. Radio Works President Stacie Hunt said the segments, which will begin Aug. 3, will feature "hard to get people," such as David Bowie, Jimmy Carter, Joan Baez and William F. Buckley. The segments, produced by a separate arm of the company called On The Scene Productions, will be fed by satellite for morning drive and midday news breaks. Hunt said On The Scene will be providing, on a periodic basis for the CBS Radio Networks, live interviews with celebrities where participating affiliates would each get a window of at least 10 minutes. That feature is called the Live Satellite Radio Tours. Two other new programs from Radio Works include *Harris in Hollywood*, with movie critic Bill Harris, and *The Unexplainable*. The former is a weekday 60-second barter segment that will be launched Sept. 28. The latter is a five-minute segment that can be used as a daily or weekly feature (130 episodes are now in the can) focusing on strange phenomena unexplained by science. It is being offered for cash.

Meanwhile, the *Forbes Magazine Report* enters its seventh year on almost 200 stations. *Personal Encounters*, the one-hour program focusing on various recording artists, is now a weekly series. It used to appear as an occasional special. The company also remains a leading producer of syndicated Spanish radio programming. A Spanish version of *Personal Encounters* has also gone weekly. *Sports Commentary*, a daily 90-second report, is now in its third year.

Real Radio, Pasadena, Calif., syndicates three formats. They include "Real Country Format," a full service country format that can be used in a modern or traditional mode; "Great American Broadcast," a middle-of-the-road format skewed toward contemporary or traditional middle of the road, and "Real AC," a full-service, adult contemporary format with a heavy infusion of classic rock along with an optional fusion jazz library.

The heart of Real Radio's lineup, however, is *Same Time...Same Station*, a 53-minute weekly program carried by Satcom 1R Satellite. The series is a chronicle of radio's first half-century and is delivered to 53 stations on a barter basis. Real Radio has obtained the re-broadcast rights to a number of major programs on radio during the 1940's and 50's, according to owner, John Price, and plans to expand the series to a two-hour format will be implemented next fall.

□

Radio Smithsonian, a 30-minute magazine-format program, is now the only product provided by the **Smithsonian Institution's Office of Telecommunication**, Washington. The show features the museums, exhibits and scientific projects of the Smithsonian. About 80 stations carry the show for cash rates depending upon market size and NPR affiliation. The show is distributed by tape and over the NPR satellite. *Smithsonian Galaxy*, a two-and-a-half-minute version of *Radio Smithsonian*, which was distributed free to 200 stations last year, has been canceled. Other programs for radio syndication are being planned by Smithsonian, according to Marybeth Kirchner, producer of *Radio Smithsonian*.

□

Starmagic Radio, Teaneck, N.J., markets a two-hour weekly gospel program, *Inner City Insight*, and a two-hour weekly dance music series, *Weekend Dance Party*. Each program airs on approximately 60 stations. Both series are distributed on cassette.

According to a spokeswoman, the company is readying a new one-hour weekly show featuring a "blend of Caribbean" music, called *Third Dimensions*. That program should be launched during the fourth quarter, she said.

□

The Syndicate, Oakland, Calif., produces two daily radio commentaries which it provides to stations without cost. *Byline*, a two-minute economic and political offering, features commentators such as Senator William Proxmire (D-Wis.) and civil rights activist and Georgia state senator, Julian Bond. Sponsored by the Cato Institute, *Byline* is syndicated to almost 200 stations in the U.S., Guam and Japan and is delivered via NPR satellite, AP Audio Network or on reels or cassettes.

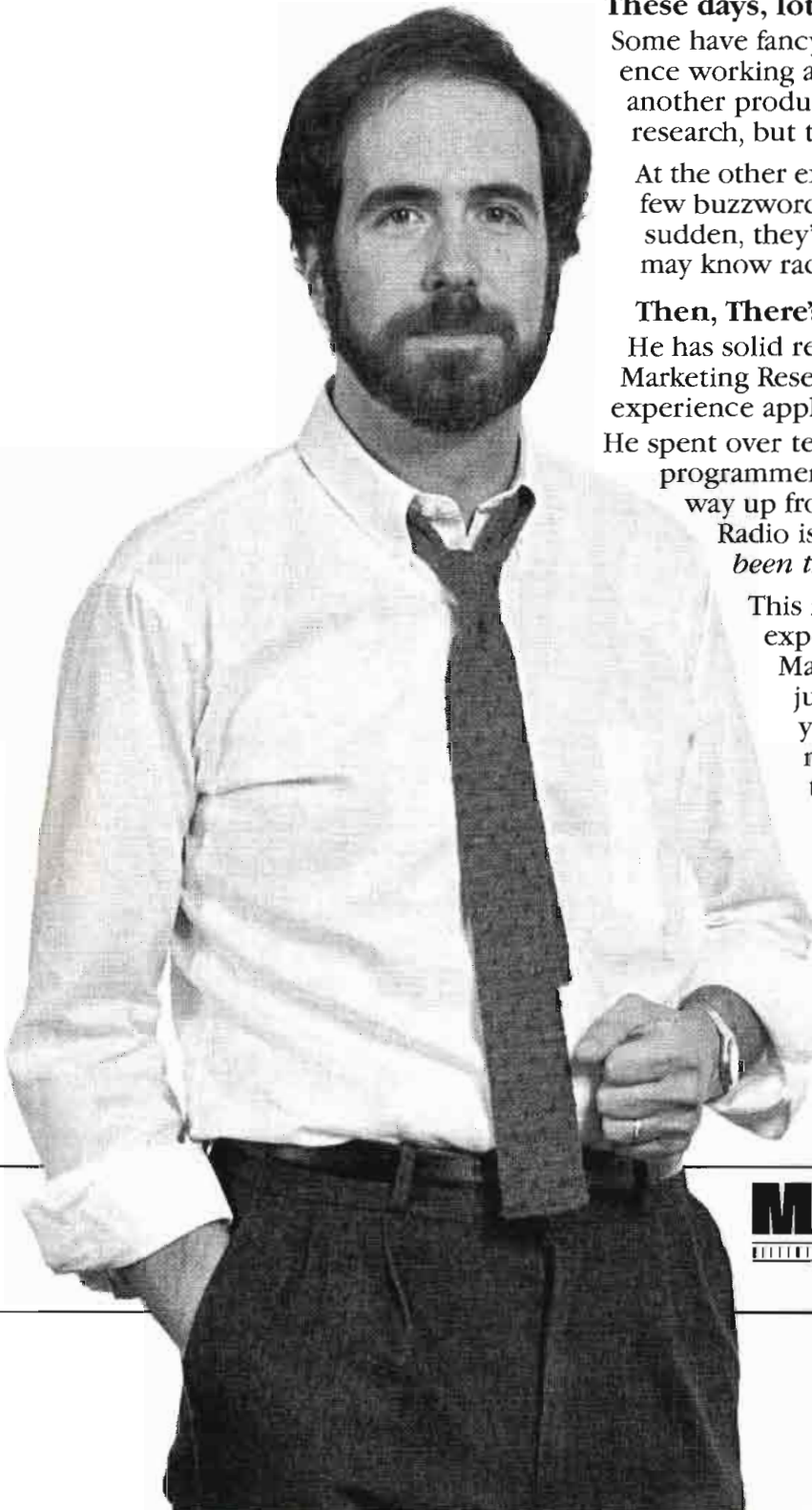
The *Sound Economist* is a three-minute commentary featuring Dr. William Allen, a professor at University of California, Los Angeles. It is carried by 80 stations and is delivered by tape.

The Syndicate has two to three new shows in the works.

□

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duces four shows geared mainly toward black audiences. All shows clear an average of about 80 stations and all are delivered by tape on a barter basis. *Roots, Rock and Rythm* consists of 12 one-hour pieces hosted by Frankie Crocker and produced primarily for black history month (July).

Urban Music Magazine, also hosted by Crocker, provides music and information along with tidbits about film and television. It is provided, along with the following programs, in twice-daily, 90-second blocks.

Looking Ahead is sponsored by The American Association for Retired Persons and is hosted by Pearl Bailey. Discussions include subjects such as housing, social security, taxes and medical information.

John Jacobs, executive director of the National Urban League, has replaced Jesse Jackson as host of *The Commentary*, an information and educational program featuring mostly political topics. Jackson left in order to avoid equal time problems associated with his upcoming presidential campaign.

□

WCLV/Seaway Productions, Cleveland, is part of the recently formed Concert Music Consortium which, for a fee, serves public radio stations primarily with 50 to 60 hours a week of classical music. Other participating stations in the venture are WFMT(FM) Chicago and WCRB(FM) Boston. Some 320 public radio stations and 20 commercial stations have signed for the service.

C.K. Patrick, president and general manager of Seaway, reported that it also distributes the two-hour broadcasts of the Standard Oil/Cleveland Orchestra each week to 320 stations. Other offerings from Seaway include *Adventures in Good Music*, hosted by Karl Haas and carried on 700 stations throughout the world and 170 in the U.S.; *The Cleveland City Club*, a one-hour weekly program of discussion at the site of a free-speech forum; *Music From Oberlin*, a one-hour weekly program, and *CIM Concert Hill*, also a one-hour weekly program carried in 125 markets.

Patrick said broadcasts are offered either on a fee or sponsorship basis.

□

Boston-based **WCRB Productions** continues to produce and syndicate three, two-hour programs of the New York Philharmonic Orchestra, the Boston Symphony and the Boston Pops Orchestra. The distributor is in negotiation to produce several other classical music programs, but no decision has been made.

The producer also syndicates the one-hour *AT&T Presents Carnegie Hall Tonight*, sponsored by AT&T. The Philharmonic is sponsored by Exxon.

According to John Emery, vice president and general manager, programs are delivered to stations via satellite or by tape. The Philharmonic programs are carried on 200 stations, the Carnegie Hall productions on 130 outlets, the Boston Pops on 75 and the Boston Symphony on 50.

□

Hollywood's **Weedeck Radio Network** produces five country music shows of varying lengths and formats. *Country Report* consists

of 10 weekly, two-and-a-half-to-three-minute exclusive news and interview spots with country music stars. The show is bartered in Arbitron-rated markets only and is tape delivered to approximately 180 stations (one per metro market).

Country Report Countdown is a weekly four-hour show with 48 minutes of commercials. The format features news, history and an artist profile along with the top 40 country recordings. It's tape delivered to 62 stations—bartered in the top 25 and sold to the rest.

Another Weedeck concept is a one-hour weekly called *Sittin' In*, which allows top country artists to sit in the studio and play one hour of their favorite music while reminiscing about its influence on their careers. It is bartered in the top 100 markets.

Weedeck Country Christmas has been updated for 1987 with new and traditional Christmas music. Each of its 12 hours stands alone, and, according to Weedeck's president, Lloyd Heaney, stations usually repeat the show two to three times during Christmas week. The tapes are shipped to stations at the end of October, and sales are on a cash basis.

The origin and growth of country music are traced through a series of 62, two-and-a-half minute vignettes written by Hugh Cherry. *Celebration* has been targeted for country music month (October) and is tape delivered to stations on a cash basis.

□

WFMT Syndication, Chicago, believes it can take credit for distributing more programming of symphonies and operas than any other syndicator. New to the fall schedule are the Milwaukee, San Francisco and Montreal symphonies. The distributor is the syndication division of classical music station, WFMT(FM) Chicago.

According to Ray Nordstrand, president of WFMT Syndication, the majority of programs are sponsored by advertisers, including

Cigna, Amoco and United Airlines. Leading opera companies represented on WFMT Syndication are Amoco-Chicago Symphony Orchestra, 400 stations; Cigna-Philadelphia Orchestra, 400 stations, and Nuveen-Lyric Opera of Chicago, 350 stations.

Coming from the BBC this fall are *My Word*, a half-hour language quiz show; *My Music*, a half-hour musical quiz show, and *The Best of the BBC*, a one-hour presentation from various concerts. A CBC product to be distributed by WFMT Syndication is a one-hour science series, called *Quirks and Quarks*.

WFMT(FM) last year set up the Beethoven Satellite Network, an overnight classical music service. To date, 69 stations have subscribed to the service. BSN can supply up to 11 hours to daily to stations, seven days a week. Subscribers may use as much programming as they desire. BSN is fed in three segments—10 p.m. to midnight, midnight to 6 a.m. and 6 to 9 a.m. The latter segment is a repeat of the first three hours of the midnight to 6 a.m. segment, done primarily for the benefit of its western time zone affiliates. It is available on a cash basis.

□

Winton Communications, Tampa, Fla., distributes four formats: "Prime Time" (nostalgia) in 26 markets, "Beautiful Music/Easy Listening" in seven markets, "Mellow" (adult contemporary) in three markets and "Memories" (older nostalgia) in two markets. Winton also distributes specialized programs. Included are *On Broadway* in three markets, *Moments to Remember* in three markets and a New Year's Eve special of five hours and a Fourth of July program of three hours.

Winton programming is distributed by tape and sold for cash. Its programming is carried on more than 40 stations, according to Bill Dutcher, vice president.

AM: Looking for a technical boost

Commission has launched inquiry into ways AM signal can be improved to compete with FM, other technologies

In launching an inquiry two weeks ago into the technical parameters that defined the coverage of AM stations, the FCC struck out on a new course in its management of the AM band. For the past half century, the principal goal behind the FCC's management has been to squeeze as many stations as possible into the band. But, with the opening of the inquiry, the principal goal is not just to create more stations, but to make existing ones sound better.

The current AM technical parameters evolved when the FCC was trying "to maximize the number of stations in the U.S.," said Wilson LaFollette, assistant chief of the FCC's policy and rules division, who is the FCC's point man on the inquiry. Now that there is an abundance of AM and FM stations, he said, the FCC wants to review the AM parameters to see if there are ways to reduce interference and boost the power of existing AM stations so that the sound they

deliver suffers less in comparison to that of FM stations, records, tapes and compact disks.

"AM is at a crossroads," LaFollette said. The service is suffering from declining audiences and revenues, he said. "If we don't do it now, I don't know if we will ever do it."

The exact nature of the FCC inquiry will not be known until the text of it is released in a couple of weeks, but, judging from a synopsis of the text released after the FCC authorized the inquiry, it will be comprehensive. "The commission's goal... is to identify any needed changes to its technical rules that would permit AM stations to improve their service to the public," it said.

The FCC believes a look at the technical parameters could lead to new rules that would limit adjacent-channel interference and permit stations to boost power to overcome noise—both the man-made and natural varieties. Such rules would encourage the proliferation of wide-band radio sets that deliver much if not all of the fidelity of competitive media. Receiver manufacturers are reluctant to build wide-band (or high-fidel-

ity) radios today because they are too sensitive to the adjacent-channel interference and noise.

Among the specific areas the inquiry will explore are 1) the field strength values of the station's contours (its areas of coverage) and the degree of interference within the contours; 2) the radiated emissions of AM stations; 3) skywave and groundwave propagation; 4) methods of measuring interference, and 5) antenna systems designed to overcome site restrictions and skywave interference.

According to LaFollette, increasing the specified field strength of a station's contour would help the station overcome man-made noise generated by electrical devices and atmospheric noise from electrical storms. Because the atmospheric noise is more severe the further south a station is, he said, it might make sense to specify different field strengths for different areas. "We need to do a lot of calculations to determine the minimum field strength needed to overcome the noise," he said.

Controlling the radiated emissions of the stations ameliorates second-adjacent-channel and third-adjacent-channel interference, LaFollette said. The National Radio Systems Committee is urging broadcasters to implement a voluntary standard by which stations would limit emissions by using a modest amount of audio processing (pre-emphasis to boost high frequencies) and lopping off all audio frequencies above 10 khz (see box, page 85). If commentators desire it, the FCC will consider making the NRSC standard or something like it mandatory, he said.

The FCC's work will not be easy. Whatever it does in one area will affect another, LaFollette said. As a result, he said, the FCC will have to balance various trade-offs and decide what's in the best interest of the band as a whole. "There are so many permutations, it's mind boggling."

In the inquiry, the FCC will also ask for comments on whether it should allow exceptions to the rules to give applicants for modifications and new stations "greater flexibility." In addition, the FCC said it will consider allowing stations and applicants to work out "private agreements" on the amount of interference they are willing to accept from one another.

The inquiry is part of a larger effort to give the ailing AM service a lift, an effort involving the FCC, the broadcasting industry and receiver manufacturers. In a report released last year, the FCC's Mass Media Bureau suggested a number of ways AM could be helped, including relieving stations of some licensing and ownership regulations and reexamining the technical parameters.

The National Association of Broadcasters, which has been urging the FCC to do something for AM, was encouraged by the inquiry. Michael Rau, NAB's director, spectrum engineering and regulatory affairs, called the proceeding an "important step toward improving AM, to establish technical standards to protect quality standards. I think this can definitely make a difference."

Rau added, however, that it is "difficult to make any meaningful improvement if the technical homework isn't done. Everyone

wants to get to quality nirvana, but we need a roadmap to get there," he said. According to Rau, current AM technical standards "have not done the job [of] providing a quality level of service in today's environment," particularly when it comes to controlling what he says is the "tremendous" amount of interference on the band, caused by AM stations as well as by nonbroadcast sources.

One aspect of the FCC proceeding that displeases the association is the proposal to let private parties negotiate on acceptable levels of interference. "The commission must establish and enforce technical standards in order to insure the public of radio service," commented Rau. He also argued that if varying levels of interference were allowed, receiver manufacturers would lack guidance and consequently design receivers to the worst case.

Rau said NAB believes that one key to the FCC proceeding may be allowing increases in AM power as an additional method to overcome noise. "There will be no change in the public perception in quality by adoption of new [interference] standards; there have to be power increments as well," he said.

For many, it's only proper that the FCC undertake to clean up the AM band. Vernon Collins, Continental Electronics vice president of domestic broadcast marketing, blames the FCC for "mismanaging the frequency spectrum allocations to the point where interference exists...The band's too crowded."

Efforts to protect stations from interfering with one another by such methods as the use of directional antennas may improve coverage, but may also contribute to lower signal quality, according to Collins. The more antenna elements that are added, as with direc-

tionals, the more the performance can suffer because the bandwidth of the antenna is narrower, he explained. Using directional antennas also increases the expense of putting the AM on the air, largely because directional requires much more acreage, he said.

Some have a different view of what needs fixing in the AM band. Ogdan Prestholdt of Washington engineering consulting firm, A.D. Ring, and a radio engineer for 50 years, said he is a "heretic," but argued that it is the audio processing "by individual stations [that] has done more harm than good...We started as a transparent medium. Have we gone wrong?"

Prestholdt questioned whether efforts to limit preemphasis alone could reverse the cycle. "It's like trying to unpeel a bad apple," he said. "How do you pile corrections on corrections to get where we started? Putting on another Band-Aid doesn't really get out of the problem."

Timothy C. Cutforth, president of the Vir James consultancy, said the problem is the lack of a "systems approach. One guy builds a receiver that's 3 khz; the next fellow pushes his transmitter to try to make 15. Unless the thing gets looked at in a systems approach, it's never going to be satisfactory."

Al Warmus, president of Carl E. Smith Consulting Engineers, believes the FCC inquiry may be coming too late to save small-market, low-power AM stations. "It's not too late for big, high-power stations that cover large, regional areas that can compete with FM." Even if the FCC makes changes that lead to improvement in the band, Warmus said, AM broadcasters are still going to have to try to win back listeners. "You're going to have to reeducate people that: 'Hey, this is not a vast wasteland,'" he said. □

AM uniformity. Since early this year, a small, but growing group of AM broadcasters have taken the first steps into what some believe will be AM's high fidelity future. At least 132, and as many as 200-300, AM broadcasters in 41 states and in Canada are voluntarily adopting new audio processing standards developed over the last two years by a joint broadcaster-receiver standards group.

The AM standards, dubbed "NRSC" after the National Radio Systems Committee which developed them, stabilize the amount of preemphasis, or boosting of audio highs, now commonly practiced by stations. The standards also spell out complementary deemphasis, or the subsequent attenuation in the receiver to restore flat frequency response.

The hoped-for result of industrywide implementation: Receiver manufacturers will have a uniform station sound against which to design new wide-band AM receivers, while broadcasters will have uniform AM receivers against which to optimize their own sound. Coming to an end, standards supporters hope, will be the fidelity-degrading cycle in which stations boost their audio in hopes of brightening their sound on narrow band radios, in the process causing interference to other stations and forcing manufacturers to further protect against noise with lower-fidelity receivers.

Among the large markets where stations have now implemented NRSC are New York, Los Angeles, Dallas and Seattle, while medium and smaller markets are taking up the standard, as well, among them New Haven, Conn.; Indianapolis; Las Vegas; Des Moines; Iowa; Albuquerque N.M.; Huntsville, Ala.; Rapid City S.D., and Defiance, Ohio.

But some believe more than half of all 4,887 AMs, and three-quarters of those in major markets, will have to adopt the standards to convince receiver manufacturers to make wide-band radios. As many as 1,000 may have made the conversion by the end of this year, predicts the National Association of Broadcasters, which guided the standards work, along with Electronic Industries Association and has pushed NRSC with expensive mailings this spring.

But even NAB admits the current number of NRSC-converted AMs could be higher, especially because for the vast majority of stations, the cost of adapting current processors is less than \$700. Receiver manufacturers are now said to be using the NRSC standard in the design process for the next generation of receivers reaching the market by mid-to-late 1988.

RIDING GAIN

O N R A D I O

FMX: rolling out

Emil Torick is confident that next year will be the year for FMX, the FM stereo noise-reduction system that he co-invented and is now trying to promote as president of Broadcast Technology Partners.

Final specifications for the new and improved FMX system were sent to integrated circuit, receiver and broadcast manufacturers earlier this month, he told BROADCASTING last week. At least two broadcast equipment companies are working on prototypes of FMX generators, he said. Sanyo and Sprague Electric are wrapping up development work on FMX chips, he said, and Sanyo expects to have chips ready to market this fall. Using the chips, he said, a few receiver manufacturers should be showing FMX radios at the Winter Consumer Electronics Show in January.

The fortunes of FMX have been looking up since the National Association of Broadcasters convention when Torick announced that the system compatibility problems had been solved and that a group of Detroit in-

vestors led by consulting engineer John F.X. Browne had agreed to back the further development and marketing of the technology. BTP is a partnership including the investment group, Torick, CBS, NAB and Tom Keller, senior vice president, science and technology, NAB. Keller is co-inventor of the system. Much of the initial development was conducted at the CBS Technology Center before it was closed down last fall.

FMX promises to improve the coverage of FM stereo by reducing some of the noise associated with stereo. Designed to be fully compatible with today's FM stereo system, FMX requires broadcasters to add a second stereo-difference channel to their FM stereo signal and consumers to buy radios with FMX decoders. When an FMX radio tunes to stations broadcasting the FMX difference channel, it detects the FMX difference channel instead of the conventional one. A noise reduction system, in which the dynamic range of the FMX stereo-difference channel is compressed when broadcast and restored when received by the FMX radio, effectively suppresses much of the trans-



Torick

mission noise that makes listening to distant conventional FM stereo stations difficult.

FMX's crisis came last fall when tests by broadcast equipment manufacturers turned up some compatibility problems and CBS decided to close the technology center, where Torick was working to debug the system. The presence of the FMX signal, the broadcast equipment manufacturers found, aggravated multipath distortion of FM signals received on conventional radios. But with the backing of Browne and his investors, Torick resumed work on the system and claimed at the NAB convention that some rather minor modifications to the system had remedied the compatibility problem. Because of the unexpected emergence of the compatibility problems last year, broadcast equipment manufacturers are waiting to see how the modified system performs in the field before endorsing it and gearing up production of FMX generators.

If Torick is brimming with confidence these days, it has much to do with his visit to Sanyo's headquarters in Gunma, Japan, last month to brief receiver manufacturers on what FMX was all about. According to Torick, the seminar drew an overflow crowd, including representatives of 30 major receiver manufacturers. "Sony, Panasonic, Pioneer, Yamaha. You name it and they were there," he said. Following his two-hour presentation, he said, he spent three or four more talking to the manufacturers in small groups. "Every damn one was convinced of the inevitability of FMX and is poised to go into the business."

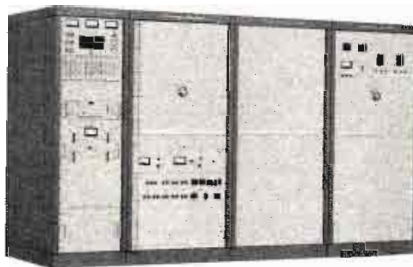
Back on

Noncommercial KUNM-FM Albuquerque, N.M., returned to the air on July 13, two weeks after it was shut down by managers uncertain of their ability to maintain order during a controversial format change

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Continental: For a Sound Investment

(BROADCASTING, July 13). The station was expected to remain dark until the format shift went into effect Aug. 1, but general manager Tim Singleton said he felt National Public Radio programming should be returned to the air. The station is operating from 6 a.m. to 6 p.m. with two volunteers and five staff, and is airing NPR's *Morning Edition*, *All Things Considered*, Iran/contra coverage and recorded music.

Home on the range

Minnesota Public Radio's *A Prairie Home Companion* may have ceased live broadcasts, but that hasn't stopped listeners in Oregon from going *Home* again. Last Saturday, July 25, the four radio stations of Oregon Public Broadcasting held their fourth annual *Prairie Home Companion* picnics, inviting the program's fans to show up with picnic baskets to socialize, hear live music, play games and listen to the weekly *Prairie Home* broadcast. The picnics were held at parks in the towns served by KOAP-FM Portland, KOAC(AM) Corvallis, KOAB-FM Bend and KRBM(FM) Pendleton.

Radio's satellite home

Western Union has established a "turnaround" operation for the radio users of the Westar satellite system. (The turnaround downlinks the traffic from Westar III and uplinks it to Westar IV, enabling radio stations to receive programming from either satellite.) That procedure was initiated to enable the broadcast networks to transfer their services to Westar IV between now and Oct. 31 when Westar III goes out of service, said Leslie Collins, senior director of satellite ser-

vices for Western Union.

Said Collins: "This is the first time that the turnaround technique has been used for

an extended period for the bulk retransmission of a full transponder spectrum of radio programs."



Two winners. Mike Breen (r), sportscaster for WNBC(AM) New York's *Sports Night Magazine*, has been honored for broadcasting the "outstanding sportscast" for 1987 by the New York State Broadcasters Association. Also honored was Al Angeloro's "outstanding single public affairs program," for a report he presented on WNBC's *Currents*. WNBC program director, Dale Parsons, is pictured next to Breen holding the "outstanding sportscast" trophy.

Local radio's strength. Unlike the current stagnation in national spot radio sales, local sales activity from January through April is estimated to be 6.3% ahead of the same period in 1986. That's according to the Radio Advertising Bureau's composite billing pool of monthly sales data. (The number of markets in RAB's pool, which increases marginally each month, now stands at 85.)

The markets represented in the most recent report include 15 Southern, 10 Southwestern and 23 Western markets, reported by the Los Angeles-based accounting firm of Miller, Kaplan, Arase & Co., and 10 Eastern and 15 Midwestern markets, reported by the Grand Rapids, Mich.-based accounting firm of Hungerford, Aldrin, Nichols & Carter. The RAB gathers local sales information from 12 markets.

On a regional basis through April, the Southeast was up 4.9%; the Southwest, up 2.9%; the West, up 7.6%; the East, up 11.4%, and the Midwest, up 5%.

March and April posted the highest percentage increase over the comparable periods of a year ago. Both months registered a 7% gain. January and February were each up 5.3%.

For 1986, local sales were estimated to have reached \$5.3 billion, the largest portion of the approximate \$7-billion radio sales pie. RAB does not release total dollar figures for local sales until year's end.



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Broadcasters balk at quid pro quo for two-step renewal

Senate bill that includes programing and housekeeping obligations along with renewal revamp critiqued by NAB and others at hearing

Senate legislation aimed at reforming the comparative license renewal process is facing stiff opposition from the broadcast industry. The bill (S. 1277), which would establish a two-step license renewal procedure in exchange for significant programing and administrative obligations, came under attack last week by industry witnesses during a Senate Communications Subcommittee hearing.

It was the second hearing held on the broadcast reform bill (BROADCASTING, July 20), and although representatives of public interest, minority and women's groups endorsed certain aspects of the measure, broadcaster organizations for the most part were opposed. There are many within the industry who feel the trade-offs in the bill are too high.

National Association of Broadcasters President Eddie Fritts told the senators NAB favors certain parts of the legislation: the



Chaseman, Godfrey, Fritts and Geller

prohibition of pay-offs to license challengers; repeal of the FCC's must-carry sunset; the minority ownership provisions, and the two-step renewal proceeding. But he said, "NAB strongly opposes the current bill, because unlike previous Senate bills, S. 1277 presents to the broadcasting industry a 'price tag' for needed reform that is prohibitively high."

Fritts wanted to dispel what he described as a growing preception that the "public interest standard has been gutted, that broadcast deregulation has been a disaster for the public and has unleashed a wave of unprincipled station owners and operators upon society." Nothing, he argued, "that has resulted from the past decade of deregulation warrants such a turning back of the clock. The industry has not been overrun by fast-buck artists, nor do I detect a lessening in the commitment of our members—old and new alike—to serving the public."

Despite NAB's specific problems with the bill, Fritts underscored the need for reform. "Comparative renewal is an inherently unfair procedure... The FCC is confronted with a virtually impossible administrative dilemma: comparing 'apples'—the chal-

lenger's promises—with 'oranges'—the broadcaster's record of performance," he said. To illustrate that point, Fritts said an NAB analysis of 20 renewal challenges of radio and TV stations from 1970 through 1983 showed "that the challenges lasted an average of seven years and 10 months and involved more than 5,000 pages each of testimony, exhibits, letters, positions, decisions and other statements."

According to NAB, the average legal fees "in the sample of comparative renewal cases amounted to \$830,000 per incident (\$595,000 for radio and nearly \$1.2 million for television), exclusive of station revenue lost while cases were pending and of agreements in which the incumbent assumed the debt of the challenging party. For small-market stations, Fritts said, the legal expenses were on average \$257,000, and some \$1.25 million for larger market stations.

Fritts said NAB recognizes the legislative process involves "compromise and trade-offs." And the NAB has been working with House members and interested parties to work toward a "balanced bill," he said. "We still do not have an agreement on many points, but we remain confident that pro-

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Winston and Belles

gress can be made," said the NAB president. Furthermore, he said the association was willing to work with the Senate on improving S. 1277.

Absent from the hearing were the bill's co-authors, Commerce Committee Chairman Ernest Hollings (D-S.C.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). They had other business and the hearing was chaired by Senator Wendell Ford (D-Ky.). The only other member present was Senator Bob Packwood (R-Ore.), ranking minority member on the subcommittee.

Further concerns over the measure were expressed by other broadcast industry representatives, including Joel Chaseman, president of Post-Newsweek Stations and chairman of the Television Operators Caucus. Chaseman pointed out that the TOC remains committed to the public interest standard in broadcast regulation. And although he said the TOC favors elimination of the comparative renewal process, "all TOC members oppose substantial portions of the rest of S. 1277."

Eliminating comparative renewal, he argued, "would serve the interests of both the public and broadcasters. Therefore, we do not believe that its elimination should be contingent on the broadcast industry's making concessions. If the process is unfair and ineffective, it should be eliminated for those reasons, and without additional conditions."

The current process results in a number of problems, said Chaseman. A station is subject to "second-guessing of its past and un-



Packwood and Ford

certainty about its future that can paralyze enterprising journalism and adventuresome programming. Because this process is so easy to invoke, it is susceptible to political abuse; the mere threat of a prolonged and expensive license challenge can be used to chill the independence and integrity of a station's news, editorial and public affairs operations, even if the challenge would most likely be ultimately unsuccessful."

Chaseman's testimony included his own view on the bill. According to that testimony, Post-Newsweek is troubled by the legislation's audit proposal (there would be a random audit of 10% of television licensees); the establishment of children's television as a separate programming category; the prohibition against the FCC's altering its multiple

ownership rules, and the requirement that licensees air programming that "responds to local interests and concerns, rather than local programming."

On the other hand, the television station group supports those provisions calling for limiting financial settlements and eliminating FCC's must-carry sunset. As for reimposition of the FCC's antitrafficking rule, Chaseman said Post-Newsweek had not taken a stand on the issue. "While we are troubled by some aspects of the rapid turnover in our industry, some turnover has been positive."

(On that point, NAB said it "strongly opposes" any stand-alone legislation that would reinstate the three-year rule, but takes no position on the issue if it is part of a

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license renewal package.”)

Ed Godfrey, news director for WAVE-TV Louisville, Ky., stated his objections to the Senate bill. Godfrey found the measure's proposed renewal standard “most alarming.” A licensee would be judged on whether its programming is “meritorious.” It's an invitation, the television broadcaster maintained, for the FCC to “make subjective case-by-case determinations of program worthiness—either that or regulations that specify amounts of certain types of programs. Either way the editorial judgment of thousands of broadcast licensees would be curtailed without any assurance that five or fewer voting commissioners could make the ‘correct’ determinations of what is ‘meritorious.’”

Such a standard, Godfrey said, would wipe out controversial programming. “From the standpoint of a journalist, this kind of government control seems inconsistent with, if not repugnant to, the freedoms of speech and press enjoyed by other mass media, both older and newer technologies,” he said.

Also troubled by the meritorious standard was Henry Geller, director of the Washington Center for Public Policy Research, Duke University. But Geller's concerns were quite the opposite from broadcasters'. Geller said the standard was “too mushy,” and that quantified programming standards should be added. Geller also said that the bill does not “go far enough to protect the public interest.”

Moreover, he was bothered by the bill's reliance on the public to bring to the FCC's attention the poor performance on the part of broadcasters. “It is absurd to call upon the public to monitor the performance of over 10,000 broadcast stations,” he said. Without quantification, Geller said, the legislation would prove ineffective.

The measure would also codify the FCC's minority and women's preferences, tax certificates and distress sale policies, the last two would be extended to include women. Marlene Belles of KTVU-TV San Francisco and national president of American Women in Radio and Television testified in support of those provisions. James Winston of the National Association of Black Owned Broadcasters also endorsed the minority ownership provisions. Winston pointed out that the FCC's tax certificate policy has encouraged the growth of black ownership of radio stations from approximately, “70 in 1978 to 140 in 1981 and 150 in 1987.”

Belles presented findings from an AWRT study on radio and television ownership. “Our research found that since 1978, station groups majority-owned by females have increased less than one percent, from a scant 3.4% to 4.3%,” Belles explained. Yet another look at women in top broadcast management positions at both commercial and noncommercial stations found that women “comprise only 6.1% of presidents, vice presidents and general managers of television stations.” In radio AWRT said, women account for only 8.4% of the top managers. And she said, the number of top women managers at commercial stations actually dropped from 6.1% in 1978 to 5.5% in 1987. □

Court finds newscasters as candidates trigger equal time

In affirmation of FCC ruling, Judge Bork writes opinion holding that employer of California TV reporter running for city office would be obligated to offer other candidates equal time on air

The “bona fide newscast” exemption that Congress wrote into the equal-opportunities law in 1959 applies only to the content of the newscast, not the newscaster. The FCC issued that ruling in 1985, in a case involving a newsman who wanted to run for local office. And last week, a three-judge panel of the U.S. Court of Appeals in Washington unanimously affirmed that ruling: A station employing a newscaster who is running for political office would have to afford equal opportunities to the employee's political opponents.

In reaching that conclusion, the panel rejected an attack on the constitutionality of the law, and cited as one of the authorities for that rejection the Supreme Court's decision in *Red Lion Broadcasting Co. v. FCC*, known principally for its affirmation of the constitutionality of the fairness doctrine. The panel also said in effect that no one has a constitutional right to run for political office without sacrifice. Adding interest to the opinion was that its author was Judge Robert Bork, President Reagan's nominee to the Supreme Court who is awaiting a Senate confirmation hearing.

The case arose out of the ambition of William Branch, a reporter for KOVR(TV) Sacramento, Calif., who wanted to seek election to the town council of his home town, Loomis, Calif., in 1984. News editors, concerned about the implications of Section 315 of the Communications Act, calculated that the station would be required to provide 33 hours of response time to Branch's opponents if he ran for office while continuing as an on-air reporter. He averages about three minutes of air time daily. Confronted with the choice of remaining on the staff or taking an unpaid leave of absence to run for office, with no guarantee he would be able to resume his duties after the election, Branch abandoned his political plans.

But he promptly petitioned the FCC for a declaratory ruling that would enable him to run for office in a future election. He asked the commission to rule on whether newscasters are exempt from the equal-opportunities law. His argument was that the amendment exempting legally qualified candidates who appear on bona fide newscasts applies to the newscaster candidates. He also asked the commission to rule on whether the equal-opportunities law is constitutional as it was applied. The commission ruled against

Branch on both counts.

In upholding the commission's interpretation of the exemption as not applying to newscasters, the panel held that Congress's intent—in exempting four kinds of “bona fide” news coverage from the law—“was not on preserving anyone's ‘right’ to appear on the air, but on preserving broadcasters' ability to present to the public certain kinds of news programs and news events.” It added: “The weight of the legislative history, indeed, is overwhelming. No tribunal that has considered the language of Section 315 in light of its legislative history has ever endorsed Branch's reading of the statute, and we also reject it.”

One of the constitutional arguments Branch raised was that the law imposes an undue burden on his ability to run for office. But it was not persuasive. “Nobody has ever thought that a candidate has a right to run for office and at the same time to avoid all personal sacrifice,” Bork wrote. He noted that the Supreme Court has upheld the constitutionality of the Hatch Act, which requires government employees to resign from their jobs if they wish to run for certain political offices, “and involves many more intrusive restrictions as well.” Indeed, Bork said that the burden Branch complains of is borne by all broadcast on-air employees, although the exception he seeks “would apply only to newscasters.”

But of greater interest was the panel's response to the opportunity the appeal offered to declare the equal-opportunities law a violation of the First Amendment. Branch even cited the Supreme Court decision in 1974 striking down as a violation of freedom of the press a Florida law affording political candidates a right of reply to criticisms and attacks published in newspapers. Some communications lawyers have felt that that decision, in *Miami Herald Publishing Co. v. Tornillo*, would provide support for the argument that the fairness doctrine and possibly the equal-opportunities law was unconstitutional. It did not move the panel considering Branch's appeal, however.

The Supreme Court, Bork wrote, citing *Red Lion*, has expressly held that “the First Amendment's protections for the press do not apply as powerfully to the broadcast media.” And while that decision dealt with the fairness doctrine and the related personal attack and political editorializing rules, he added, the high court held that “the statutory ‘equal opportunities’ rule in Section 315 and the commission's own fairness doctrine rested on the same constitutional basis. . . .” Accordingly, he said, *Red Lion* “compels us to reject Branch's First Amendment claim.” The panel also rejected a third constitutional argument advanced by Branch—again citing *Red Lion*—that the equal-opportunities law “impermissibly limits the discretion of broadcast stations to select the particular people who will present news on the air to the public.”

As he did in the opinion he wrote in *Telecommunications Research & Action Center v. FCC* last year, Bork said that “doubts have been expressed” as to the Supreme Court's rationale for supporting differing degrees of First Amendment protection for the print and electronic media—that broadcasting em-

plays "a scarce resource." He wrote last year that many markets are served by more broadcasting outlets than newspapers. And he noted in *Branch* that, although the Supreme Court in 1984 reaffirmed *Red Lion*, it also invited the commission to send a signal that technological developments have advanced to the point where "some revision of the system of broadcast regulation may be required." But, he added, "unless the court itself were to overrule *Red Lion*, we remain bound by it."

(In pursuing that theme, Bork committed a factual error. He said that the commission may have sent that signal in its 1985 report on the fairness doctrine "which concludes that Section 315 is unconstitutional and should be abandoned." The report raises serious questions about the constitutionality of the fairness doctrine but does not reach the conclusion Bork describes.)

Joining in the opinion were Judge Kenneth W. Starr and Senior Judge Carl McGowan. Starr, however, wrote a concurring opinion differing from Bork's as to the extent the commission's interpretation of the law is mandated by its language. He said the statute "more naturally leads itself to [Branch's] interpretation. But, he added, "congressional intent is insufficiently clear to overturn the commission's contrary reading."

The case may not be over. Branch's attorney, Robert Corn, is considering seeking review either by the full D.C. Circuit or by the Supreme Court. □

NAB won't oppose elimination of Carroll doctrine

Association says UHF impact policy can also go but it wants FCC to remain vigilant on potential impact new stations could have on existing ones

The National Association of Broadcasters told the FCC last week that it would go along with the agency's proposal to eliminate the *Carroll* doctrine and the UHF impact policy because they have proved to be of little practical value, but that it still believes the FCC should consider potentially adverse impacts on existing stations before authorizing new stations. "The NAB does not agree that more is always better," the association said.

Last April the FCC proposed the elimination of the *Carroll* doctrine and the UHF impact policy, which were designed to protect existing stations from competition if it could be shown that that station's public service programming would be threatened by the competition.

Under the *Carroll* doctrine, the result of a court case, an existing television station may ask the FCC to deny applications for new stations on the ground that competition will harm the existing station economically and cause it to cut back on its public service programming. In its petition to the FCC, the existing station must show that the new station will cause the existing station to "suffer

a significant loss of revenue"; that, as a result, the existing station will be compelled "to eliminate some or all of its public service programming," and that the loss of such programming "will not be offset by the increased nonnetwork programming proposed to be offered by the applicant."

Under the UHF impact policy, UHF stations may try to block applications for new VHF stations or for improvements to VHF stations on the ground that they pose a competitive threat.

In its comments, the NAB said the *Carroll* doctrine standard is "so high that no existing station has ever successfully used the *Carroll* doctrine to prevent the introduction of new stations." The FCC used to deny many VHF applications under the UHF impact policy, the NAB said, but, in recent years, the number has been declining.

The NAB said it doesn't oppose elimination of the doctrine or policy because they have "never accomplished their goals." But, it said, it is "concerned that the FCC's proposal . . . is but another step by the commission to ignore economic factors in its various allocation proceedings, even though such considerations have been mandated by the courts."

"The addition of new stations may affect the financial viability of existing stations," the NAB said. And that, in turn, may affect the stations' ability to "provide programming in the public interest," it said. The NAB also said new stations tend to increase interference and degrade the quality of broadcast signals.

"The NAB believes that the commission has a statutory obligation under the public interest standard to consider what effect, if any, new stations will have in terms of economic impact and interference potential to the broadcast industry," the NAB said. "Consideration of economic and technical issues must be addressed in the creation of the overall allocations scheme."

Also filing in the proceeding was Tri-County Broadcasting Corp., licensee of KSEN(AM)-KZIN(FM) Shelby, Mont. Tri-County has asked the FCC to deny the application of Timothy D. Martz for a new station in Shelby, alleging that "the grant of the Martz application will lead to an overall degradation of service to the public residing in Shel-

by and surrounding area."

Tri-County said that broadcasters and the public don't necessarily need the *Carroll* doctrine, but they need something like it. Elimination of the doctrine would be "invalid if it omits a 'safety valve' procedure," it said. "It is arguably appropriate to commit to the marketplace and competition the sole decision about the diversity of entertainment programming," it said. "The broadcast of news, public affairs and other nonentertainment programming is, however, the essence of a broadcaster's service to the public. In consequence, the commission should take care to reserve to itself the ultimate right to decide if circumstances require its intervention to avoid a derogation of public service programming." □

Funding levels for FCC, NTIA passed by House subcommittee

Markey lets commission know of his concerns over congressional contact during sunshine period

The House Telecommunications Subcommittee last week adopted legislation that would reauthorize the FCC (H.R. 2961) and National Telecommunications and Information Administration (H.R. 2472) for fiscal 1988 and 1989. Under the bill, the FCC would receive up to \$107.25 million in FY '88 and \$109.25 million in FY '89. The measure also would prevent the FCC from applying its *ex parte* rules to Congress.

House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) has made it clear he thinks the Hill should be free to communicate with the commission during the so-called "sunshine period."

According to FCC policy, outsiders are prohibited from approaching the agency during the seven-day period before a vote, and Congress would fall in that category. Markey stated his views in a letter earlier this month (BROADCASTING, July 13) that also included

Sensory archive. What is being called the nation's first archive on media use of remote-sensing imagery has been established at The Media Institute in Washington, as part of the Institute's First Amendment Center for the New Media. Patrick D. Manes, president of the institute, said the repository, known as the Media Institute Remote Sensing Archive, will deal only in documents and news stories related to the media's use of remote-sensing imagery—that is, images recorded by satellite-mounted cameras in space, transmitted electronically to earth and reproduced as computer-generated photographs.

The archive is cataloguing two types of information—articles and other materials about remote sensing and examples of print and broadcast news stories in which remote sensing imagery have been featured. The institute, which hopes to create an on-line database when funding permits, is seeking corporate and foundation support.

The nucleus of the archive's materials has been assembled by Mark E. Brender, an ABC News assignment editor in Washington, who has been a leading advocate of media use of remote sensing. He will also serve as chairman of a steering committee to help guide the development of the archive. Others on the committee are Robert Aamoth, an attorney with Pierson, Ball & Dowd; Dino Brugoni, a photo interpretation specialist; Dr. Murray Feisner, publisher of the *Washington Remote Sensing Letter*, and Peter Kohler, vice president of Gannett Television. Lee Burdick, director of the Institute's First Amendment Center for the New Media, will serve as MIRSA administrator.

an opinion from the general counsel to the clerk of the House. The provision, the chairman said, was added to insure Congress will have input on FCC matters while the commission reconsiders the rules.

Several amendments surfaced during the markup on the bill, but they were withdrawn in an effort to keep the measure "clean" and to facilitate its passage. When the parent Commerce Committee considers the measure, there is a strong likelihood those amendments and others will reappear.

Among some of the items that cropped up was a proposal from Representative Howard Nielson (R-Utah) that would permit the FCC to liberalize its rules in granting licenses for low-power television stations in mountainous regions. Markey indicated he would work with Nielson to find an "acceptable resolution" to the problem.

Tom Tauke (R-Iowa) considered offering an amendment that would redefine the FCC's standard for "measuring whether a cable system is subject to effective competition under Section 623 of the Communications Act of 1934 (as amended by the Cable Act of 1984)." The commission has held that such competition would exist where any three "off-the-air" broadcast signals were available in a cable community.

Tauke, however, wants to keep the agency from taking into account any "over-the-air television signal unless that signal can be readily received by a substantial majority of the residents able to be served by such systems." Two weeks ago the U.S. Court of Appeals upheld the FCC's standard for judg-



Markey

ing effective competition (BROADCASTING, July 20).

Bill Richardson (D-N.M.) also had amendments. He wanted the Government Accounting Office to study employment practices at the FCC and report back to Congress. But Markey persuaded Richardson to drop the amendment after agreeing to send a letter with Richardson to the GAO requesting an audit of the FCC's employment practices. The New Mexico Democrat would also like to see the FCC's fact sheet on the fairness doctrine published in English and Spanish. Markey indicated he shared that interest and promised to work something out

with Richardson before the full committee acts.

On another front, Al Swift (D-Wash.) suggested the report on the authorization bill should instruct the FCC to issue its final notices on commission decisions as quickly as possible. He said there have been "inordinate delays" between an FCC action and the publication of a final notice. "The commission has let this slip too long," Swift said. And Jack Fields (R-Tex.) was poised to offer an amendment to permit the FCC to hire senior citizens on a part-time basis.

Representative Cardiss Collins (D-Ill.) was said to be considering offering a package of amendments concerning the FCC policy on minority ownership. She also planned to attach language to the NTIA measure that would have established women's and minority preferences in awarding grants under NTIA's public telecommunications and facilities program. Instead, Collins and Markey agreed to direct NTIA in the committee's report on the bill to supply information on the number of grants awarded to women and minorities.

The subcommittee did amend the NTIA measure to include a proposal by Richardson requiring the agency to establish minority hiring goals and report back those results to Congress every six months. The measure was also altered to insure the FCC and NTIA coordinate efforts to eliminate obstacles preventing LPTV applicants from gaining quick approval of NTIA's PTFP grants. Funding levels for NTIA were set at \$14.7 million for FY '88 and \$15 million for FY '89. □

New must-carry rules challenged in court

Objecting to FCC's revised regulations for cable are United Church of Christ, National Independent Television Committee, Spanish International Communications and Univision; they feel smaller services, stations not protected

Two briefs opposing the FCC's new must-carry rules were filed with the U.S. Court of Appeals in Washington last week. Neither was filed in support of the appeal of a number of cable systems claiming the new rules, like the ones they are designed to replace, impose undue burdens on cable operators. Rather, they complain that the rules would not assure the delivery of broadcast signals that the authors of the briefs consider appropriate.

One of the briefs was filed by the United Church of Christ. It says that cable remains "enmeshed with the broadcast system"—it carries both distant and local signals—and that the commission erred in failing to factor that consideration into its must-carry rule-making. The goal, UCC argues, should be to provide protection to "needy services, as against simply permitting cable carriage of distant signals or powerful local VHF stations in large markets."

Specifically, UCC asserted a need to assure cable carriage of television signals in sparsely populated small markets, and "without any 'sunset.'" In declaring the

original must-carry rules unconstitutional, UCC said, the court was concerned about a broad regulation, requiring carriage of all local stations, regardless of need, not a narrow rule tailored to the need of a single station. In large markets where a cable system lacks capacity to carry all signals, UCC would have the commission assign priority for carriage to noncommercial, community and UHF stations. UCC would require systems with sufficient capacity to carry all local signals.

Congressional mandates for such carriage are clear, UCC says. It also says the commission's requirement that subscribers be provided with an A/B switch—to enable them to switch between cable and television signals—is "inadequate." Indeed, it noted the commission itself had considered and rejected the switch as an effective solution. "The sheer inconvenience of switching is an obvious deterrent to its use by the subscriber," the commission said in a report issued in 1965. UCC noted that the finding was repeated in 1966 and 1984.

The other brief was a joint one filed by the National Independent Television Committee, Spanish International Communications Corp. and Univision Inc. It contends that the "viewing standard" aspect of the rules violates the First Amendment. To be eligible for mandatory carriage, a station must be within 50 miles of the cable system and demonstrate, on the basis of an independent survey,

that it attains at least an average share of total viewing hours of 2% and a net weekly circulation of 5% in noncable households in the cable system's home county.

The brief contends that rules restricting cable systems' First Amendment rights can pass constitutional muster if they further a substantial governmental interest and are no more intrusive than necessary to further that interest. But, the brief adds, they fail on both counts. While rules requiring carriage would serve "the important federal interest" specified by the commission, the viewing standard "proscribes" that interest. It "favors dominant, established broadcast stations whose programming appeals to mass audiences over newer and specialty stations that provide alternative, diverse programming targeted to narrow but significant audiences," the brief says. It adds that the rule is "more intrusive than necessary" in forcing cable operators to choose which local stations to carry from "a select class of stations."

The brief also says the viewing standard violates Article I of the Constitution in constituting an "unlawful delegation of statutory authority." The commission, the brief contends, has authorized privately owned rating services to determine which stations will be entitled to mandatory carriage. Furthermore, the brief says, the commission exercises no authority over them, "and is neither empowered nor required to review their determinations." □

THE CABLE PROGRAMMING RESOURCE DIRECTORY 1987

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 - Satellite Programming Services
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Strong scatter market helps ABC's bottom line

Owned TV stations help boost results at Capital Cities/ABC; Time posts \$19 million after-tax gain on sale of USA Network interest

Despite lower ratings, second-quarter revenue for the ABC Television Network increased, largely because of the strength of the scatter market. The ratings shortfall, however, will have a delayed impact, with third-quarter inventory, especially in daytime, being set aside for make-goods. That factor, along with other special considerations, led the management of Capital Cities/ABC to hold little hope for earnings improvement in 1987's second half.

Company-wide, second-quarter revenue was up 6%, to \$1,126,795,000; operating income climbed 28%, to \$255.2 million, and net income jumped 49%, to \$99.7 million, or \$5.88 per share.

The good news came primarily from the broadcasting operations, including ESPN. Publishing managed a 3% revenue increase but failed to exceed last year's operating income.

As expected, the strongest gain in broadcasting came from the owned-TV stations and ESPN. Total revenue for the segment was \$875 million, up 6%, while operating income was up 32%, to \$251.8 million. No breakout of radio was given but one source suggested profits were flat or down a little while revenue growth was "modest." Although the television network benefitted by about \$20 million in the second quarter from the reevaluation of programming inventory at the time of ABC's merger with Capital Cities, that sum was less than the roughly \$35-million benefit in the second quarter of 1986.

Similarly that "purchase price accounting" will subdue earnings comparisons in the third quarter, ABC said. Previously mentioned make-goods in daytime television will also affect profit comparisons, as will the special boost given the prior year's third quarter by the Liberty Weekend telecast. Although the Iran/contra hearings provided good ratings, there were fewer opportunities for commercial spots. These and other factors led management to write: "The combination of these factors is expected to result in second-half 1987 earnings which will show little, if any, improvement over the amount reported for the second half of 1986."

Kidder Peabody's Joseph Fuchs cautioned that the second-quarter earnings exceeded most analysts' estimates and that there was a chance the pattern would continue, depending on the outcome of the television network's upfront sales: "Those [management] statements have historically been based on a true view of the world, but they are so often too pessimistic."

At Time Inc., second-quarter revenue was \$1,042,000,000, up 10%. "Income from operating segments"—after depreciation, amortization and equity in affiliated companies, but before corporate overhead and interest—was \$175 million, up 17%, and net income was up 26%, to \$78 million, or \$1.30 per share.

Second-quarter revenue of the programming segment, primarily from pay television services HBO and Cinemax, was up 8%, to \$230 million, while programming income from continuing operations was \$35 million, up \$1 million from 1986's second quarter but below the \$37 million the segment took in on \$193 million revenue in the second quarter of 1985. Richard MacDonald, securities analyst for First Boston Corp., said that promotional and other expenses are not "load-

ed" evenly throughout the year, and that a clearer profit picture for the pay services may not become apparent until year-end.

Second-quarter revenue for Time's MSO, American Television Communications, was \$177 million; operating cash flow was \$70.2 million, and income from operations was \$36 million. Magazine income from operations was \$95 million on flat revenue of \$427 million, the company said, "Advertising contributed lower revenues, as a decline in page volume was not offset by higher page rates."

Other second-quarter items included an after-tax gain of \$19 million on Time's sale of its one-third interest in the USA Network, and "significant" development costs still being experienced by SAMI/Burke's new ratings/scanning service. □

Fifth Estate Earnings

Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS
A.H. Belo	Second	\$101,300	-3	\$8,600	14	\$0.79
C.O.M.B. Co.	First	\$38,248	13	\$1,765	80	\$0.10
Gray Comm.	Third	\$11,511	-12	\$248	-67	\$0.51
Laurel Entertainment	Year	\$7,094	90	\$1,504	111	\$0.60
Lorimar-Telepictures	Year	\$766,217	NM	(\$58,601)	NM	(\$1.35)
	Fourth	\$240,470	NM	(\$62,660)	NM	(\$1.37)
New World Pictures	First	\$84,247	135	\$10,684	421	\$0.73
Orion Pictures	First	\$84,471	35	\$3,013	76	\$0.17
Prism Entertainment	First	\$6,252	-8	\$531	29	\$0.24
Scott Cable	Year	\$20,614	34	(\$286)	NM	(\$0.08)
Aaron Spelling	Third	\$41,170	-50	\$5,578	-20	\$0.30
TCA Cable TV	Second	\$15,031	25	\$1,303	-18	\$0.12
Westinghouse	First	\$2,232,200	-9	\$151,600	12	\$1.05
Westwood One	Second	\$19,427	36	\$2,771	62	\$0.23

Second-quarter revenue for broadcasting and publishing divisions of **A.H. Belo Corp.** both declined 3%, with Texas-based operations accounting for biggest portion of shortfall. Company said improved profit was "a reflection of the company's cost containment efforts, lower interest expense, a lower tax rate." ■ **C.O.M.B.** said that Cable Value Network—in which C.O.M.B. has 50% interest—had first-quarter net sales of \$44.5 million, and pre-tax income of \$1.8 million. ■ Third-quarter broadcast revenue for **Gray Communications** was down 3%, to \$3.2 million, while operating income was \$1.6 million, also down. ■ Net income for **Laurel Entertainment** included \$423,000 operating loss carryforwards tax benefit. ■ **Lorimar-Telepictures** did not compare results for prior periods, which had nonstandard lengths due to merger between two companies. Operating loss for company was \$41 million for year, and \$41.8 million for fourth quarter. Previously announced components of net loss included \$45.2 million fourth-quarter charge related to home video and discontinued operations, \$37-million third-quarter write-down and bad debt reserve increase related to television syndication business, \$7-million charge in expenses incurred during since-abandoned effort to purchase Storer television stations, and \$24 million gain from sale of Warner Communications stock. ■ **New World Pictures** income included \$23.2-million gain on sale of Taft Broadcasting Co. stock. "Gross profit" of \$9.1 million was up 29%. ■ **Orion Pictures** said primary revenue and profit growth in second quarter came from movie, "Platoon." ■ In previous third quarter, **Pico Products** had net loss of \$1.8 million. ■ **Prism Entertainment** said "substantial sales increases" of television syndication subsidiary, Fox/Lorber, were offset by decline in certain home video product. ■ Third-quarter operating income for **Aaron Spelling Productions** was \$12.9 million, up 13%. ■ Second-quarter operating cash flow for **TCA Cable TV**, was \$7.5 million, up 25%. Net income was affected by higher tax rate, interest and depreciation expense. ■ **Westinghouse** said that excluding since-sold operations of Group W Cable, first-quarter sales of Group W increased.

Stock Index

	Closing		Net	Percent	P/E	Market
	Wed	Wed				
	Jul 22	Jul 15	Change	Change	Ratio	Capitalization (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	405	391 3/4	13 1/4	3.38	32	6,547
N (CBS) CBS	183 1/8	185 1/8	- 2	- 1.08	10	4,305
O (CLCH) Clear Channel	18 3/4	17	1 3/4	10.29	40	60
O (INFTA) Infinity Broadcasting	22 1/2	21 1/4	1 1/4	5.88	173	189
O (JCOR) Jacor Commun.	7 3/4	8 3/8	- 5/8	- 7.46	34	44
O (LINB) LIN	44	43 5/8	3/8	.85	35	2,345
O (MALR) Malrite	11 1/4	11 1/4			-16	153
O (MALRA) Malrite 'A'	11 1/4	11 1/2	- 1/4	- 2.17	-16	153
O (OBCCC) Olympic Broadcast	8 1/4	8 1/4				20
O (OCOMA) Outlet Commun.	18	18 1/4	- 1/4	- 1.36	-7	114
A (PR) Price Commun.	14 7/8	14	7/8	6.25	-7	127
O (SCRIP) Scripps Howard	79	81	- 2	- 2.46	149	815
O (SUNN) SunGroup Inc.	1 1/2	1 1/2				3
N (TFB) Taft	151 1/2	152	- 1/2	- 0.32	-23	1,388
O (TVXG) TVX Broadcast	9 1/2	10	- 1/2	- 5.00	-4	56
O (UTVI) United Television	33	32 3/4	1/4	.76	44	361

BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	70 3/4	68 1/2	2 1/4	3.28	23	760
A (AAR) Adams Russell	40 1/2	41 1/4	- 3/4	- 1.81	809	270
A (AFC) Affiliated Pubs	67 1/4	63 1/2	3 3/4	5.90	34	2,377
O (ASTVE) Amer. Comm. & TV	1/8	1/8				9
N (AFL) American Family	12 1/2	12 3/8	1/8	1.01	12	1,004
O (ACCMA) Assoc. Commun.	33	33				314
O (BMAC) Bus. Men's Assur.	41 5/8	44	- 2 3/8	- 5.39	-17	438
N (CCN) Chris-Craft	26	26 7/8	- 7/8	- 3.25	40	524
N (DNB) Dun & Bradstreet	62 1/4	61 1/8	1 1/8	1.84	26	9,462
O (DUCO) Durham Corp.	33 1/4	33 1/4			19	283
N (GCI) Gannett Co.	49 7/8	54	- 4 1/8	- 7.63	28	8,057
N (GY) GenCorp	108 7/8	108	7/8	.81	18	2,432
N (GCN) General Cinema	54 1/4	53 1/4	1	1.87	16	1,982
O (GCOM) Gray Commun.	185	175	10	5.71	32	91
N (JP) Jefferson-Pilot	34	33 3/4	1/4	.74	12	1,366
O (JSON) Josephson Intl.	14	14 1/8	- 1/8	- 0.88	3	62
N (KRI) Knight-Ridder	54	55	- 1	- 1.81	22	3,085
N (LEE) Lee Enterprises	27	26 3/4	1/4	.93	16	672
N (LC) Liberty	44 1/4	41	3 1/4	7.92	15	423
N (MHP) McGraw-Hill	68	69 7/8	- 1 7/8	- 2.68	23	3,436
A (MEGA) Media General	44 1/8	44 7/8	- 3/4	- 1.67	68	1,244
N (MDP) Meredith Corp.	37 3/8	37 1/2	- 1/8	- 0.33	20	715
O (MMEDC) Multimedia	70 1/4	60 1/2	9 3/4	16.11	-63	772
A (NYTA) New York Times	44 1/4	45 7/8	- 1 5/8	- 3.54	25	3,628
O (NWS) News Corp. Ltd.	28 1/4	28 1/8	1/8	.44	17	3,580
O (PARC) Park Commun.	33 1/2	32 1/2	1	3.07	30	462
O (PLTZ) Pulitzer Publishing	40 1/2	41	- 1/2	- 1.21	35	424
N (REL) Reliance Group Hold.	9 7/8	10 1/4	- 3/8	- 3.65	10	740
O (RTRS) Reuters Ltd.	85 7/8	87 1/2	- 1 5/8	- 1.85	49	35,650
T (SKHK) Selkirk	22	20 1/2	1 1/2	7.31	47	178
O (STAUF) Stauffer Commun.	160	152	8	5.26	26	160
A (TO) Tech/Ops Inc.	36 1/2	37 1/2	- 1	- 2.66	15	79
N (TMC) Times Mirror	94 1/2	93 1/2	1	1.06	14	6,004
O (TMC) TM Communications	2 7/8	2 5/8	1/4	9.52	13	22
O (TPCC) TPC Commun.	5/8	5/8				6
N (TRB) Tribune	42 3/8	41 7/8	1/2	1.19	11	3,354
A (TRS) Turner Bcstg	22 1/2	21 3/4	3/4	3.44	-2	490
A (WPOB) Washington Post	215	213	2	.93	27	2,757

PROGRAMMING						
O (SP) Aaron Spelling Prod.	9 1/2	9 3/4	- 1/4	- 2.56	7	176
O (ALLT) All American TV	3 5/8	3 1/2	1/8	3.57		4
O (BRRS) Barris Indus.	14 7/8	14 5/8	1/4	1.70	7	131
O (CMCO) C.O.M.B.	19 5/8	20 3/8	- 3/4	- 3.68	-57	355
N (KO) Coca-Cola	46 1/2	44 7/8	1 5/8	3.62	18	17,903
A (CLST) Color Systems	13 7/8	14	- 1/8	- 0.89	-8	71
A (DEG) De Laurentis Ent.	4 7/8	5 3/8	- 1/2	- 9.30		54
O (DCPI) Dick Clark Prod.	4 3/4	4 3/4			12	38
N (DIS) Disney	69 5/8	71	- 1 3/8	- 1.93	27	9,106
N (DJ) Dow Jones & Co.	48 3/8	49 1/8	- 3/4	- 1.52	24	4,680
O (FNNI) Financial News	9 7/8	11 1/8	- 1 1/4	- 11.23	51	115
A (FE) Fries Entertain.	3 7/8	4 1/8	- 1/4	- 6.06	16	20
N (GW) Gulf + Western	84 1/2	86 3/4	- 2 1/4	- 2.59	20	5,210
O (HRSI) Hal Roach	9 3/4	9 1/2	1/4	2.63		54
A (HHH) Heritage Entertain.	8 1/2	8 5/8	- 1/8	- 1.44	8	38
A (HSN) Home Shopping Net	15 1/2	17 3/4	- 2 1/4	- 12.67	45	1,331
N (KWP) King World	29 1/8	29 3/8	- 1/4	- 0.85	32	897
O (LAUR) Laurel Entertainment	4 3/4	4 7/8	- 1/8	- 2.56	9	12
A (LT) Lorimar-Telepictures	15 3/4	16 1/8	- 3/8	- 2.32		720
N (MCA) MCA	60 1/2	57 3/4	2 3/4	4.76	30	4,584
N (MGM) MGM/UA Commun.	12	12 1/2	- 1/2	- 4.00		597
A (NWP) New World Pictures	10 5/8	10 3/8	1/4	2.40	8	114
N (OPC) Orion Pictures	14 1/2	14 7/8	- 3/8	- 2.52	32	248
O (MOVE) Peregrine Entertain.	5 3/4	5 1/2	1/4	4.54	82	13

	Closing		Net	Percent	P/E	Market
	Wed	Wed				
	Jul 22	Jul 15	Change	Change	Ratio	Capitalization (000,000)
PROGRAMMING						
N (PLA) Playboy Ent.	13 3/4	13 1/2	1/4	1.85	-9	129
O (QVCN) QVC Network	9	9 1/2	- 1/2	- 5.26		58
O (RVCC) Reeves Commun.	12 7/8	12 3/8	1/2	4.04	1,287	161
O (RPICA) Republic Pic. 'A'	8 7/8	8 7/8				98
O (RPICB) Republic Pic. 'B'	9 3/4	9 3/4				69
A (RHI) Robert Halmi	3 3/4	3 3/8	3/8	11.11	15	83
O (SMNI) Sat. Music Net.	4 3/8	4 7/8	- 1/2	- 10.25	109	39
O (TRSP) Tri-Star Pictures	10 3/4	10	3/4	7.50	19	331
N (WCI) Warner	35 7/8	34 1/2	1 3/8	3.98	28	4,475
O (WOVT) Western World TV	1 5/16	1 1/8	3/16	16.44	8	1
O (WONE) Westwood One	28 1/2	26	2 1/2	9.61	66	348

SERVICE						
O (BSIM) Burnup & Sims	6 1/2	6 5/8	- 1/8	- 1.88	64	103
O (CVSI) Compact Video	4 1/2	4 3/8	1/8	2.85	-11	29
N (CO) Comsat	31 1/2	28 1/4	3 1/4	11.50	10	577
N (FCB) Foote Cone & B.	57 3/4	58 1/8	- 3/8	- 0.64	17	240
O (GREY) Grey Advertising	111	113	- 2	- 1.76	16	134
O (IDBX) IDB Communications	15	14 3/4	1/4	1.69	60	60
N (IPG) Interpublic Group	37 3/4	38	- 1/4	- 0.65	19	837
N (JWT) JWT Group	55 1/4	55 1/4				394
A (MOV) Movielab	6 3/4	6 3/4				11
O (OGIL) Ogilvy Group	35 1/4	36	- 3/4	- 2.08	20	485
O (OMCM) Omnicom Group	24 3/8	24 1/8	1/4	1.03	110	597
O (SACHY) Saatchi & Saatchi	31 7/8	34 1/4	- 2 3/8	- 6.93	18	2,192
O (TLMTB) Telematlon	2 5/8	2 5/8			10	12
A (TPO) TEMPO Enterprises	8 3/4	8 1/2	1/4	2.94	20	50
A (UNV) Unitel Video	10 7/8	10 5/8	1/4	2.35	31	23

CABLE						
A (ATN) Acton Corp.	16 3/8	15 7/8	1/2	3.14	20	19
A (ACN) American Cable	24 3/8	23 7/8	1/2	2.09	-51	229
A (CVC) Cablevision Sys. 'A'	30 3/8	28	2 3/8	8.48	-52	638
N (CNT) Centel Corp.	65 5/8	65 7/8	- 1/4	- 0.37	17	1,894
O (CCCO) Century Commun.	19 1/4	18 1/2	3/4	4.05	1,925	556
O (CMCSA) Comcast	25 5/8	25 1/2	1/8	.49	54	978
O (ESSXA) Essex Commun.	22 3/4	22 1/2	1/4	1.11	-51	81
A (FAL) Falcon Cable Systems	19 5/8	19 3/8	1/4	1.29	-61	113
N (HCI) Heritage Commun.	33 1/4	33 1/8	1/8	.37	-33	744
O (JOIN) Jones Interchange	15	13 5/8	1 3/8	10.09	-46	191
T (MHPQ) Maclean Hunter 'X'	21 3/8	21 5/8	- 1/4	- 1.15	29	787
O (RCAA) Rogers Cable A.	16 1/2	16 5/8	- 1/8	- 0.75		84
O (TCAT) TCA Cable TV	27 1/4	26 1/4	1	3.80	52	294
O (TCOMA) Tele-Commun.	36 3/8	37	- 5/8	- 1.68	39	3,518
N (TL) Time Inc.	102	101 5/8	3/8	.36	17	6,359
O (UACIA) United Art. Commun.	28	27 3/8	5/8	2.28	155	1,149
N (UCT) United Cable TV	35 7/8	35 3/4	1/8	.34	512	873
N (VIA) Viacom	20 3/4	22 7/8	- 2 1/8	- 9.28	-79	731
N (WU) Western Union	4 1/8	4 3/8	- 1/4	- 5.71		100

ELECTRONICS/MANUFACTURING						
N (MMM) 3M	69 3/4	70 7/8	- 1 1/8	- 1.58	19	15,940
N (ALD) Allied-Signal	42 3/4	44 1/4	- 1 1/2	- 3.38	12	7,456
O (AMCI) AM Communications	1 1/2	1 1/2				5
N (ARV) Arvin Industries	36 3/8	36 1/2	- 1/8	- 0.34	14	642
O (CCBL) C-Cor Electronics	9 3/4	9 1/4	1/2	5.40	27	19
O (CATV) Cable TV Indus.	2 5/8	2 7/8	- 1/4	- 8.69	-8	7
A (CEC) Cetec	6 1/4	6 1/4				208
N (CHY) Chyron	6 1/4	6 1/8	1/8	2.04	24	63
A (CXG) CMX Corp.	1 1/4	1 1/4				17
A (COH) CoHu	8	7 1/2	1/2	6.66	-21	14
N (CAX) Conrac	27 1/4	27 1/4				183
N (EK) Eastman Kodak	88 3/4	89 3/4	- 1	- 1.11	39	20,038
O (ECIN) Elec Mis & Comm.	2	2 3/8	- 3/8	- 15.78		8
N (GRL) Gen. Instrument	36 5/8	38 3/8	- 1 3/4	- 4.56	-14	1,193
N (GE) General Electric	56 1/8	55 1/8	1	1.81	22	51,177
O (GETE) Geotel Inc.	1 3/4	1 3/4				6
N (HRS) Harris Corp.	34 3/4	34 1/2	1/4	.72	18	1,411
N (MAI) M/A Com. Inc.	14 7/8	14 1/4	5/8	4.38	7	635
O (MCDY) Microdyne	4 1/4	4 1/8	1/8	3.03	-2	18
N (MOT) Motorola	55 1/8	57 3/8	- 2 1/4	- 3.92	34	7,087
N (NPH) N.A. Phillips	42 1/2	42	1/2	1.19	17	1,232
N (OAK) Oak Industries	1 3/4	1 3/4				126
A (PPI) Pico Products	5 5/8	5 1/8	1/2	9.75	-9	19
N (SFA) Sci-Atlanta	16 7/8	18 5/8	- 1 3/4	- 9.39	-62	392
N (SNE) Sony Corp.	26 1/4	25 3/4	1/2	1.94	30	6,069

Cablevision Systems, Adelphia make major acquisitions

Dolan's company buys Adams-Russell for \$474 million; Adelphia buys Horvitz systems for \$222 million

Adams-Russell Co., the subject of takeover rumors for the last year, has accepted a purchase offer of \$43.075 per share, or \$300 million, from Cablevision Systems Corp. Included in the sale, which must be approved by Adams-Russell stockholders, is an assumption of liabilities, which, in consideration of the recent acquisitions by Adams-Russell, should bring the price to \$474 million, according to Cablevision. That works out to about \$2,050 for each of Adams-Russell's 225,000 subscribers. The deal is expected to close by year's end.

Adams-Russell recently began soliciting offers after Continental Cablevision said it would try to acquire control of the Waltham, Mass.-based company (BROADCASTING, June 29). Continental, which held 19.7% of Adams-Russell, including 710,000 shares bought recently from another supposed Adams-Russell suitor, TeleCable Co., met recently with Adams-Russell executives to discuss a merger but could not come to an agreement on the price. A spokesman for

Continental was reported to say after the sale: "From a shareholder point of view, we're very pleased."

Adams-Russell had long been known to Wall Street investors primarily as an aerospace products and electronics and instrument manufacturer. In the spring of 1986 the manufacturing division contributed 68% of the company's revenue and 81% of its total operating profits. Because of that conception, stock prices for the company as a whole undervalued the worth of the cable assets and made the company an object of takeover attempts. Last year, directors voted to spin off the company's electronics products operations into a separate company, adopting a poison pill rights provision to ward off unfriendly takeovers (BROADCASTING, June 30, 1986). Since the spin-off, the company has performed solidly, moving from a trading low of about \$19.25 per share during the last quarter of 1986 to a closing at \$40.50 last Wednesday. Adams-Russell's systems are in Arkansas, Maine, Massachusetts, Missouri and New York.

Cablevision, before the sale, had been the 15th largest MSO with almost 700,000 subscribers. The addition of Adams-Russell

will move it to 12th, with 940,000 subscribers. Cablevision has been on an acquisition binge of late. It recently announced the purchase of Sammons's cable systems in East Hampton, N.Y., completed the purchase of suburban Cleveland and Toledo, Ohio, systems from First Carolina Communications, and this week bought Paragon Communications systems in Islip and Babylon, N.Y. ("Changing Hands," page 98). Those purchases combined with Adams-Russell's systems will give Cablevision 330,000 subscribers in the New York metropolitan area and 80,000 subscribers in Boston. Based in Woodbury, N.Y., publicly owned Cablevision is headed by Charles Dolan, chairman. □

Adelphia Communications Corp. is buying two cable systems owned by the Horvitz family trust for \$222 million. The Horvitz family properties were sold to settle a family dispute among the three sons of Samuel A. Horvitz, who died in 1956. The 30-year-old feud among brothers, Leonard, William and Harry Horvitz, said by one insider to "rival the worst of Dallas," included allegations of coercion, nepotism, philandering and mismanagement among the brothers, and culminated in a board-room fist fight between Harry Horvitz and brother, Leonard.

The systems, comprising almost 110,000 subscribers, are in Lorain, Mansfield, Shelby, Bucyrus and Fredericktown, all Ohio, and Charlottesville, Staunton and Martinsville, all Virginia. Adelphia Communications, based in Coudersport, Pa., owns and manages systems in five states serving over 450,000 subscribers and is principally owned by John J. Rigas.

Earlier this month, the Horvitz trust sold its five newspapers in Ohio and New York to Ingersoll Publishing Co. of Princeton, N.J., for somewhere under \$300 million. The Horvitz family is also involved in construction and has extensive real estate holdings in Florida. Net worth for the trust was estimated to be about \$700 million. □

NEWCITY COMMUNICATIONS, INC.

has acquired

SWANSON BROADCASTING, INC.

owner of

KRMG (AM), Tulsa, OK

KKYX (AM)/KLSS-FM, San Antonio, TX

KKNG-FM, Oklahoma City, OK

We are pleased to have served
as broker in this transaction.

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VCR penetration eclipses cable

According to both Nielsen and Arbitron estimates as of May 1987, VCR penetration has surpassed basic cable penetration for the first time. According to Nielsen, VCR penetration is 49.7%, or about 43.8 million of the 87.4 million TV households, compared to cable's 49.2% or about 43 million homes. According to Arbitron figures (which do not include Alaska or Hawaii), VCR's showed a 49.6% penetration, or about 43.5 million out of 87.6 million TV households, to cable's 48.8%, or about 42.7 million homes.

Changing Hands

PROPOSED

KLTX(FM) Seattle □ Sold by Thunder Bay Communications to Ackerley Communications for \$8.7 million. **Seller** is owned by Gordon Stenback and Earle Horton. It is also selling KIXI(AM) Seattle (see below) and will have no other broadcast interests. **Buyer** is Seattle-based group of two AM's, one FM and five TV's owned by Barry Ackerley. KLTX is on 95.7 mhz with 100 kw and antenna 1,150 feet above average terrain. *Broker: Wertheim Schroder & Co.*

KIXI(AM) Seattle □ Sold by Thunder Bay Communications to Sunbelt Communications Inc. for \$4.8 million. **Seller** is also selling KLTX(FM) Seattle (see above). KIXI(AM)-KLTX(FM), which together have now fetched \$13.5 million, were sold in combination to Thunder Bay in October 1985 by Wally Nelskog for \$8 million. **Buyer** is owned by C.T. Robinson and William C. Moyes, who also own KMG(FM) Seattle. KIXI is on 880 khz with 50 kw day and 1 kw night. *Broker: Wertheim Schroder & Co.*

WPLP(AM) Tampa and WKIS(AM) Orlando, both Florida □ Swapped between Guy Gannett Broadcasting Services Inc. [WPLP(AM)] and Susquehanna Broadcasting [WKIS(AM)] for no other consideration. Gannett, Portland, Me.-based group of four AM's, four FM's and four TV's principally owned by Jean Gannett Holley, also owns WSSP(FM) Orlando and will also obtain co-located AM if swap with Susquehanna goes through. Susquehanna, York, Pa.-based group of seven AM's and 11 FM's principally owned by Louis J. Appell, also owns WHVE(FM) Sarasota, near Tampa where it will acquire AM. Both stations have news/talk format. Gannett also announced intention to sell KMGL-FM Oklahoma City. WPLP is on 1250 khz full time with 5 kw. WKIS is on 740 khz with 5 kw day and 1 kw night.

WTAT-TV Charleston, S.C. □ Sold by Charleston Community Television Ltd. to Act III Broadcasting. Station is valued at approximately \$3.3-\$3.7 million. **Seller** is principally owned by general partner, Terry Trousdale. It has no other broadcast interests. **Buyer** is principally owned by producer Norman Lear. It also owns WNRW(TV) Winston-Salem, N.C. It will restructure ownership to gain majority control but will retain stations limited partners. WTAT is independent on channel 24 with 5,000 kw visual, 497.5 kw aural and antenna 1,630 feet above average terrain.

WYJY(FM) Biddeford, Me. □ Sold by Gold Coast Broadcasting Inc. to Metro Management Inc. for \$1.5 million. **Seller** is principally owned by James M. McCann, who also owns WEMJ(AM) Laconia, N.H. It also owns WIDE(AM) Biddeford, Me. **Buyer** is owned by Lewis Lloyd and Richard Borel. It

also owns WXXX(FM) Burlington, Vt. WYJY is on 94.3 mhz with 3 kw and antenna 170 feet above average terrain. *Broker: Cecil L. Richards, Inc.*

WPBR(AM) Palm Beach, Fla. □ Sold by WPBR Inc. to PBR Communicationns Systems Inc. for \$1,350,000. **Seller** is owned by Everett H. Aspinwall Jr. and his wife, Valerie. It has no other broadcast interests. **Buyer** is owned by Arnold Lampert and Leonard Stevens, who have no other broadcast interests. Lampert is former owner of WWDB(FM) Philadelphia. Stevens owns Banks Tower Communications Ltd., broadcast tower space rental firm. WPBR is on 1340 khz full time with 1 kw.

WPLA(AM) Plant City, Fla. □ Sold by WPLA Broadcasting Co. to Harmon Broadcast Partners for \$850,000. **Seller** is owned by Ercele Smith and Al Berry, who have no other broadcast interests. **Buyer** is owned by Brent Harmon and E.L. Harmon, Clearwater, Fla.-based investors with no other broadcast interests. WPLA is on 910 khz full time with 1 kw. *Broker: Donald K. Clark, Inc.*

WZOZ(FM) Oneonta, N.Y. □ Sold by Corgi Communications Inc. to The Wireless Works Inc. for \$650,000. **Seller** is owned by A. William Lee, who has no other broadcast interests. **Buyer** is owned by Christopher Coffin, Patricia Tocatlian and Eugene Blabey. It also owns WSLB(AM)-WPAC(FM) Og-

densburg and WVOS-AM-FM Liberty, both New York. WZOZ-FM is on 103.1 mhz with 2 kw and antenna 360 feet above average terrain. *Broker: Kozacko-Horton Co.*

WNIS(AM) Portsmouth, Va. □ Sold by Sinclair Telecable Inc. to Target Media Group Inc. for \$575,000. **Seller** is owned by John L. Sinclair, who also owns WRAP(AM) Norfolk, Va., and WCDX(AM) Mechanicsville, Va. **Buyer** is principally owned by Fred A. Palmer and family. It also owns WATH(AM)-WXTQ(FM) Athens, Ohio. WNIS is on 1350 khz full time with 5 kw.

WISE(AM) Asheville, N.C. □ Sold by Pine Trails Broadcasting Co. to United Broadcasting Enterprises Inc. for \$425,000. **Seller** is subsidiary of Heritage Broadcast Group Inc., Tucker, Ga.-based group of four AM's and four FM's owned by James T. Cullen and Adam G. Polacek. It recently bought WWNC(AM) Asheville for \$7,250,000. **Buyer** is owned by Glenn Wilcox and W.T. Denman. Wilcox owns Wilcox World Travel, Asheville-based travel agency. Denman is local attorney. WISE is on 1310 khz with 5 kw day and 1 kw night.

WPAJ-FM Lancaster, S.C. □ Sold by Royal Broadcasting Co. to Our Three Sons for \$425,000. **Seller** is also selling WLCM(FM) Lancaster, S.C. (see "For the Record," page 109). **Buyer** is owned by David N. Adey-lotte, Manning M. Kimmel IV, and Alan M. Miller. It also owns WRHI(AM) Rock Hill, S.C. Adey-lotte and Kimmel also own WCBC(AM) Cumberland, Md. WPAJ-FM is on 107.1 mhz with 3 kw and antenna 220 feet

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WSFU-FM Union Springs, Ala. □ Sold by MAR Inc. to Montgomery Christian Radio Inc. for \$300,000. **Seller** is owned Joe F. Hagler, who has no other broadcast interests. **Buyer** is subsidiary of Willis Broadcasting, Norfolk, Va.-based group of 13 AM's and five FM's principally owned by Levi E. Willis. It is also buying WAYE(AM) Birmingham, Ala. (see "For the Record," page 109). WAYE is daytimer on 1220 khz with 1 kw.

CABLE

Systems serving Islip and Babylon, both New York □ Sold by Paragon Communications to Cablevision Systems Corp. for estimated \$18-\$22 million. **Seller** is Denver-based MSO with over 550,000 subscribers in six states. It is headed by David R. Van Valkenburg. **Buyer** is principally owned by Charles Dolan and headed by John Tatta, chairman and CEO. Based in Woodbury, N. Y., it owns cable systems in five states with more than 700,000 subscribers. Cablevision also purchased Adams-Russell Co. this week for \$474 million (see story, page 96). System passes 18,700 homes with 13,300 subscribers and 237 miles of plant.

Systems serving Richton, Leakesville, Sumrall, Hattiesburg, Lake Serene, Lumberton and Poplarville, all Mississippi □ Sold by Community Cablevision Systems to Phoenix Cable Income Fund for estimated \$3-\$4 million. **Seller** is owned by Sidney Malone. It has no other cable interests. **Buyer** is headed by James P. Feeney. It also owns systems

in Fairfield Mountain, N.C., and Fairfield Glade, Tenn. Systems pass 5,850 homes with 2,860 subscribers and 136 miles of plant. **Broker: Communications Equity Associates.**

Systems serving Cayuga, Eugene and Vermillion, all Indiana, and Oakwood, Muncie, Fithian and Fairmount, all Illinois □ Sold by Cayuga Cable TV and Oakwood Cable TV to Warner Cable Communications for an esti-

mated \$1.2 million. **Seller** is owned by Steve Autor, who has no other cable interests. **Buyer** is publicly owned, Dublin, Ohio-based MSO with over 1.3 million subscribers headed by James L. Gray, president. Systems pass 1,950 homes with 1,350 subscribers with 42 miles of plant. **Broker: Communications Equity Associates.**

For other proposed and approved sales see "For the Record," page 109.

New service at noncommercial

Public television's top program producers, in New York and Boston, alter program schedules, begin own monthly program guides

The nation's largest noncommercial producing television stations—WNET(TV) New York and WGBH-TV Boston, the combined source of about 70% of the Public Broadcasting Service's national series and specials—are making changes in their operations designed to save money and better serve their viewers. WNET is expanding its service to 24 hours, taking over production of its monthly program guide and conducting a "no-pledge" August fund-raising drive. WGBH-TV will conduct a traditional pledge drive to try to make up a \$2.5-million FY 1987 shortfall, and like WNET it is taking over production of its monthly listings magazine.

WNET(TV) will become a 24-hour service on its 25th anniversary, Sept. 16, adding five

hours of programming nightly at a cost of between \$400,000 and \$500,000 a year. Station President Bill Baker said the decision was made after several months consideration and in an effort "to serve the underserved." Baker estimated that New York's late-night audience may be comparable in size to the prime time audience of a smaller noncommercial station, and said: "It kind of broke my heart when I saw [WNET] sign off the air at 1 a.m." The station hopes to reach viewers who can tape late-night programs with their VCRs, Baker said, and to solve the dilemma of having access "to more PBS programming than we have hours in the broadcast day for."

According to a station spokeswoman, the overnight block will be called "Night World" and will feature programs to which WNET already has the rights—prime time rebroadcasts, movies and programs the station was unable to schedule in prime time. Included will be series from the major genres: comedy from 1 to 1:30 a.m., news from 1:30 to 2:30, science and nature, 2:30-4:30, drama, 4:30-5:30, and information/public affairs, 5:30-6. Friday and Saturday nights (Saturday and Sunday mornings) will feature movies stripped vertically. A British comedy, *Never the Twain*, will be stripped weekdays from 1 to 1:30 a.m., *The MacNeill/Lehrer News-Hour* weekdays from 1:30 to 2:30 a.m. and *Profiles of Nature* weekdays from 2:30 to 3 a.m. The other programs to be rotated in the schedule are *Monty Python*, *Nature*, *Nova*, *Disappearing World*, WNET's local *Innovation*, *Masterpiece Theater*, *Upstairs/Downstairs*, *Mystery*, *The Adams Chronicles*, *Tony Brown's Journal*, *American Interests* and WNET's *Currents* and *Open Mind*.

WNET's other major new project is production of an alternative to the soon-to-be-defunct *Dial* magazine ("Bottom Line," May 25). The station had been paying approximately \$900,000 to provide its 300,000 subscribers with the glossy guide to noncommercial programming, and balked, along with several of the other 11 receiving stations, over a proposed increase from \$3 to \$4 in the magazine's per-subscriber fee. Instead, WNET will offer a "very modest" guide featuring comprehensive listings, the daytime and rebroadcast schedules, movie highlights and curtailed program reviews. The guide will be printed on heavy stock paper that will unfold from 4x11 inches to 11x24 inches, and will be delivered by mail. It will cost between \$1.50 and \$1.75 per member, and will be a product of the communications department at WNET.

Baker said his station is in stable financial condition, having finished FY '87 on June 30 with its first positive working capital in

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six years (BROADCASTING, July 13). WNET raised \$2.091 million and recruited 39,709 new members during its March fund-raising campaign, breaking its goals of \$1.75 million and 35,000 members. It expects to raise between \$750,000 and \$800,000 during its August campaign, which will be conducted entirely through direct mail. Last year the station scheduled on-air appeals, then canceled them progressively as viewers responded to the mail campaign.

WGBH-TV, on the other hand, must raise \$2.5 million by Aug. 31 to meet its FY 1987 fund-raising goal, and will use an 18-night, traditional on-air campaign. The station raised 17% less money in its traditional March 1987 drive than it had in March 1986, missing its \$1.3-million goal by a little over \$300,000, but WGBH-TV executives downplay the figures. According to a statement released by the station, "WGBH-TV is in good shape as an institution. . . . Viewer and listener contributions to WGBH-TV have continued to increase in each of the last 29 years. If we meet our goal, we expect to end this year 10% ahead of last year. On-air pledge drives account for only about 25% of individual contributions to WGBH-TV, with major growth coming from annual membership renewals, additional gifts from current contributors and from new contributors acquired through direct mail and telemarketing." (According to a PBS spokeswoman, the national picture is similar, with membership dollars continuing to increase "although on-air contributions may have plateaued or declined for some stations." On-air drives generated one quarter of membership money nationally in 1986, and between 1985 and 1986 the number of members increased from 3.9 million to 4.2 million and income increased from \$180 million to \$202 million, she said.)

WGBH-TV's chief financial officer, Andy Griffith, said that coming in under the goal would not be "a disaster," but "we would certainly like to reach our goal." He attributed the shortfall to a late start on the station's new membership strategy, which he predicts will be "extraordinarily successful." The program, begun in March instead of at the end of the last calendar year, "increases [the donation of] the marginal donor" by offering added incentives like credit cards and store discounts to members who contribute a minimum amount.

Among the bonuses offered members will be WGBH-TV's own version of *Dial* magazine. Like WNET, WGBH-TV is bringing production in-house and expects to spend less than the \$402,000 it paid on behalf of its 134,000 TV members. The new guide will reach 185,000 members, combining TV and radio listings that had been offered separately by *Dial* and a publication called *On-Air*.

Also announcing plans last week for a *Dial* replacement was WETA-TV Washington, which will devote three staff members to production of a new magazine, *DialWETA*, to be printed by RJR Associates Inc., Philadelphia. RJR will handle ad sales for the four-color magazine, to be printed on coated paper. *DialWETA* will feature television and radio listings, a crossword puzzle, a travel column, and major features written by freelance writers. The monthly magazine will cost approximately \$550,000 to produce.

Live digital. Live radio programming has long made use of the newest technologies to bring listeners to remote locations, and now broadcasters are taking advantage of increasingly available digital audio transmission technologies for higher quality and, some argue, more cost-efficient program distribution.

National Public Radio has been one of the earliest networks to take advantage of digital transmission technologies, and is currently providing both digital satellite transmission and digital fiber optic links. Most recently, in late June, NPR used digital fiber optic lines to transmit live a Stevie Ray Vaughan concert, in Philadelphia, to its Washington headquarters for broadcast to member stations, in analog form, over its satellite network.

Satellite service provider IDB in Los Angeles also is taking advantage of digital's clarity. On Aug. 2 it will transmit a Billy Joel concert live from Leningrad (using, in a Soviet first, its own flyaway uplink dishes), in digital stereo, to DIR Broadcasting in the U.S. for syndication to 300 radio stations. The company is also predicting that digital satellite audio transmissions will be widely used by radio news operations during the 1988 political year.

IBEW walkout at KPLR-TV St. Louis

Union member comment, station's reply provide divergent views of issue

A normal response to a help-wanted ad is a resume. But an ad in the June 29 issue of BROADCASTING prompted an angry letter to the editor. Koplars Communications' KPLR-TV St. Louis advertised for openings in production, operations and maintenance at "all levels of experience." According to freelance engineer Al Berndtson, who once worked for the station, the ad was an attempt to fill jobs left unfilled by more than 30 full-time and part-time engineers now on strike at the station.

The engineers, represented by the International Brotherhood of Electrical Workers (IBEW), walked out July 11 after the company unilaterally implemented a new contract offer. The station, being struck by IBEW for the first time in the union's 25-year presence at the station, is currently being operated by management and 11 temporary engineering employees.

Wrote Berndtson: "it appears that a long truce between labor and management is coming to an end. Workers are waking up to the fact that the recession of the early 80's has been over for several years. Meanwhile companies in many fields are using the currently fashionable buzz words "productivity" and "competitiveness" to continue to demand give-backs from their employees, while in some cases showing healthy profits and stock dividends."

According to local IBEW member Berndtson, the company's contract offer included "a longer work week at the same or

lower salary and reduction or elimination of many benefits, seniority and job security provisions agreed to over many years."

But Koplars' vice president of business affairs, Larry D. Marcus, saw things differently. Although he acknowledged the company sought concessions, he said that the contract marked a return to conditions appropriate to an 18th-ranked market, after engineering contracts had been forced to artificial conditions by the presence of a network-owned station in the city (CBS's former O&O, KMOX-TV, which was sold to Viacom in 1986).

"When will our union employees wake up to the fact that television has changed since 1975?" asked Marcus in a response to criticisms raised by Berndtson. "We are an independent TV station in the 18th market. Is it unreasonable to ask for a five-day, 40-hour week, better life insurance, better hospitalization, dental insurance for the first time, job guarantees from lay-off for senior employees, four weeks vacation—all for \$33,800 a year? This is what we have offered to our IBEW employees. They apparently believe that this package is so barbaric that it is worth striking over. We're sorry they feel this way. But ultimately even the unions must come around to the realities of television 1987 and beyond.

"The broadcasting industry is in a process of evolution, becoming more competitive with cable, VCR's and other video options. The unions have become dinosaurs, refusing to adapt to an environment that can no longer continue to support their growing appetite."

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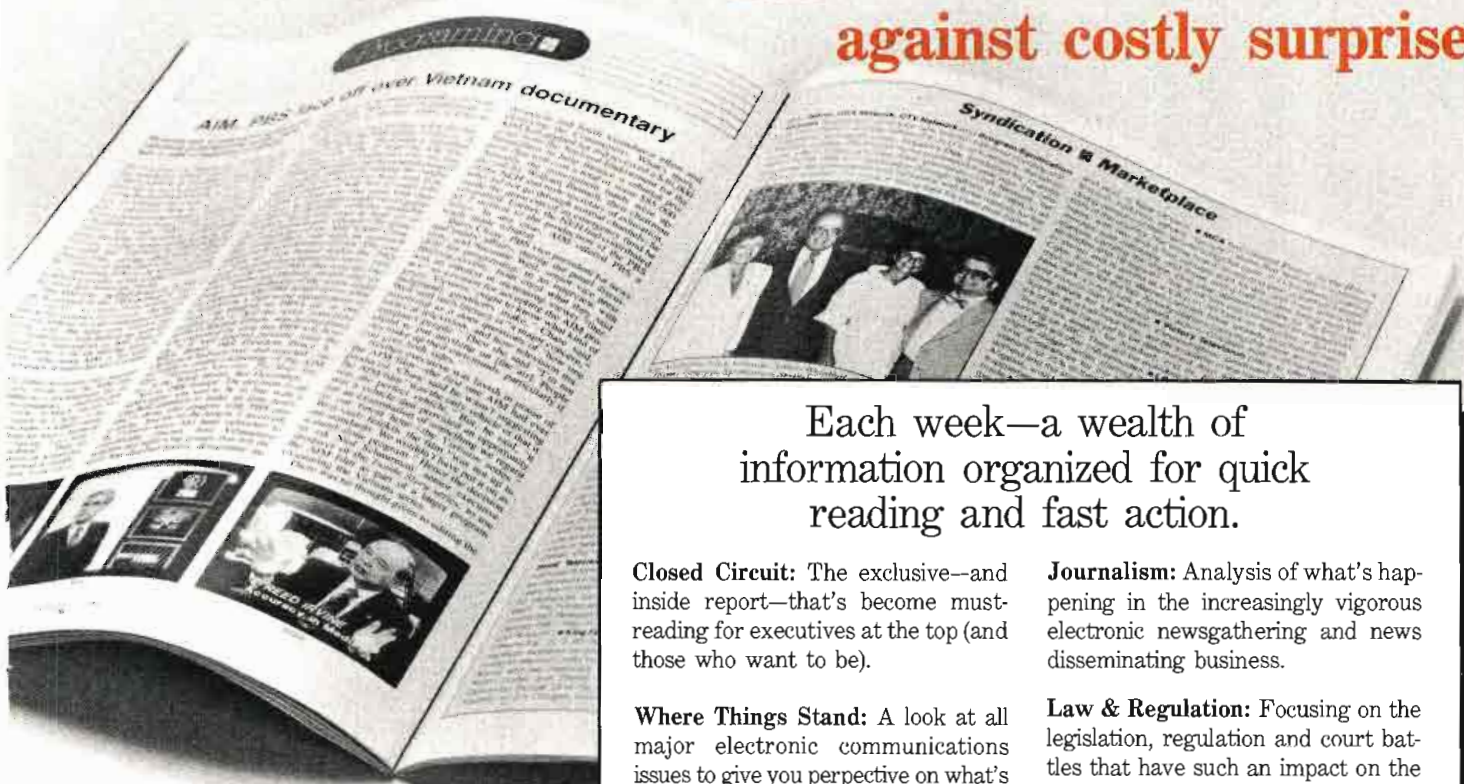


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Satellite system goes for lower-cost distribution of TV spots

Cycle Sat says it can undercut other systems by 25% to 33%

An Iowa company claims to have found a way to save advertising agencies time and money in the distribution of television commercials to broadcast stations. Cycle Sat, a subsidiary of a mobile-home manufacturer, Winnebago Industries Inc. in Forest City, Iowa, says its three-month-old satellite delivery system is 25% to 33% cheaper than deliveries of tapes by land or air couriers.

According to Cycle Sat president, Timothy R. Clark, agencies are now paying an average of approximately \$24 per spot per station using the old dubbing-and-shipping method. But, with Cycle Sat, he said, they can reach the same stations for just \$15 per spot per station.

Cycle Sat went into operation April 8, sending out Carnation and Baskin-Robbins spots for their agencies, Foote, Cone & Belding and Stern Walters Partners Inc., respectively. Since then, Cycle Sat has put commercials on the satellites for six other agencies, including D'Arcy Masius Benton & Bowles and J. Walter Thompson.

Since many stations are unwilling to take commercials via satellite, Cycle Sat supplements its satellite feeds with tape distribution. Cycle Sat's Forest City tape duplication and uplinking facility includes a 9.1-meter C-band earth station; a 6.1-meter Ku-band system, and a 21-foot production truck with a 2.6-meter, Ku-band uplink. Cycle Sat uses time on AT&T's Telstar 301 (C-band) and on RCA's Satcom K-2 (Ku-band) for its transmissions.

Before transmission of the spots, stations are sent information on the number and length of spots they are to receive and when and on what satellite the spots will be transmitted. Cycle Sat transmits spots two or three times a week. Each transmission includes 10 to 17 commercials. After a first feed at 8 a.m., Cycle Sat sends feeds again at 11 a.m. and 3 p.m.

The system now requires technicians at the participating stations to man the downlinks and tape machines. But starting next month, Cycle Sat will gradually introduce a system to automate the whole procedure by equipping stations with its proprietary Cyclecypher decoder-controller. With the de-

vice, stations will be able to receive and record spots on unmanned tape machines.

Approximately 240 stations have signed up for Cyclecypher. They are being given, free of charge, a satellite receiver, printer, cables and \$100 to cover installation costs. Individual address codes within each Cyclecypher will insure that it turns on only for the transmission of a commercial that the station is supposed to receive.

In December 1982, Blairsat Inc., a John Blair & Co., New York, venture similar to Cycle Sat, folded after about two years in operation and the loss of \$7 million. Blair placed the blame on high overhead for leasing of transponder time, distribution and maintenance of earth satellite dishes. Also, while Blairsat was used by over 100 ad agencies, it failed to attract the major ones.

Cycle Sat will succeed although Blairsat failed, Clark says, because Cycle Sat will deal directly with the stations. "What we found out about Blair," Clark said, was "they only went into 35 markets . . . and used public stations to downlink their TV commercials and then dubbed the commercials that needed to be dubbed and bicycled them around the country. They had 35 small dubbing houses to keep a quality check on and keep organized." Cycle Sat has another advantage, he said. At the time, Blairsat was first rolled out, only 17% of the stations had downlinks, he said. "Now we're looking at 95%." □

June 1987

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Rep Report

WUAB-TV Cleveland; KTVT(TV) Dallas-Fort Worth; KHTV(TV) Houston and KSTW-TV Seattle-Tacoma: To MMT Sales from TeleRep. □

WFTY(TV) Washington; WHLL(TV) Worcester, Mass.: To Adam Young Inc. from Independent Television Sales. □

WMKW(TV) Memphis and KRRT(TV) San Antonio: To Seltel from MMT Marketing. □

WNOL-TV New Orleans; KTXH-TV Houston and KTXA-TV Dallas: To Seltel from MMT Sales. □

KYK5(FM) Lufkin, Tex., and WSLI-AM-FM Jackson, Miss.: To Eastman Radio from Torbet/Select. □

WOKV(AM)-WAIV(FM) Jacksonville, Fla.: To Major Market Radio from Eastman. □

WHOM(FM) Portland, Me.: To Roslin Radio Sales from Christal Radio. □

RADIO & TV

Associated Importers □ Swan Premium Lager, beer imported from Australia, launched U.S. roll-out with spot TV campaign in Boston last week and advertising push on radio in Los Angeles, San Diego, Seattle, Providence, R.I., and Baltimore. Plans call for expansion of campaign as product rolls out during coming months. Commercials will appear on radio in drive times and on TV in early and late fringe, sports and news programs. Target: men, 21 and older. Agency: Mojo NDA, San Francisco.

Kinder-Care Learning Centers □ Daycare centers in markets throughout country will be promoted in broadcast and print, starting this week. Commercials will be carried in fringe and prime periods. Target: women, 21-39. Agency: Hutcheson Shutze, Atlanta.

Chick-Fil-A □ As part of back-to-school promotion, fast-food chain is using TV in 11 markets and radio in 33 markets in all parts of country, including Columbus, Ohio, and Norfolk, Va. Commercials will run in all dayparts. Target: adults, 18-49. Agency: Cargill Wilson Acree, Atlanta.

G. Heileman Brewing Co. □ Campaign for company's Schmidt's beer will include radio, television and outdoor in number of markets to be determined, starting in August. Commercials will be placed in all dayparts. Target: men, 25-54. Agency: W.B. Doner & Co., Baltimore.

TELEVISION

Kitchens of Sara Lee □ Snack products will be highlighted in four-week flight running in three Northeastern markets, starting in late August. Commercials will be slotted in daytime and early and late fringe periods. Target: women, 25-54. Agency: Chiat/Day, New York.

Delta Airlines □ Third-quarter flight is in preparation to start in early August in markets including Jacksonville, Fla., and Nashville. Commercials will be scheduled in all dayparts. Target: men, 25-49. Agency: BDA/BBDO Atlanta.

Murphy-Phoenix Co. □ Murphy's Oil Soap Cleanser will kick off more than \$1 million network and spot campaign in mid-September in markets throughout country. Commercials will be presented in all dayparts. Target: women, 21-54. Agency: Posey Quest Genova, Greenwich, Conn.

Atlantic Refining □ Six-week flight is

scheduled to begin this week to promote Atlantic's gas as engine cleaner in 12 markets in New York and Pennsylvania. Commercials will be presented in all dayparts. Target: men, 25-49. Agency: Ketchum Advertising,

Philadelphia.
Xerox Corp. □ Corporate advertising campaign heralding Xerox's leadership in document processing started last week in 15 major markets, including New York, Washington, Los Angeles and Boston. Multimillion dollar effort also will include network television and print media and

AdVantage

Seven resolved. Seven challenges to national advertising, including three commercials appearing on television, were resolved during June by National Advertising Division of Council of Better Business Bureaus. Modified or discontinued were TV commercials for Comet American Marketing (Comet Rice); Rydelle-Lion Inc. (Zact Smokers' Toothpaste); Sony Corp. of America/Sony Video Software Co. and Lever Brothers Co. (toothpaste).

Ad tax campaign. Senate Finance Committee heard objections from broadcasting and advertising representatives to efforts to limit tax deductibility of advertising expenses. Coalition of broadcast and advertising trade associations has launched major campaign to prevent Congress from adopting ad tax proposal; it's been suggested that businesses be allowed to deduct only 80% of their advertising costs, with remaining 20% deferred to following tax year (BROADCASTING, July 6 and July 13). Both House and Senate are studying more than 100 options of raising revenue to meet deficit reduction levels in budget resolution. NAB President Eddie Fritts repeated arguments raised in his testimony before House Ways and Means. "Treating advertising differently from other legitimate business expenses, even if initially in small increments, separates advertising from other legitimate business expenses, and that separation discriminates against a vital segment of the economic chain." Howard Bell, president of American Advertising Federation, also testified that advertising "provides us with greater choices. It encourages new product development. And, without a doubt, advertising lowers costs to consumers."



R.C. Crisler & Co., Inc. is pleased to announce that Jack Chapman has joined the firm.

John D. "Jack" Chapman has joined R.C. Crisler & Co., Inc. Formerly Senior Vice President of Taft Broadcasting, Mr. Chapman brings 25 years of broadcast experience to our firm.



R.C. CRISLER & CO., INC.
580 Walnut Street, Cincinnati, Ohio 45202
(513) 381-7775

will continue until early fall. Radio will run in early and late fringe. Target: men, 25-54. Agency: Ted Bates & Co., New York.

Kinney Shoe Corp. □ Back-to-school promotion for shoes is set to break in mid-August for six weeks in about 35

markets. Commercials will appear in all time segments. Target: women, 25-34. Agency: Sawdon & Bess, New York.

Programming

Nostalgia Channel's Weisberg predicts bright future for cable

Believes his service, geared to those over 49, will also prosper

According to Robert Weisberg, managing director of the Nostalgia Channel Inc., "cable TV viewers are in for major programming changes because a sleeping giant—the booming 'over 49' market—is awakening." This demographic group, to which the Nostalgia Channel is directed, is "now an \$850-billion marketplace," he said, adding that "as Charlie Chan once said, 'when big mon-

ey talks, few are deaf.' That's why advertisers are now targeting this market and why cable TV programming is being expanded to include this important demographic group."

During remarks made at the New York Television Academy, Weisberg offered 10 predictions about this group and cable TV. Among them: Within three years, the number of channels specifically programed to this group will increase to at least five services (four basic and one pay); "astute cable operators" will begin clustering program services directed to this demographic group,

and producers will develop new programming geared toward them.

Additionally, he said that more older movies will be found and released from Hollywood's vaults "due to the growing interest in nostalgia," and these unreleased films "will find a niche in channels catering to the over-49 audience"; program services geared to them will "see dramatic growth curves during the next decade in tandem with the growth of the over-49's, and within three years advertisers will tap into this market."

Additionally, Weisberg predicted that by

NBC continues to set the summer pace

NBC took the week ended July 19, according to the Nielsen figures, with a 13.5 rating and a 26 share. CBS pulled in a 9.8/18.9, while ABC had an 8.8/16.9. Twelve months ago, the three networks ran much closer together, scoring in the low 12's for ratings and 23 or 24 for share figures. For the week ended July 20, 1986, NBC was on top with a 12.5/24, while ABC had a 12.2/23 and CBS a 12.0/23.

The evening news numbers showed a change in the finish order compared to last year's figures. This year's numbers for the week put the *NBC Nightly News* on top with a 10.4/23 over ABC's 9.9/21 and CBS's 8.4/18. Last year it was the *CBS Evening News* on top, with a

10.3/23, over NBC's 9.8/22 and ABC's 9.1/20.

For the summer season to date, NBC is leading with a 13.6/25 against CBS's 11.7/21 and ABC's 10.5/19. (A year ago the numbers were NBC 13.6/25, ABC 12.1/22 and CBS 11.9/22)

On a calendar basis, for the year-to-date, NBC leads with a 15.8/26. CBS has a 14.0/23 and ABC has a 12.4/21. Last year the YTD figures were NBC 15.7/26, CBS 14.5/24 and ABC 13.3/22

NBC pulled a big win for the week—taking six out of seven nights—leaving CBS with Sunday, which the network held onto with a 13.8/27.2 over NBC's 11.5/22.5 and ABC's 8.5/16.6.

Rank	Show	Network	Rating/Share
1.	Family Ties	NBC	20.3/38
2.	Cosby Show	NBC	20.0/40
3.	All-Star Game	NBC	18.2/33
4.	Cheers	NBC	16.9/31
5.	Golden Girls	NBC	16.1/34
6.	Growing Pains	ABC	16.0/28
7.	Who's the Boss	ABC	15.5/28
8.	Murder She Wrote	CBS	15.2/31
9.	Moonlighting	CBS	15.1/25
9.	Sunday Night Movie	NBC	15.1/27
11.	ALF	NBC	14.5/27
12.	Sunday Movie	CBS	14.3/26
12.	Hunter	NBC	14.3/30
14.	Monday Night Movie	NBC	14.1/25

Rank	Show	Network	Rating/Share
15.	Molly Dodd	NBC	14.0/25
16.	Valerie	NBC	13.9/25
17.	Amen	NBC	13.4/28
18.	Night Court Special	NBC	13.2/24
19.	Designing Women	CBS	13.1/23
19.	Miami Vice	NBC	13.1/27
21.	Equalizer	CBS	12.9/24
21.	227	NBC	12.9/29
21.	L.A. Law	NBC	12.9/23
24.	20/20	ABC	12.7/23
25.	Thursday Movie	CBS	12.3/22
25.	AFI Comedy Special	NBC	12.3/23
27.	All-Star Pre-Game	NBC	12.0/23
28.	Spenser: For Hire	ABC	11.9/21

Rank	Show	Network	Rating/Share
28.	Kate & Allie	CBS	11.9/21
30.	Cagney & Lacey	CBS	11.6/21
31.	Highway to Heaven	NBC	11.4/23
32.	60 Minutes	CBS	11.3/26
32.	Crime Story	NBC	11.3/23
34.	Newhart	CBS	10.8/20
35.	Magnum P.I.	CBS	10.7/19
36.	Facis of Life	NBC	10.3/25
37.	Perfect Strangers	ABC	10.1/21
38.	Sunday Night Movie	ABC	10.0/18
39.	Head of the Class	ABC	9.9/19
40.	Tuesday Movie	CBS	9.2/16
41.	MacGyver	ABC	8.7/16
41.	Sledge Hammer	ABC	8.7/20
43.	Mike Hammer	CBS	8.5/17
44.	Rags to Riches	NBC	8.3/17
45.	News Closeup	ABC	8.0/14
45.	Stingray	NBC	8.0/18
47.	Hotel	ABC	7.9/15
48.	Monday Night Movie	ABC	7.8/14
49.	Summer Playhouse	CBS	7.4/17
49.	Our House	NBC	7.4/17
51.	Saturday Night Movie	ABC	7.2/15
51.	Simon & Simon	CBS	7.2/13
53.	Our World	ABC	7.1/13
54.	Scarecrow & Mrs. King	CBS	7.0/14
54.	Twilight Zone	CBS	7.0/14
56.	Disney Sunday Movie	ABC	6.9/15
57.	Friday Movie	ABC	6.5/13
58.	Webster	ABC	6.4/16
59.	Dallas	CBS	6.1/13
60.	Starman	ABC	5.9/11
61.	West 57th	CBS	5.8/12
62.	Saturday Movie	CBS	4.4/10

*Indicates premiere episode



R.A. Marshall & Co. Media Investment Analysts & Brokers

The three most important factors in any media investment are

1. potential
2. potential
3. potential

Fulfilling these three criteria is this start-up Class A FM located in an exceptionally promising southeastern market.

\$1.3 million



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Syndication Marketplace

Viacom reports that it has now cleared *The Cosby Show* on 103 stations—seven independents and 96 affiliates—for its fall 1988 debut. Recent clearances include independent wogx(tv) Ocala, Fla. (Gainesville); wjz-TV Baltimore (ABC); KGMF-TV Rockford, Ill. (CBS); KGMF-TV Honolulu (CBS), and wctv(tv) Thomasville, Ga. (CBS). *Cosby* is sold on a cash-plus-barter basis with five-and-a-half minutes for stations and one minute for Viacom. The cash portion of the sale is based on a weekly, as opposed to a per-episode, basis.

Orion Television Syndication has signed Joan Rivers to be the center square in *Hollywood Squares* beginning Sept. 14. *Squares* enters its second season with 125 stations covering 85% of the country.

Genesis Entertainment has made Group W Productions the national barter sales agent for *The Judge*, which were formerly handled by LBS Communications.

LBS Communications is distributing a six-title, two-hour barter movie package called "LBS Spectrum I" that will debut in January 1988 with a co-production with Gaylord Broadcasting starring Lorne Greene, "Bonanza: The Next Generation." Two more new films will follow in March and June respectively—"The Impossible Spy," about Israeli spy Elie Cohen, and "Vietnam War Story," a soldier's perspective on the war in Vietnam. The other three films in the package are reprises of previous LBS productions—"Miracle of the Heart: A Boys Town Story" (April), "Reunion at Fairborough" (August) and "The Canterville Ghost" (September). Stations will get 12-and-a-half minutes of advertising in each film, and LBS will keep 12 minutes.

Four Star International reports that it has now cleared the colorized version of *Wanted: Dead or Alive*, starring Steve McQueen, on 47 stations for a January debut. There are 94 episodes of the show, cut for six minutes of advertising, which premiered on CBS in 1958. Sales are for cash. Along with the Gaylord stations, clearances include KHU-TV Los Angeles, KTVU-TV San Francisco, WFTS-TV Miami,

KDNL-TV St. Louis, and KSCH-TV Stockton, Calif. (Sacramento).

MG/Perin has renewed its agreement with the U.S. Olympic Committee for the distribution of *The Olympic Winning Moment* series of 30-second inserts. There are 75 glimpses of Olympic history, available from October 1987 to October 1988. Prudential Life Insurance is the national sponsor of the series.

WesternWorld Television reports that it has cleared "Snicker Theater," a package of 24, two-hour latenight cult films, on 21 stations covering 30% of the country since its debut in June. Titles in the package include "Robin Hood, Arrows, Beans and Karate," "Shoot Joey and Shoot Again" and "The Killer Has Reserved Nine Seats." The "Snicker Theater" format features Pat Mulligan and Barry Kilbrick returning from a video store with a film to watch. Barter distribution of the package gives stations 14 minutes and Western-World 10. Clearances include WNBC-TV New York, WPWR-TV Chicago, KXAS-TV Dallas and WVEU-TV Atlanta.

Multimedia Entertainment reports that it has cleared its *America Comes Alive* special, *Great Moments in Country Music*, on 145 stations covering over 90% of the country. The two-hour program, hosted by Jim Stafford, Tanya Tucker and Ray Stevens, showcases flashbacks of vintage and recent country music history. Barter distribution gives stations 12 minutes and Multimedia 10½. Clearances include WNBC-TV New York, KGO-TV San Francisco, WCVB-TV Boston, WXYZ-TV Detroit and KDFI-TV Dallas.

Boston-based **Target Productions** is distributing two packages of wrap-arounds and billboards for stations to format movie packages, "Movie Classics" and "Sunday Double Feature." WOTV-TV Boston currently uses the wrap-around packages, which have been on the market since June. Featured in the wrap-arounds are show openers (a custom Paint Box logo resolve), 30 second-promos (using a clean tag Chyron), 15-second bumper Kleig lights and Paint Box station logos, among other customized materials. Target employs a Synclavier and Abekas A-62 in production of the materials.

1996, feature film and off-network series income from basic cable will approach today's level of broadcast syndication sales, resulting in "dramatic changes" in program syndication and availability of product to broadcasters. Cable TV, "which has lost its position as a first-run theater to the home video industry, will within five years recat-



Weisberg

pure its former position. Pay-per-view availability dates will move up to 30 days after theatrical release," he said.

Within 10 years, pay per view will "outbid, outperform and outpromote standard pay TV services, such as HBO and Showtime. Pay per view will determine product sequencing arrangements for first-run and subsequent run in the pay TV and home video business," Weisberg said. □

\$15,000,000

Flint Chicago Associates

has sold

WRXR-FM

Chicago

to

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The undersigned initiated this transaction and acted as financial advisor to Flint Chicago Associates.

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Incorporated

July 1987



Cable reprise. Cable officials gathered in Washington to announce that April 1988 will be the second annual National Cable Month, a campaign to boost viewership for cable programming. On hand were (l-r) Ralph Baruch, chairman, Viacom International, and chairman of the National Academy of Cable Programming; James Mooney, president, National Cable Television Association; Char Beales, NCTA vice president and executive director of the NACP, and Robert Clasen, president and chief executive officer, Comcast Cable, and chairman of the National Cable Month committee.

Vintage series

Lifetime cable network has purchased 127 off-network episodes of *Falcon Crest* from Lorimar Television, a spokesman for Lorimar said. Lifetime plans to launch the series on Monday, Sept. 21. The hour-long series, set in the Napa Valley, Calif., vineyards, will be seen weekdays at 8 p.m. (NYT), Lifetime said.

According to Charles Gingold, Lifetime vice president of programming, *Falcon Crest* "will be a strong addition to the entertainment side of our fall lineup. This high profile program, featuring formidable female leading characters, a celebrity-packed cast, excitement and intrigue, appeals to Lifetime's highly defined audience of contemporary women."

Falcon Crest is an Amanda & M.F. Production in association with Lorimar Television. It currently airs on CBS, and has been renewed for the next season.

Prior to its latest move to Lifetime, *Falcon Crest* was in syndication for about six months last year, getting clearance in 130 markets. However, according to a Lorimar spokesman, the series was "pulled" because the ratings were "not up to par."

The rights stuff

NuCable Resources Corp. has acquired rights to the British Telecom software codes used in its cable ad channel system. The system, which digitizes color photographs for playback as NTSC video on cable services, is already installed or contracted for installation on more than 60 cable systems serving almost five million subscribers.

The Washington-based NuCable, headed by former National Cable Television Association President Thomas E. Wheeler, previously was a licensee of the British Telecom-developed software but under the new agreement will be able to conduct its own development work, in the next year planning to spend some \$1 million on software advances.

NuCable is also using the BT software with its digital satellite network for delivery of advertisements for insertion into unsold local avails, cross-channel program promotion and other services. According to the company, it has already completed six months of field tests for the satellite delivery service on Florida cable systems and plans to begin commercial operation next month, delivering system-specific program inserts for basic cable network Movietime.

Extended credit

Beginning in the fall, college credit will be available for certain telecourses offered by The Learning Channel, regardless of where a viewer lives. Previously, credit was possible only if the cable system's local college offered it, TLC said. National credit is being made possible through special arrange-

June 1987

NARRAGANSETT *Capital*

Providence, Rhode Island
and

COONEY CABLE ASSOCIATES

Worcester, Massachusetts

have acquired

CABLE TELEVISION SYSTEMS

Serving over 5,000

subscribers near

Dayton, Ohio

Narragansett Capital, Inc.
Providence, Rhode Island

ments with the Annenberg/Corporation for Public Broadcasting Project, City Colleges of Chicago, University of Missouri, Ohio University, Pennsylvania State University, Western Illinois University and the University of Kentucky.

"This adds a very significant promotional tool to our affiliates' arsenal," said John McLaurin, TLC director of marketing. "Although 100 to 150 colleges offer credit for the telecourses we carry, it was very difficult for many of our affiliates to track what the local college was doing each semester," McLaurin said, adding, that "now every affiliate can take advantage of this fantastic promotional potential because all six colleges [listed above] offer credit for these telecourses."

TLC subscribers can call toll free, 1-800-LEA-RNER between 9 a.m. and 5 p.m. (NYT) to receive information on the telecourses being offered and colleges to contact, TLC said.

USA telethon

USA Network will present a six-hour entertainment special, *Thanks for Giving*, to raise money for the Juvenile Diabetes Foundation International, USA said. The basic cable service said the special marks the first time that USA has presented a fund-raising special event. Co-hosted by actor and producer Michael Landon and singer and actress Gloria Loring, live from the Sheraton Universal hotel in Burbank, Calif., the variety show will begin on Sunday, Nov. 29, at 7 p.m. It will include both taped and live entertainment, featuring segments with celebrities such as George Burns, Valerie Harper, Bob Hope, Frank Sinatra and JDF International Chairman Mary Tyler Moore. Research updates, donor support, educational segments and appeals for money by celebrity guests will also be included.

According to USA, the cable network has contributed the six hours of national air time and will eliminate all local and national commercials during the program. Although USA plans to scramble its broadcast signal by Labor Day (Sept. 7), USA said it has agreed to unscramble the transmission during the six-hour special.

Said Kay Koplovitz, USA president and chief executive officer, "USA is proud to present JDF's *Thanks for Giving* special. As America's all-entertainment network, we are always looking for top entertainment for our viewers. This show gives us that, plus helps spread an important message."

AMC deal

American Movie Classics has concluded a licensing deal with Universal Pay TV for 191 Universal and pre-1948 Paramount films. The terms of the deal, which runs through 1993, were not disclosed.

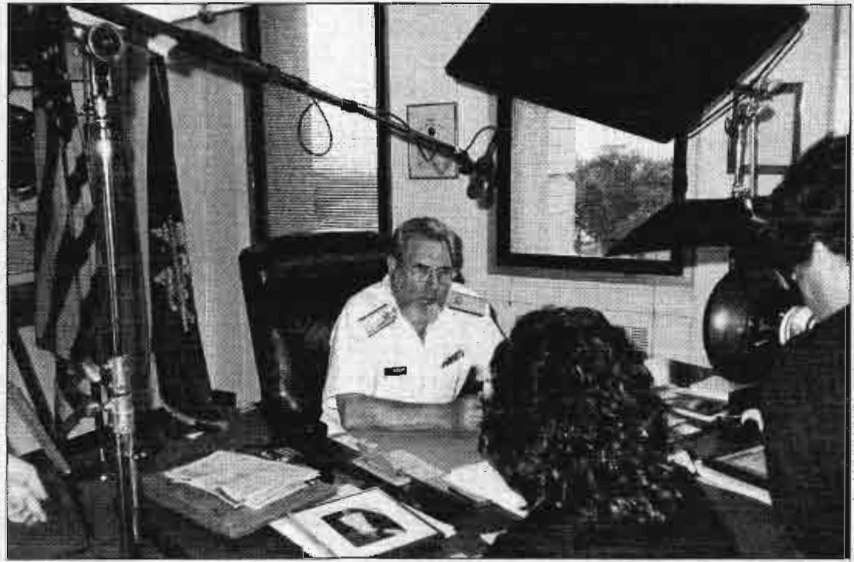
Garden party

Madison Square Garden Network has launched a new promotional campaign—Summer Garden Party—to support what is called MSG's "most ambitious summer programming lineup in [MSG's] history," according to James J. Cavazzini, MSG executive vice president.

Begun July 13, and continuing for 10

weeks, MSG viewers who correctly answer trivia questions posed within the network's shows will be eligible to win prizes, including a Dodge Daytona, Chandris cruises, Sharp electronics and Kinney shoes. Sixteen

weekly prizes will include Sharp TV's and VCR's. All correct entries will become eligible for an end-of-summer drawing for the car or "other grand prizes," MSG said. In addition to print advertisements, the con-



Koop's comments. Scheduled for an October debut on HBO, *AIDS: Everything You and Your Family Need to Know...but Were Afraid to Ask* will feature Surgeon General C. Everett Koop (pictured above during filming in his Washington office) answering questions about the effects and transference of the disease.

Sheila Nevins, HBO vice president of documentary programming, described HBO's approach to the subject. The program is "colloquial, and it reflects the prejudices and the myths people hold about AIDS which prevent them from appropriately responding to it and changing their behavior."

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Rice has been active in broadcast management and sales since 1962, and most recently has been a partner in Jamar-Rice Company, Austin, TX

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test will be advertised on radio and in promotions cablecast on MSG and other cable channels.

Among the network's upcoming sports

events: Friday-night harness racing, boxing, professional tennis and Canada Cup hockey, and sports shows such as *Prestone Giants Journal*, *Coca-Cola High School Sports-*

week, *Coors Sports Forum* with Greg Gumbel, *Coors SportsNight with Dave Sims*, plus auto racing, water skiing and boat racing events.

TELECASTINGS

Afghan reprise

CBS News will air a special report on the resistance fighters in Afghanistan on *CBS Reports: The Battle for Afghanistan*, reported by *CBS Evening News* anchor Dan Rather. Airing Wednesday, July 29, from 10 to 11 p.m. (NYT), *Afghanistan* includes film material from field reports filed for CBS News by cameraman Mike Hoover, who has visited Afghanistan "numerous times," CBS said. According to the program's executive producer and writer, Perry Wolff, "As a producer who has made more than 50 documentaries on war-related stories, I have never seen combat footage taken so close up and vivid."

LPN producer

Mike Strand, former correspondent with WCCO-TV Minneapolis, has been named producer of the Local Program Network's custom-produced TV news service, *Cover Story*, which debuted July 15. In addition to *Cover Story*, LPN's other TV news services include *Story Source* and *One-on-One Exclusive*. The former is a weekly, 80-minute, satellite-fed news services featuring consumer personal

finance, health, medical and social trends and general assignment news produced locally by LPN's member stations. *One-on-One* "makes the nation's newsmakers available to local TV station for direct live-by-satellite interviews," LPN said.

Football additions

Former National Football League all-pro players, linebacker Tom Jackson of the Denver Broncos and tight end Dave Casper of the Oakland Raiders and Houston Oilers, have joined NBC Sports as analysts for telecasts of NFL football games. Jackson and Casper will work on regional telecasts and announcer pairings will be determined later, NBC said.

Across the board

NBC News's *Today* show will have an all-female on-camera staff beginning today (July 27) through July 30, while co-anchor Bryant Gumbel and newscaster John Palmer are on vacation. Regular *Today* co-anchor Jane Pauley will be joined by NBC correspondent Maria Shriver, who will substitute

for Gumbel, and *NBC News at Sunrise* anchor Deborah Norville will fill in for Palmer. On Friday, July 31, Bob Jamieson will take over as *Today* newscaster while Norville joins Pauley as co-anchor. Shriver will begin as co-anchor of *Sunday Today* when it premieres Sept. 20. Marty Ryan is executive producer of *Today*.

More color

Hal Roach Studios has signed an exclusive agreement with MCA Television Ltd. to colorize (with the option to distribute) more than 400 black and white episodes of sitcoms in MCA-TV's library. At MCA's request, it will receive warrants for the purchase of one million common shares of Hal Roach Studios stock at \$12 per share as part of deal. Roach expects the colorized episodes to generate more than \$150 million in syndication revenues.

McHale's Navy will be the first series to be colorized and distributed under the pact. The agreement also gives Hal Roach Telecommunications the syndication rights to *The New Leave It To Beaver's* 58 episodes that have already aired on the Disney Channel and WTBS Atlanta, plus the 27 episodes in production for WTBS. They will be available for distribution in the fall of 1988. Roach retains an option to order at least 20 more *Beaver* episodes for first-run syndication.

Caribbean initiative

The Jamaican government is phasing out its government radio and television network, the Jamaica Broadcasting Corp., and transferring its transmitters and channel allocations to a new, publicly owned Public Broadcasting Corp.

According to Prime Minister Edward Seaga, addressing an annual Jamaican media association luncheon, the government's Radio One service will be sold as a commercial enterprise and 25.1% of its Radio Jamaica service will also be put on the market for purchase by the general public. The government will award new licenses for a second television network, as well as noncommercial radio and TV licenses for religious programmers.

Clip file

Investigative Reporters and Editors has published an 80-page supplement to its 1986 index of recent investigative stories,



Charlotte reunion. About 200 current and former staff members of WBT(V) Charlotte, N.C.'s news division, their spouses and guests met July 11 for a celebration of the 35th anniversary of WBT's news division. The returning alumni included some now working at network or other major market news operations, as well as others whose career choices have led elsewhere, including an Episcopal priest. Among the former WBT anchors, reporters and producers at the reunion were seated, (l-r): Diana Williams, WNEV-TV Boston, and Sharon Houston, CBS, Atlanta. Standing (l-r): John Wilson, WTSP-TV St. Petersburg, Fla.; Kathy Moore, CBS, Dallas; Robert Hager, NBC, Washington; Mike Cozza, of WBT and WWT(V) Richmond, Va.'s Washington bureau; Al Dale, ABC, Atlanta; Bob Inman, WBT co-anchor; Ron Depaolis, ABC, New York, and Bill Whitaker, CBS, Atlanta.

"The Investigative Journalists' Morgue." The supplement includes nearly 200 entries of television and radio reports filed in the past several years by ABC, CBS, NBC, CNN and local broadcasters, as well as thousands of stories from daily newspapers, weekly newsmagazines and other journals, available for reprint from IRE. The supplement is available from IRE (Box 838, Columbia, Mo. 65205) for \$8, or together with the 188-page Morgue for \$15.

Minority measure

Some 20 years after blacks' absence from the television screen was asserted, they have been fully integrated into television entertainment, according to a study in the July issue of *Public Opinion* magazine. Now, the magazine's researchers find, it is Hispanics who are second-class citizens, being portrayed as more negative, less successful and

more criminal than either blacks or whites. Since 1965, the study finds, blacks have played a positive and prominent role in the medium. Hispanic characters, the study says, have been transformed from Western banditos to urban drug dealers. The study's authors are S. Robert Lichter of the American Enterprise Institute, Linda Lichter and Daniel Amundson of the Center for Media & Public Affairs and Stanley Rothman of Smith College.

For the Record

As compiled by BROADCASTING, July 15 through July 22, 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

- WYAE(AM) Birmingham, Ala. (1220 khz; 1 kw-D)—Seeks assignment of license from Woods Communications Group Inc. to Willis Broadcasting Corp. for \$225,000. Seller is Dothan, Ala.-based group of one AM, three FM's and four TV's owned by Charles Woods. Buyer is Norfolk-based group of 12 AM's and five FM's headed by Levi E. Willis, who is also buying WFSU-FM Union Springs, Ala. Filed July 2.
- WFSU-FM Union Springs, Ala. (100.9 mhz; 3 kw; HAAT: 265 ft.)—Seeks assignment of license from MAR Inc. to Montgomery Christian Radio Inc. for \$300,000. Seller is owned by Joe F. Hagler, who has no other broadcast interests. Buyer is also buying WAYE(AM) Birmingham, Ala. (see above). Filed July 15.
- KOCM(FM) Newport Beach, Calif. (103.1 mhz; 2 kw; HAAT: 300 ft.)—Seeks assignment of license from Donrey Media Group to Electra Financial Corp. for \$3.25 million. Seller is Fort Smith, Ark.-based group of two AM's and one FM owned by Donald W. Reynolds. It publishes newspapers in 16 states and operates cable systems in four states. Station was sold and approved last year for \$2,950,000 ("Changing Hands," Dec. 15, 1986). Donrey also recently sold KOLO(AM) Reno ("Changing Hands," June 15). Filed July 8.
- WLIS(AM) Old Saybrook, Conn. (1420 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from Vanguard Communications Inc. to Del Raycee for \$900,000. Seller is Geneva, N.Y.-based group of three AM's and two FM's owned by Leonard I. Ackerman and Leonard A. Marcus. Buyer is co-founder of Unity Broadcasting Network, which owns WDAS-AM-FM Philadelphia. Filed July 14.
- WPBR(AM) Palm Beach, Fla. (1340 khz; 1 kw-U)—Seeks assignment of license from WPBR Inc. to PBR Communications Systems Inc. for \$1,350,000. Seller is owned by Everett H. Aspinwall Jr. and his wife, Valerie. It has no other broadcast interests. Buyer is owned by Arnold Lampert and Leonard Stevens, who have no other broadcast interests. Lampert is former owner of WWDB(FM) Philadelphia. Stevens owns Banks Tower Communications Ltd., broadcast tower space rental firm. Filed July 6.
- WCUG(AM) Cuthbert, Ga. (850 khz; 500 w-D)—Seeks assignment of license from R.G. Blaskow to Mullis Communications Inc. for \$90,000. Seller has no other broadcast interests. Buyer is owned by Scott Mullis, who has no other broadcast interests. Filed July 7.

- WCHY-AM-FM Savannah, Ga. (AM: 1290 khz; 5 kw-U; FM: 94.1 mhz; 100 kw; HAAT: 1,320 ft.)—Seeks assignment of license from Voice of Savannah Inc. to Roth Broadcasting of Savannah Inc. for \$2,750,000. Seller is owned by Kentucky Central Life Insurance Co. and headed by H. Hart Hagan, president. Based in Lexington, Ky., it owns two AM's, two FM's and two TV's. It recently sold WMMA(AM)-WHTQ(FM) (formerly WOOO-FM) Orlando, Fla. ("Changing Hands," April 27). Buyer is Melrose, Mass.-based group of four AM's and four FM's owned by Dr. David A. Roth. Filed July 15.
- KACY(AM)-KQPD(FM) Payette, Idaho (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 100.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Blue Mountain Broadcasting Co. to Owyhee Broadcasters Inc. for \$150,000. Seller is owned by Don H. Runkle Jr., who has no other broadcast interests. Buyer is owned by William G. Williamson and Linda J. McCormick and her husband, Matthew. It also owns KWRO(AM)-KSHR(FM) Coquille, Ore. Filed July 13.
- KICT(AM) Salina, Kan. (550 khz; 5 kw-D)—Seeks assignment of license from Compass Communications Ltd. to RRH Broadcasting Corp. for \$275,000. Seller is principally

- owned by Don Curran and Herb Victor who have no other broadcast interests. It recently sold KICT-FM Wichita, Kan., KSSS(AM) Colorado Springs and KVUU(FM) Pueblo, both Colorado. Buyer is owned by Herbert R. Hoeflicker and his wife, Ruby J. It also owns KNDY-AM-FM Marysville, Kan. Filed July 13.
- KRVS(FM) Lafayette, La. (88.7 mhz; 100 kw; HAAT: 500 ft.)—Seeks assignment of license from USL Communications Corp. to The University of Southwestern Louisiana for no consideration. Seller is owned by Raymond Bianco, who has no other broadcast interests. Buyer is educational institution. Filed July 16.
- KWOC-AM-FM Poplar Bluff, Mo. (AM: 930 khz; 5 kw-D; 500 w-N; FM: 94.5 mhz; 14 kw; HAAT: 215 ft.)—Seeks assignment of license from Three Rivers Broadcasting Corp. to Bluff City Broadcasting Inc. for \$642,000. Seller is principally by Delbert Shaffer. It has no other broadcast interests. Buyer is owned by Jerome Zimmer, who also owns KZIM(AM)-KEZS(FM) Cape Girardeau, Mo. Filed July 10.
- WISE(AM) Asheville, N.C. (1310 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Pine Trails Broadcasting Co. to United Broadcasting Enterprises Inc. for \$425,000. Seller is subsidiary of Heritage Broadcast Group

Chapman Means Business.

SOUTHEAST

Legendary fulltime AM with solid cash flow — Top 70 market. Asking \$975,000 with terms. **Ed Shaffer - (404) 998-1100**

NEW ENGLAND

AM/FM located in picturesque region. Real estate included. Asking \$795,000 with \$150,000 down. **Ron Hickman - (201) 579-5232**

MIDWEST

5.4 kw AM daytime located in medium sized market with healthy economy. Asking \$150,000 cash. **Sharon Fisher - (312) 490-0470**

WEST

Suburban FM in fast growing Top 100 market. Asking \$1.25 million with \$395,000 down. **David LaFrance - (415) 391-4877**



CHAPMAN ASSOCIATES
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Inc., Tucker, Ga.—based group of four AM's and four FM's owned by James T. Cullen and Adam G. Polacek. It recently bought WUNC(AM) Asheville for \$7,250,000. Buyer is owned by Glenn Wilcox and W.T. Denman. Wilcox owns Wilcox World Travel, Asheville-based travel agency. Denman is local attorney. Filed July 8.

■ WLCM(AM) Lancaster, S.C. (1360 khz; 1 kw-D)—Seeks assignment of license from Royal Broadcasting Co. to Curry and Curry Inc. for \$175,000. Seller is owned by Charles K. Connelly. It is also selling WPAJ-FM (see below) and will have no other broadcast interests. Buyer is principally owned by Charles N. Curry and his wife, Julia. Curry is announcer on WRHI(AM) Rock Hill, S.C. Filed July 21.

■ WPAJ-FM Lancaster, S.C. (107.1 mhz; 3 kw; HAAT: 220 ft.)—Seeks assignment of license from Royal Broadcasting Co. to Our Three Sons for \$425,000. Seller is also selling WLCM(FM) Lancaster, S.C. (see above). Buyer is owned by David N. Adeylotte, Manning M. Kimmel IV and Alan M. Miller. It also owns WRHI(AM) Rock Hill, S.C. Adeylotte and Kimmel also own WCBC(AM) Cumberland, Md. Filed July 13.

■ KGLF-FM Freeport, Tex. (CP)—Seeks assignment of license from Freeport Broadcasting Ltd. to Bayport Communications of Freeport Inc. for \$240,000. Seller is owned by Andrew Wimbish, who has no other broadcast interests. Buyer is owned by Roy E. Henderson, former owner of KLEF(FM) Seabrook, Tex. Filed July 6.

■ KCNY(AM) Moab, Utah (1450 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Moab Broadcasting and Television Corp. to Red Rocks Radio for \$54,000. Seller is owned by Craig Wirth and Dixie L. Barksdale. It has no other broadcast interests. Buyer is owned by Michael A. Youngren and his wife, Cindy. Youngren is news director at KUTV(TV) Salt Lake City. Filed July 13.

■ KSTU(TV) Salt Lake City (ch. 20; ERP vis. 1,290 kw, aur. 129 kw; HAAT: 90 ft.)—Seeks assignment of license from Adams TV of Salt Lake City to MWT Ltd. for \$30 million. Seller is Wayzata, Minn.-based group of four AM's, five FM's and five TV's owned by Stephen A. Adams. It is also buying KNDO(TV) Yakima and KNDU(TV) Tri-Cities, both Washington (see below). Buyer is owned by Joseph C. Lee, Sidney Foulger, Jo-Ann Wong and George Gonzales. It owns CP for new TV on channel 13 in Salt Lake City and will broadcast on this station until time of completion, at which time station will cease operation and license will be returned to FCC. Filed July 2.

■ WNIS(AM) Portsmouth, Va. (1350 khz; 5 kw-U)—Seeks assignment of license from Sinclair Teleable Inc. to Target Media Group Inc. for \$575,000. Seller is owned by John L. Sinclair, who also owns WRAP(AM) Norfolk, Va., and WCDX(AM) Mechanicsville, Va. Buyer is principally owned by Fred A. Palmer and family. It also owns WATH(AM)-WXTQ(FM) Athens, Ohio. Filed July 13.

■ KNDO(TV) Yakima and satellite KNDU(TV) Richland, both Washington (KNDO: ch. 23; ERP vis. 500 kw, aur. 61 kw; HAAT: 960 ft. KNDU: ch. 25; ERP vis. 163 kw, aur. 16.3 kw; HAAT: 1,271 ft.)—Seeks transfer of control from Columbia Empire Broadcasting Corp. to Adams Communications Corp. for \$14 million. Seller is owned by Hugh E. Davis, who has no other broadcast interests. Buyer is also selling KSTU(TV) Salt Lake City (see above). Filed July 8.

New Stations

Applications

New FM's

■ Dothan, Ala.—Broadcast Associates seeks 102.5 mhz; 3 kw; HAAT: 328 ft. Address: Box 6904, Dothan, Ala. 36302. Principal is owned by Stephen G. McGowan and three others. McGowan also owns WORJ(FM) Ozark, Ala. Filed July 14.

■ Dothan, Ala.—Dothan Radio Joint Venture seeks 102.5 mhz; 3 kw; HAAT: 328 ft. Address: 210 Magnolia Ave. S., Birmingham, Ala. 35215. Principal is owned by Ellis J. Parker and Mignon C. Smith. Parker has interest in WLPH(AM) Irondale, Ala. Filed July 10.

■ Dothan, Ala.—Southland Broadcasting Co. seeks 102.5 mhz; 2.1 kw; HAAT: 390.3 ft. Address: 306 Daniel Circle, Dothan, Ala. 36301. Principal is owned by William R. Batteiger. Filed July 14.

■ Normal, Ala.—Alabama A&M University seeks 91.9 mhz; 2 kw; 150.9 ft. Address: Normal, Ala. 35762. Principal is educational institution headed by Douglas Covington, president. Filed July 9.

■ Cabot, Ark.—KBOT Inc. seeks 102.5 mhz; 3 kw;

HAAT: 328 ft. Address: 800 W. Main St., Cabot, Ark. 72023. Principal is owned by Douglas N. Schneider and Vance Allan Smallwood. It also owns KYXZ(AM) Cabot, Ark. Filed July 10.

■ Mableton, Ga.—Mableton Broadcasting Inc. seeks 102.5 mhz; 3 kw; HAAT: 328 ft. Address: 1758 Beverly Wood, Chamblee, Ga. 30341. Principal is owned by Vanessa Gragg and Thomas L. Giglio. It has no other broadcast interests. Filed July 6.

■ Mableton, Ga.—Bolton Broadcasting Ltd. seeks 102.5 mhz; 3 kw; HAAT: 328 ft. Address: 392-6 Westwood Pl., Austell, Ga. 30001. Principal is owned by Janet Bolton, who has no other broadcast interests. Filed July 10.

■ Mableton, Ga.—Eathel Holley seeks 102.5 mhz; 3 kw; HAAT: 328 ft. Address: 2999 Piedmont Road, NE, Atlanta 30305. Principal owns WGKA(AM) Atlanta and WNEA(AM) Newnan, both Georgia. Filed July 10.

■ Mableton, Ga.—Tri-City FM Ltd. Partnership seeks 102.5 mhz; 3 kw; HAAT: 328 ft. Address: 4558 Roswell Rd., 30342. Principal is owned by Victor M. Rosario, who has no other broadcast interests. Filed July 10.

■ Mableton, Ga.—Rochelle Lucas seeks 102.5 mhz; 3 kw; HAAT: 328 ft. Address: 123 South Figueroa, #335; Los Angeles 90012. Principal has no other broadcast interests. Filed July 10.

■ Mableton, Ga.—Stephen H. Thomas seeks 102.5 mhz; 2.3 kw; HAAT: 370.6 ft. Address: 5520 Burrus Lane, 30059. Principal has no other broadcast interests. Filed July 10.

■ Mableton, Ga.—Radio Communications Inc. seeks 102.5 mhz; 3 kw; HAAT: 328 ft. Address: Box 17842, Atlanta 30316. Principal is owned by Cecilia Meadows. It has no other broadcast interests. Filed July 10.

■ Mableton, Ga.—Voth Broadcasting Co. seeks 102.5 mhz; 3 kw; HAAT: 328 ft. Address: 5025 San Miguel, Tampa, Fla. 33629. Principal is owned by Lind Carl Voth, who owns three AM's and one FM. Filed July 10.

■ Mableton, Ga.—Gonzales Broadcasting Inc. seeks 102.5 mhz; 3 kw; HAAT: 328 ft. Address: 4C Gordon Summit, 5701 Gordon Rd., Mableton, Ga. 30059. Principal is owned by Sue Gonzales Polk and her husband, Laurence Polk. It has no other broadcast interests. Filed July 7.

■ Ketchum, Idaho—Wood River Broadcasting Inc. seeks 104.7 mhz; 100 kw; HAAT: 469 ft. Address: P.O. Box 2535, Sun Valley, Idaho 83353. Principal is owned by JoEllen Collins, Frank A. Janda and George E. Miley. It has no other broadcast interests. Filed July 6.

■ Galva, Ill.—Patricia L. Lopeman seeks 102.5 mhz; 3 kw; HAAT: 328 ft. Address: 4359 South Howell Ave., Suite 106, Milwaukee 53207. Principal has no other broadcast interests. Filed July 10.

■ North Fort Riley, Kan.—Kaw Valley Broadcasting Co. seeks 102.5 mhz; 50 kw; HAAT: 492 ft. Address: 4450 South Park Ave., #1618, Chevy Chase, Md. 20815. Principal is owned by Joseph B. McCoy and James R. Bond. It also owns KQLA(FM) Ogden, Kan. Bond also owns WKJX(FM) Elizabeth City, N.C. Filed July 10.

■ McKee, Ky.—Jim Hays III seeks 107.9 mhz; 2.5 kw; HAAT: 357.5 ft. Address: 161 SR 587, 40447. Principal has interest in local cable company. Filed July 7.

■ Manchester, Ky.—Manchester Communications seeks 105.7 mhz; 1.2 kw; HAAT: 460.5 ft. Address: 307 River St., 40962. Principal is owned by Joseph W. Burchell, who has no other broadcasts interests. Filed July 7.

■ Lexington, Miss.—Fanny T. Cothran seeks 102.5 mhz; 3 kw; HAAT: 328 ft. Address: Drawer M, 39095. Principal owns WXTN(AM) Lexington. Filed July 9.

■ Las Cruces, N.M.—The Church of the Crosses Inc. seeks 89.7 mhz; 550 w; HAAT: 761 ft. Address: 401 N. Main St., 88001. Principal is nonprofit corporation headed by Alan Granger and four others. Filed July 8.

■ Louisburg, N.C.—KB Broadcasting seeks 102.5 mhz; 3 kw; HAAT: 328 ft. Address: 5152 Haycourt Lane, Wendell, N.C. 27591. Principal is owned by Karen E. Barnes, who has no other broadcast interests. Filed July 10.

■ Louisburg, N.C.—Benjamin J. Terry seeks 102.5 mhz; 3 kw; HAAT: 328 ft. Address: Box 1752, Henderson, N.C. 27536. Principal owns cable system in Oxford, Henderson and Louisburg, all North Carolina. Filed July 9.

■ Westchester, Pa.—Student Services Inc. seeks 91.7 mhz; 100 w; HAAT: 103 ft. Address: 219 Sykes Union, West Chester, Pa. 19383. Principal is educational institution headed by Mell Josephs. Filed July 8.

■ Murrells Inlet, S.C.—Palmetto Broadcasting Inc. seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: 1141 Canterbury Dr., Lancaster, S.C. 29720. Principal is owned by B.L. Phillips, who also owns WAGL(AM) Lancaster, S.C. Filed July 15.

■ Beaumont, Tex.—Texas Communications Ltd. Partnership seeks 102.5 mhz; 50 kw; HAAT: 492 ft. Address: 5934 Hunters View Lane, Dallas 75232. Principal is owned by Andre Woodson, who has no other broadcast interests. Filed July 10.

■ Beaumont, Tex.—P.K.L. Partnership seeks 102.5 mhz; 50 kw; HAAT: 472.3 ft. Address: 14081 Yorba St., Suite 226, Tustin, Calif. 92680. Principal is owned by Patricia K. Lustin, Alice M. Nozawa and Frank Parigi. It has no other broadcast interests. Filed July 9.

■ Brenham, Tex.—Brenham Bluebonnet Communications Inc. seeks 94.1 mhz; 3 kw; HAAT: 328 ft. Address: 2600 Rhapsody Rd., 77833. Principal is owned by Homer E. Plughaupt. It has no other broadcast interests. Filed July 15.

■ Seguin, Tex.—Maranatha Broadcasting seek 88.3 mhz; 3 kw; HAAT: 574 ft. Address: 8115 Pleasant Forest, San Antonio, Tex. 78239. Principal is nonprofit corporation headed by Mary Wade and family. Filed July 2.

■ Charlotte Amalie, V.I.—Calypso Communications seeks 97.1 mhz; 50 kw; HAAT: 1,282.5 ft. Address: 4433 Wells Parkway, University Park, Md. 20782. Principal is owned by Robert E. Miller, Jonathan K. Cohen and Arthur Belenduk. Cohen owns WJKC(FM) Christiansted and KITE-FM Portland, Tex. Filed July 7.

New TV

■ Montgomery, Ala.—The Troy State University System seeks eh. 63; ERP vis. 200 kw; HAAT: 372.6 kw. Address: University Ave., Troy, Ala. 36081. Principal is educational institution. Filed July 16.

Actions

AM's

■ Owego, N.Y.—Dismissed app. of Donald P. Harris for 1040 khz; 10 kw-U. Action July 9.

■ Bryan, Tex.—Returned app. of Michael Venditti for 1380 khz; 500 w-U. Action July 15.

■ Splendor, Tex.—Returned app. of Don Werlinger for 1520 khz; 50 kw-D. Action July 9.

■ Chuckatuk, Va.—Returned app. of Ruben Burton for 1160 khz; 10 kw-U. Action July 9.

■ Salem, Va.—Dismissed app. of Salem Broadcasting Co. for 1200 khz; 10 kw-U. Action July 9.

■ Sequim, Wash.—Returned app. of KMO Inc. for 1600 khz; 5 kw-U. Action July 9.

FM's

■ Mount Bullion, Calif.—Granted app. of AJB Broadcasting for 99.9 mhz; 1.865 kw; HAAT: 3,361.2 ft. Action July 15.

■ Cross City, Fla.—Returned app. of H. James Sharp for 106.3 mhz; no ERP given; 295.7 ft. Action Nov. 14, 1985.

■ Julian, Calif.—Denied app. of Saxton-Steele Communications for 100.1 mhz; ERP 126 w; HAAT: 1,262 ft. Action Feb. 3, 1987.

■ Rayne, La.—Returned app. of Edna Fay Stone for 106.7 mhz; 3 kw; HAAT: 309 ft. Action July 8.

■ Rayne, La.—Returned app. of Life FM Partnership for 106.7 mhz; 3 kw; HAAT: 289 ft. Action July 8.

■ Perryville, Mo.—Returned app. of DLB Broadcasting Partnership for 106.7 mhz; 1.7 kw; HAAT: 428 ft. Action July 15.

■ Lincoln, Neb.—Dismissed app. of Capital City Community Broadcasting Inc. for 88.5 mhz; 2 kw; HAAT: 387.7 ft. Action July 15.

■ Irondequoit, N.Y.—Returned app. of Emmy Hain Ltd. Part. for 106.7 mhz; 3 kw; HAAT: 328 ft. Action July 15.

■ Raleigh, N.C.—Dismissed app. of James E. Auel for 940 khz; 1 kw-D. Action July 9.

Facilities Changes

Applications

AM's

Accepted

■ WGOR (650 khz) Titusville, Fla.—Seeks major amendment to change city of license to Altamonte Springs, Fla., and change TL. Filed July 21.

Tendered

■ WPGA (980 khz) Perry, Ga.—Seeks CP to increase power to 5 kw. Filed July 17.

Accepted

- WNAQ (1380 khz) Naugatuck, Conn.—Seeks mod. of lic. to operate trans. by remote control. Filed July 20.
- WMRE (1510 khz) Boston—Seeks mod. of lic. to operate trans. by remote control. Filed July 20.
- WWTG (1070 khz) Stanwood, Mich.—Seeks MP to change TL. Filed July 17.

FM's

Tendered

- KIOI (101.3 mhz) San Francisco—Seeks CP to change TL. Filed July 20.
- KOCN (104.9 mhz) Pacific Grove-Monterey, Calif.—Seeks CP to change ERP to 944 w; change HAAT to 559 ft. and change SL. Filed July 21.
- KKMGM (98.5 mhz) Pueblo, Colo.—Seeks mod. of CP to change TL; change ERP to 65.3 kw and change HAAT to 2,135 ft. Filed July 21.
- WZTA (94.9 mhz) Miami Beach—Seeks mod. of CP to change ERP to 100 kw. Filed July 20.
- WERT-FM (98.9 mhz) Van Wert, Ohio—Seeks CP to change TL and change HAAT to 492 ft. Filed July 17.
- KCMA (92.1 mhz) Broken Arrow, Okla.—Seeks CP to change ERP to 2.25 kw; change HAAT to 373.9 ft. and change TL. Filed July 17.
- WWZE (101.7 mhz) Central City, Pa.—Seeks CP to change ERP to 724 w. Filed July 17.
- WWHT-FM (94.3 mhz) Goose Creek, S.C.—Seeks mod. of CP to change ERP to 1.43 kw; change HAAT to 478.9 ft.; change TL and make changes in ant. sys. Filed July 17.
- KCPX-FM (98.7 mhz) Salt Lake City—Seeks CP to change ERP to 40 kw. Filed July 21.

Accepted

- KMLE (107.9 mhz) Chandler, Ariz.—Seeks CP to change TL and change HAAT to 1,646.6 ft.
- KEYX (100.3 mhz) Globe, Ariz.—Seeks CP to change ERP to 24.8 kw and change HAAT to 3,015.9 ft. Filed July 15.
- KHYE-FM (105.5 mhz) Hemet, Calif.—Seeks CP to change freq. to 105.7 mhz; change ERP to 170 w; change HAAT to 1,023.4 ft. and change TL. Filed July 17.
- KXQA-FM (107.9 mhz) Sacramento, Calif.—Seeks CP to change TL and change HAAT to 492 ft. Filed July 15.
- WIXI (105.5 mhz) Naples Park, Fla.—Seeks mod. of CP to change ERP to 950 w and change HAAT to 583 ft. Filed July 20.
- WAJI (95.1 mhz) Fort Wayne, Ind.—Seeks CP to change TL. Filed July 15.
- KQXL-FM (106.3 mhz) New Roads, La.—Seeks CP to change freq. to 106.5 mhz; change ERP to 50 kw; change HAAT to 485.4 ft. and change TL. Filed July 17.
- KBBZ (98.5 mhz) Kalispell, Mont.—Seeks CP to change HAAT to 2,378 ft. Filed July 15.
- KLUV-FM (98.7 mhz) Dallas—Seeks CP to change ERP to 76.37 kw and change HAAT to 508.5 ft. Filed July 15.
- WEMI (100.1 mhz) Neenah-Menasha, Wis.—Seeks mod. of CP to change TL and change HAAT to 328 ft. Filed July 15.

TV's

Accepted

- KBTV (ch. 63) Des Moines, Iowa—Seeks MP to change ERP vis. to 1,200 kw; change HAAT to 1,804 ft. Filed July 17.
- New (ch. 18) Salina, Kan.—Seeks MP to change ERP vis. to 612 kw; change HAAT to 1,039.8 ft. and change TL. Filed July 17.

Actions

AM's

- WPCS (89.3 mhz) Pensacola, Fla.—Granted app. to change freq. to 89.5 mhz; change HAAT to 1,328.4 ft. and change TL. Action July 9.
- WPLA (910 khz) Plant City, Fla.—Granted app. to increase power to 5 kw. Action July 9.
- WCKW (1010 khz) Garyville, La.—Granted app. to change city of license to LaPlace, Ga.; change night power to 350 w; change TL and make changes in ant. sys. Action July 9.
- KBLG (910 khz) Billings, Mont.—Returned app. to change hours of operation to unlimited by adding night service with 500 w; increase day power to 50 kw; change freq.

to 890 khz and make changes in ant. sys. Action July 9.

- WQKA (850 khz) Penn Yan, N.Y.—Returned app. to increase power to 1 kw. Action July 9.
- KANN (1090 khz) Roy, Utah—Granted app. to change TL and make changes in ant. sys. Action July 14.
- KASY (1210 khz) Auburn, Wash.—Returned app. to change city of license to Auburn-Federal Way, Wash.; increase night power to 10 kw and make changes in ant. sys. Action July 9.
- KJUN (1450 khz) Puyallup, Wash.—Returned app. to change freq. to 1440 khz; increase night to 25 kw and increase day power to 5 kw. Action July 15.

FM's

- KCFM (98.9 mhz) Chester, Calif.—Dismissed app. to change TL; change ERP to 25.2 kw and change HAAT to 2,555.1 ft. Action July 9.
- KEFR (89.9 mhz) Le Grand, Calif.—Granted app. to change HAAT to 2,136.6 ft. Action July 9.
- KFSD-FM (94.9 mhz) Nampa, Idaho—Granted app. to change ERP to 49 kw and change HAAT to 2,692.9 ft. Action July 9.
- WFBE (95.1 mhz) Flint, Mich.—Granted app. to change ERP to 50 kw and change HAAT to 242.7 ft. Action July 13.
- WCNL-FM (101.7 mhz) Newport, Mich.—Returned app. to change freq. to 101.5 mhz and change ERP 1.58 kw. Action July 9.
- WHSY-FM (104.5 mhz) Hattiesburg, Miss.—Granted app. to change HAAT to 984 ft. and make changes in ant. sys. Action July 10.
- KRNY (102.3 mhz) Kearney, Neb.—Granted app. to change TL. Action July 16.
- KCMF (103.9 mhz) Terrytown, Neb.—Granted app. to change freq. to 96.9 mhz; change TL; change ERP to 100 kw and change HAAT to 692 ft. Action July 15.
- WOBO (88.7 mhz) Batavia, Ohio—Granted app. to change TL; change ERP to 15.5 kw and change HAAT to 465.7 ft. Action July 15.
- WPHR (107.9 mhz) Cleveland—Granted app. to change ERP to 15.85 kw and make changes in ant. sys. Action July 16.

- WBXQ (94.3 mhz) Cresson, Pa.—Granted app. to change TL; change ERP to 350 w and change HAAT to 957.8 ft. Action July 9.
- WWYN (106.9 mhz) McKenzie, Tenn.—Granted app. to change TL and change HAAT to 892.2 ft. Action July 10.
- KVRP-FM (95.5 mhz) Haskell, Tex.—Granted app. to change HAAT to 1,047.5 ft. Action July 13.
- WRFK-FM (106.5 mhz) Richmond, Va.—Dismissed app. to change HAAT to 491.3 ft. Action July 8.

TV's

- WKEB (ch. 16) Marathon, Fla.—Granted app. to change ERP vis. to 5,000 kw; change channel from 9 to 16 and change HAAT to 261.1 ft. Action July 13.
- KAID (ch. 4) Boise, Idaho—Granted app. to change ERP vis. to 56.6 kw and change HAAT to 2,474 ft. Action July 13.
- KSAX (ch. 42) Alexandria, Minn.—Granted app. to change ERP vis. to 2,770 kw, aur. 277 kw; change HAAT to 1,176 ft. Action July 10.
- WNOD (ch. 26) Jamestown, N.Y.—Returned app. to change ERP vis. to 715 kw and change HAAT to 597 ft. Action July 10.
- KZMQ (100.3 mhz) Greybull, Wyo.—Granted app. to change TL; change ERP to 56.2 kw and change HAAT to 2,443.6 ft. Action July 10.

Call Letters

Applications

Call	Sought by
New FM's	
KCWB	Interstate Broadcasting System of Arizona Inc., Glendale, Ariz.
WKLM	Graphic Publications Inc., Millersburg, Ohio
New TV	
KHIU	Davilo Broadcasting, Hilo, Hawaii
Existing AM	
KMDK	KPPL Hutner Broadcasting Co., Denver
Existing FM's	
WKLR	WEAG Horizon Broadcasting Inc., Indianapolis
KUSO	KCEO-FM First Stuart Corp., Tulsa, Okla.
WJYQ	WMXQ Ceder Communications Ltd. Partnership, Monks Corner, S.C.
KJMJ-FM	KKBH Crossroads Broadcasting Inc., Port Lavaca, Tex.

Grants

Call	Sought by
New AM's	
KJCC	Jerry Collins, Carmel Valley, Calif.
WACA	Concord Broadcasting Association, Concord, N.H.
WMYT	David H. Moran, Carolina Beach, N.C.
WLRG	David H. Moran, Timmonsville, S.C.
New FM's	
KBNN	Nuevo Communications Inc., Julian, Calif.
KTRX	Irvin Davis, Galveston, Tex.
New TV's	
WBUY	Relcom Inc., Holly Springs, Miss.
KMPX	Karen L. Hicks, Decatur, Tex.
Existing FM's	
WGHT	WHITE Communications Management National, L.P., Glen Burnie, Md.
KWJY	Dwaine T. Martin, Woodward, Okla.
KWOR-FM	KENB-FM KWOR Inc., Worland, Wyo.
Existing TV's	
KEYT-TV	Smith Broadcasting of California Inc., Santa Barbara, Calif.
KREG-TV	W. Russell Withers Jr., Grand Junction, Colo.

Summary of broadcasting as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
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

formation: (614) 252-0921.

Oct. 15-16—*Broadcast Financial Management Association* board of directors meeting. Watergate hotel, Washington.

Oct. 15-17—*American Women in Radio and Television* Northeast area conference. Albany, N.Y.

Oct. 15-18—*American Advertising Federation* Western region conference. Seattle.

Oct. 15-19—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

Oct. 16-18—*Minnesota Broadcasters Association* annual fall convention. Holiday Inn Downtown, Mankato, Minn. Information: Jo Bailey, (507) 345-4646.

Oct. 16-19—*Audio Engineering Society* convention New York. Information: (212) 661-8528.

Oct. 18-20—*Nevada Association of Broadcasters* annual convention. Las Vegas.

Oct. 18-20—*Pennsylvania Association of Broadcasters* fall convention. Philadelphia.

Oct. 18-21—*Association of National Advertisers* 78th annual convention. Hotel del Coronado, Coronado, Calif. Information: (212) 697-5950.

Oct. 19-21—*New York State Broadcasters Association* 33rd annual meeting. Desmond Americana, Albany, N.Y.

Oct. 20—*International Radio and Television Society*

"Goods and Services Auction." St. Regis hotel, New York. Information: (212) 867-6650.

Oct. 20-27—Telecom '87, "Communications Age: Networks and Services for a World of Nations," organized by *International Telecommunication Union*. Palexpo, exhibition and conference center, Geneva. Information: Geneva: (022) 99-51-11.

Oct. 21-22—*Ohio Association of Broadcasters* fall convention. Hyatt Regency, Columbus.

Oct. 21-23—*Indiana Broadcasters Association* fall conference. Adam's Mark hotel, Indianapolis. Information: (317) 638-1332.

Oct. 21-23—"Local TV News Archives Conference," sponsored by *National Center for Film & Video Preservation of the American Film Institute of Los Angeles and Washington*. Madison, Wis. information: (213) 856-7637.

Oct. 22-24—*National Religious Broadcasters* Eastern chapter meeting. Sandy Cove Bible Conference Center, North East, Md. Information: (201) 428-5400 or Sue Bahner, (716) 461-9212.

Oct. 22-24—35th annual *Arizona Broadcasters Association* fall convention, which meets concurrently with convention of *Arizona Society of Broadcast Engineers*. Pointe at South Mountain, Phoenix. Information: (602) 991-1700.

Oct. 22-25—National Video Festival, sponsored by *American Film Institute*. Los Angeles. Information: (213) 856-7787.

Oct. 23-24—*Friends of Old-Time Radio* 12th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

Oct. 23-25—*Missouri Broadcasters Association* fall meeting. Marriott's Pavilion, St. Louis.

Oct. 24-27—*Texas Association of Broadcasters* annual fall convention and engineering conference. Westin Galleria hotel, Dallas.

Oct. 25-27—*Women in Cable* management conference, including roast of John Malone, president-CEO, Tele-Communications Inc. Mayflower hotel, Washington. Information: Kate Hampford, (202) 737-3220.

Oct. 25-28—*American Children's Television Festival*, co-founded by *Central Educational Network* and *WTTW(TV) Chicago*. Knickerbocker hotel, Chicago. Information: (312) 390-8700.

Oct. 25-29—Technology studies seminar, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

Oct. 26-28—"Hundred Plus Exchange," meeting of television broadcasters in small markets to discuss increasing television revenues and recruiting employees, sponsored by *National Association of Broadcasters*. Chicago Hilton, Chicago. Information: (202) 429-5362.

Oct. 27—*International Radio and Television Society* newsmaker luncheon. Speaker: Robert Wright, president and chief executive officer, NBC. Waldorf-Astoria, New York.

Oct. 31-Nov. 4—*Society of Motion Picture and Television Engineers* 129th technical conference and equipment exhibit. Los Angeles Convention Center.

November

Nov. 9—Comments due in *FCC* proceeding (MM Docket 87-6) considering use of synchronous transmitters to extend coverage of AM stations.

Nov. 10—"Sports and the Media," national conference sponsored by *Gannett Center for Media Studies*, Gannett Center, Columbia University, New York. Information: (212) 280-8392.

Nov. 11-13—*Society of Broadcast Engineers* annual convention. St. Louis Convention Center, St. Louis. Information: (317) 842-0836.

Nov. 11-13—*Television Bureau of Advertising* annual meeting. Atlanta Marriott, Atlanta.

Nov. 11-14—*Society of Professional Journalists, Sigma Delta Chi*, national convention. Chicago.

Nov. 12—Telecommunications Career Day, sponsored by *James Madison University*. University campus, Harrisonburg, Va. Information: (703) 568-6221.

Nov. 13-14—*New Hampshire Association of Broadcasters* annual conference. Bedford, N.H.

Nov. 13-15—*Radio Advertising Bureau's* Radio Sales University. Little Rock, Ark. Information: 1-800-232-3131.

Nov. 13-17—*National Federation of Community Broadcasters* public radio RF transmission training seminar. Sheraton, St. Louis. Information: (202) 797-8911.

■ **Nov. 17-19**—Ninth International Sport Summit conference and exhibit. Beverly Hilton hotel, Los Angeles.

December

Dec. 2-4—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Dec. 4-6—*Foundation for American Communications* conference on Pacific Rim economic questions. Conference, "aimed at educating the nation's journalists about issues involving news organizations," is funded by grant from *Gannett Foundation*. Sheraton Miramar, Santa Monica, Calif. Information: (213) 851-7372.

Dec 9-11—Video Expo Orlando, sponsored by *Knowledge Industry Publications*. Buena Vista Palace Hotel, Orlando, Fla. Information: (914) 328-9157.

January 1988

Jan. 6-10—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

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RADIO

HELP WANTED MANAGEMENT

Station manager for newly-formatted AM in 50,000+ market. Sure AM is a challenge, but we're willing to pay for your expertise. Must be shirtsleeve worker, willing to battle with the troops, know small-market retail, and able to find and train retail sales animals. Part of new aggressive group we can offer future advancement. Affirmative action, EOE. Reply in full confidence to Box W-28.

Station manager needed for urban-oriented AM in major market suburb. Must be hands-on, sales-oriented, able to build new sales team and establish rapport with substantial ethnic business community. Excellent opportunity for retail-oriented small market sales manager looking for first station manager job. Great company, great area. Salary and bonuses \$40K. EOE, affirmative action. Reply Box W-27.

General/sales manager. Highly desirable and beautiful city of 300,000 in Rocky Mountain area. Easy Listening, Class C FM, #1 rated. Salary plus profit plus equity for right executive. Send resume in complete confidence to Box W-24.

Sales manager: Top billing six person department needs a top manager. Nine station group offers stability, compensation, training and future. Apply to: Andrew Reimer, VP/GM, KTYD-FM, Box 62110, Santa Barbara, CA 93160 EOE, M/F.

I'm the chief executive officer of a Class C FM 100,000 watt stereo radio station and a sparkling little 1,000 watt AM station in a good market...And better than that, one of the nicest places to live in the country. I am looking for someone to be my assistant. The person I am seeking must be a know-how broadcaster. The person will be able to write effective copy for any client, service all types of advertising accounts, go out and sell a promotion, take care of the internal operation of the station, pull an announcing shift in case regular announcer gets snakebit on his day off, schedule announcers, and be a program consultant to me. There may be other things I will think of in passing. This is opportunity. If you hear it knocking, don't mess around! Get in touch with me with complete information now. We'll keep it confidential to protect your present situation. Box W-66.

Sales oriented GM. Looking for a strong manager to develop a small Kentucky radio station. Must have proven track record, be able to develop people as well as sales. Excellent opportunity. Reply to Box W-68. EOE, M/F.

GM Minneapolis-St. Paul commercial religious full-time AM with established format needs experienced sales leader. If you know who Dobson, McGee, Carmen and Grant are, and have a proven management track record, contact Dick Marsh, Ex. VP, Universal Broadcasting, 3844 East Foothill Blvd., Pasadena, CA 91107, 818-577-1224. EOE.

Underdeveloped small-medium market Midwest AM/FM in search of station manager with strong sales background. Good leadership and motivational abilities. Bottom line oriented. Send resume and salary requirements. Box W-84.

Augusta, GA, market: conservative Christian AM is looking for a great sales manager who would like to move up to GM. This will be a quality station in every way. Straight commission. Send resume. EOE. Box W-100.

Sales-oriented general manager. Expanding major group broadcaster needs a "take charge" leader for our Easy Listening AM/FM combo in Minneapolis. Excellent facilities and ratings. Successful applicant must have solid sales and management track record. Send resume with salary history and requirements to Entercom, Two Bala Plaza, Suite 908, Bala Cynwyd, PA 19004, Attn: R. Scott Frothingham. EOE.

Combination operations manager/program director position open at KIZZ-FM. Responsibilities include day to day operations of an FM radio station, as well as program director responsibilities. Applicant should have prior radio management experience. Send application and resume to: Wayne Sanders, KIZZ-FM, Box 2188, Minot, ND 58702. EOE.

KANZ/KZNA-FM, community licensed, seeks executive director responsible for all aspects of operating and expanding strong listener supported radio service for a live state region. System includes two 100,000 watt stations, 17 translators, \$400,000 operating budget, 11 fulltime staff, and plans for capital drive to relocate studios. Responsible to board of directors. Strong finance, management skills required. Competitive salary and benefits. Deadline September 4. Contact: Judy Schlison Keller, Kanza Society Inc., Pierceville, KS 67868. 316-335-5120.

WNOE AM and FM, New Orleans' only country station and an EEO employer, seeks an experienced local sales manager. Resumes only: 529 Rue Bienville, New Orleans, LA 70130.

HELP WANTED SALES

Midwest AM-FM, established stations in market. Excellent opportunity for aggressive self-starter. Send resume outlining experience and salary requirements to: J. McCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301.

Great company, great opportunity at new top-60 market station for a small-market, retail oriented salesperson looking to move up. Located in one of country's 10 fastest-growing counties, ratings are rising dramatically, doors are opening. Part of 10-station group, we offer immediate and future growth. All inquiries held in strictest confidence. EOE, affirmative action. Reply to Box W-29.

GSM radio: Eastern 50kw needs aggressive trainer for large sales staff. You don't compete, you train, motivate and get the most from your staff. Last year was a record-seller...you can beat it this coming year. We have all the tools, if you're the right person. EOE. We will pay for performance. Resume/letter to Box W-55.

Come to scenic Naples, Florida. We have an opening for experienced sales person. Write S. Roberts, WRGI-FM, 950 Manatee Road, Naples, FL 33961.

Ready to move up with a growing company? We're looking for motivated sales pros with at least two years experience to sell for the #1 urban in SE coastal top 100 market. Letter & resume to Dean Muller, Millennium Communications, P.O. Box 30669, Charleston, SC 29417. EOE.

Central Florida closer for class AM station - will cut a very good deal for right person. Unique rich med. market with no FM competition in beautiful area. WQOB, 29820 C.R. 25A Leesburg, FL 32748 or 904-787-1410 if you're hot to trot. The Boss!

Looking for bright, aggressive salesperson. Minimum 1 year street sales experience. Send resume and photo. WSPY WBYG Plano, IL 60545.

AM/FM combo 175+ market. Long established leader. Seeking highly motivated sales representative. Resume & narrative of sales philosophy to Box W-87.

Sales manager: Medium market AC/gold AM station in turn-around situation. Minimum 2 yrs. experience. Rush pertinent information to Greg Scirrotto, WJBX, 1862-1902 State Street Ext., Bridgeport, CT 06605. EOE.

I'm looking for you! That's right, are you currently in a top 150 market? Do you have lots of enthusiasm? Do people tell you that you have a very positive attitude? Do you possess superior sales skills? Do you have a burning desire to be the most successful radio advertising consultant in the country? Do you ask a lot of questions? If so I want to talk to you. I can offer to you the top radio stations in this market and all the support and tools you'll need to make all your career dreams come true. Write to me today, won't you? Send resume and references to Brad Leggett, Sales Manager, WJBO/WFMF, P.O. Box 496, Baton Rouge, LA 70821. Write today...this could be the break you've been dreaming about!

Local sales manager: Top 50 market. Top producing and highly rated FM station in Alabama looking for a local sales manager who can lead an already assembled professional team. To qualify, candidates must be able to train and motivate as well as manage inventory. Company and compensation package are excellent. Station is part of a small group looking for expansion opportunities. Send qualifying resume to Frank Taylor, General Sales Manager, WAPI-FM, P.O. Box 10886, Birmingham, AL 35202.

Selling sales manager: Northern Michigan resort FM, 3 to 5 years experience sales. Creative, promotion minded go getter. Salary, commission, car. We need 110% effort, dedication! Send resume including references to: Alpine Broadcasting, P.O. Box 190, Gaylord, MI 49735.

Sales manager. Medium market, AM, Chicago area. Radio sales experience necessary. Department being reorganized. You will hire and train your own staff. Call Mr. Lambert, 815-727-5176.

General sales manager. FM in beautiful Missouri college town has opening for crackerjack general sales manager. Opportunity for advancement with budding chain. Send complete resume, references and salary information. Admiral Broadcasting Corporation, 8229 Maryland Avenue, St. Louis, MO 63105.

Growth opportunity. New radio group looking for dynamic sales people to help staff existing giant signal AM and sleeper FM in major Southeast Florida markets. Excellent account lists, opportunity for quick advancement and rewarding futures. Experience with co-op, vendor and retail very important. Contact Mal Kahn at WTHM-FM, 20938 S. Dixie Hwy., Miami, FL 33189. 305-253-4393 or 305-997-0074.

HELP WANTED ANNOUNCERS

Our staff is expanding and we need another topnotch classical announcer with experience in production. Duties will include on-air shift and local programming. Good quality of life in our community and our station is a great place to work. Salary competitive with excellent fringe benefits. Send tape, resume and salary history to: Joe Martin, WHIL-FM, Post Office Box 160326, Mobile, AL 36616. WHIL is an EOE/affirmative action employer. No phone calls.

New England AC mornings. The pro we're looking for thrives on community involvement, has the ability to deliver warmth and emotion while projecting AC energy and has the unique ability to localize current hot topics. Start 25k. EOE. Box W-80.

Announcer for medium market, very full service A/C. T & R: WHBC, Box 9917, Canton, OH 44711. No calls. EOE.

Experienced announcer-production person with good voice for quality 5kw full time small market operation. Excellent opportunity with successful, expanding company. Beautiful area, new facilities. Resume & tape to Michael Sink, P.O. Box 744, Burnsville, NC 28714.

We need air personality/PD now! Atlantic City area AM/FM looking for pro with creativity & proven track record. If you like a challenge & seek stability, lets get together. Resume & salary history to Box W-105.

Experienced morning personality for A.O.R. in world class resort community, send resume and air check to operations manager, 620 East Hopkins, Aspen, CO 81611.

Virginia, small market stations need team player to do morning drive and possible part time sales. Good benefits, above average pay, great working conditions and a great place to live. T&R to WLCC/WRAA, P.O. Box 387, Luray, VA 22835.

HELP WANTED TECHNICAL

Chief engineer wanted for small group in the upper Midwest. Automation and directional experience a must. Call 715-588-3852.

5000 watt AM & 50,000 watt Class B FM in Southern Calif. Looking for chief engineer: call Bob: 619-347-2333.

HELP WANTED NEWS

News director with journalism/broadcasting degree. Send references, sample writing and demo tape to Steve Warrath, P.O. Box 309, Eagle River, WI 54521. No calls.

News director, for stations located in beautiful Napa Valley, California 45 miles from San Francisco. Air and writing talent important but ability to guide four person department essential. Send cassette and resume to Tom Young, 1124 Foster Rd., Napa, CA 94558.

Afternoon anchor. PM shift supervisor for 6 person local news department. Must cover night meetings and be responsible for providing lots of product for the morning news team. \$17,000 plus \$20/wk travel to start. New England. EOE. Box W-81.

Need self starter to launch one-person news department on full-service FM. KRDM News, Box 5357, Ardmore, OK 73402.

Nationally recognized small market station looking for news reporter/anchor. WDME AM/FM Dover-Foxcroft, Maine 207-564-3591 or 207-564-2642.

WMRA-FM, Harrisonburg, Virginia, NPR affiliate. Provide quality service to Shenandoah Valley; will cover diverse local issues and events; production of news and information programs; train and supervise students in broadcast news; teach news related course. Have a working knowledge of news operations; on-air presence; master's degree in radio/television or equivalent; 2 years experience. Resume, salary history, audition tape, three letters of recommendation by Aug. 12 to: Jim Miskimen, General Manager, WMRA-FM, James Madison University, Harrisonburg, VA 22807. EOE/AA.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Good pay for exciting talk/music host. WVOC Radio, which has served South Carolina's capitol city for 57 years, seeks an experienced, friend-sounding, informed talk host who can work with occasional music and take direction. For possible future opening. Rush tape and resume to: Andy Thomas, PD, WVOC Radio, Box 21567, Columbia, SC 29221. WVOC is an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Career broadcaster with programing, sales and management background. Major market experience. Team leader and trainer. 20 years experience. GM GSM position desired. Employed now. 513—242-6821.

General manager experienced in all phases of the industry including heavy sales, engineering, programing, sports. Community minded, 13 years of successful management. 704—822-6306.

Top 10 urban general manager. Now employed. Seeking new challenge. Excellent track record in sales, programing, promotions and community involvement. Bottom line oriented. Box W-67.

Program director. Interested in relocating to Southwest. Experienced in public affairs, production, promotions and programing. Hardworking and enthusiastic professional. Excellent organizational and management skills. Box W-103.

GM: Turn arounds - success for your station. Strong on bottom line, promotions and sales. Enjoys challenge of competition. Box W-97.

GM with single station, combo and group experience looking for new challenge at a medium or large market station, or group level. Strong sales, programing, personnel and administrative background. Reply Box W-96.

Success oriented GM with over 20 years experience in all aspects of radio. Competitive, hard working, results oriented. Call after 5 CST 901—373-5550.

GM-GSM. People leader, skilled manager with strong track record as GM, GSM, PD. 16 years top management. When you're ready to improve your bottom line, write for complete resume and data. Box W-82.

Not-so-small market GM/GSM with good track record looking for quality opportunity. Box W-107.

SITUATIONS WANTED SALES

Attention small market owners and managers! Right-hand man, broadcast pro available! Sales, announcing, full service background! Affordable! Box W-7.

SITUATIONS WANTED ANNOUNCERS

Warm, friendly announcer! Sales, programing operations background! Seek combo position with adult oriented operation! Box W-8.

Personality, charm, voice, desire, charisma, communication skill...one slight draw-back...limited experience in the field. I am well-educated, success oriented minister looking for an opportunity to change my field. I am ready to leave the pulpit for your studio. My goal is to host a talk/call in program. I also have an interest in sports that verges on obsessive. I am not a complete novice and I have talent. I'm willing to put my future on the line because I am success prone. If you're interested I would delight in hearing from you now! Box W-61.

Talk show personality, working in top 40 market seeks to relocate to the West Coast or Florida. Please phone 901—373-5550 after 5 CST.

Talented, hard working sports announcer seeks advancement. 4 years PBP football, basketball, baseball, hockey, wrestling. Will accept short air-shift. Box W-98.

In need of an air personality? Also solid PBP and sales background. College graduate plus 3 years experience. Bryan at 312—554-2084.

Professional attitude and sound with three years experience. Anytime, call Bill, 308—534-1211.

ABC radio producer: Talk. Former TV booth announcer & cable TV host looking for on-air music or talk spot. Will consider all offers. Roy 212—496-0497.

Jock needs change: same radio station three years, three ownerships. George Belmore, Ben Hur Stables, Crawfordsville, IN 317—364-1550.

Sports, news, DJ, Versatile, dependable 13 year pro seeks creative opportunity. Will relocate. Mike 602—293-8453.

Experienced one-to-one communicator with great voice, wit, substance, imagination and talk show experience. Great at production! 216—486-2741.

SITUATIONS WANTED TECHNICAL

Available now, assistant chief engineer. Due to station sale, can bring six years experience, 5KW D/A AM, 50KW-FM to your station! Joe 319—386-3313.

SITUATIONS WANTED NEWS

Fast learner, diligent worker. Will relocate. Seeking position as news or sports reporter. I have nine months experience with the industry. Call 301—582-0479.

News director looking to move into sports PBP. 2 years commercial experience in football, basketball, and baseball. Also, 3 years experience in college. Dedicated worker. Easy-going. Desire to move up from small market. Call J.C. 505—835-1290, days M-F.

Hard-working sports director, with 8 years experience behind the mike is looking to relocate immediately...Call Mike @ 618—654-4449.

Proven sportscaster seeks move to combine play-by-play with sales. Anywhere. Very experienced, very sharp, very motivated. Box W-72.

NYC freelancer looking for news-telephone/talk slot. 30 years experience. Network & local. Solid air, reporting & writing skills. Box W-69.

Veteran sportscaster seeking position in your college market. Can do sports or news-sports combo. Play-by-play is a state award winner. Call Bob 712—274-7332.

MISCELLANEOUS

Attention small market stations: Customized voice ID's and station promo's by a top ten market professional. Give your station the professional sound it deserves. Package prices start at \$100.00. For sample tape and information write: Entertainment Communications of America, Inc., 450 Old Lake Alfred Road, Polk City, FL 33868.

TELEVISION

HELP WANTED MANAGEMENT

Management—general sales manager. Viacom Cable, a leader in the fast growing cable TV entertainment field is seeking a dynamic general sales manager to manage our established advertising sales department with Viacom's Cable System in Nashville, Tennessee. The successful candidate will be an aggressive, self-motivated individual with previous media sales and media management experience preferably in broadcast or cable. Qualified applicants should submit a resume with salary history for consideration to: Viacom Cable, Employment Department #911, P.O. Box 13, Pleasanton, CA 94566-0611. Equal opportunity employer. Women and minorities are encouraged to apply. Viacom Cable.

Director of marketing and promotion: Major market network TV affiliate in California has outstanding opportunity for an experienced television or cable promotions manager. Applicant should be currently employed with 2-3 years experience. Excellent station, salary, benefits and market place. Include resume, references and salary requirements. Box W-57.

Auction manager: Responsible to the director of development for the merchandising, solicitation, implementation, and evaluation of plans and procedures for TV auction. Sales experience and familiarity with televised auctions desirable. College-level study in business administration plus minimum of two years supervisory and project management experience required. Send resume: Manager of Human Resources, WMHT, Box 17, Schenectady, NY 12301. EOE.

Operations manager: small indie looking for person to supervise daily operations. Must be familiar with FCC and labor regulations, possess strong promotions, production and programing experience, self-motivated, organized, and people oriented. This is a challenging position! Send resume and salary history to Box W-75. AA/EEO employer.

Marketing/promotion manager: NBC affiliate in the 45th market is seeking a marketing/promotion manager. Located in the Harrisburg-Lancaster-York, Pennsylvania area, WGAL-TV desires applicants with a strong marketing and promotion background. The person hired will supervise five people in the department and be responsible for both on-air and outside media advertising. Excellent company benefits. Qualified applicants should send resumes to: Personnel Director, WGAL-TV, P.O. Box 7127, Lancaster, PA 17604. No phone calls. WGAL-TV is an equal opportunity employer.

General manager: WCBB, Lewiston, Maine. WCBB is accepting applications for president and general manager. WCBB is owned and operated by the Colby-Bates-Bowdoin Educational Telecasting Corporation as a public television community licensee serving south central Maine. The station began broadcasting on channel 10 in 1961 and is a member of PBS and EEN. The president and general manager is responsible for the overall operation of the station; is a member of and reports directly to the Board of Trustees. Position available early fall. Salary negotiable and commensurate with experience. Deadline to apply is August 17, 1987. Send application to: WCBB-TV, Selection Committee, 1450 Lisbon St., Lewiston, ME 04240. WCBB is an affirmative action/equal opportunity employer.

Local sales manager. Newly created position. Train, lead, and direct sales staff along with managing large territory. Prior sales management experience required. Outstanding company. Resume to Steven Engles, WKFT-TV, 8601 Six Forks Rd., Raleigh, NC 27615.

Director of promotion: West Coast CBS affiliate lost one of the best, but is looking to find one better. Responsibilities encompass the planning and execution of the creative marketing and promotional functions with emphasis on the news, programing and community relations departments. The individual selected must possess creative writing and communications skills in others. A working knowledge of the use of production equipment a must. This position reports directly to the general manager. Please send resume tape with examples of your best work, a resume and cover letter explaining your personal philosophy on promotion to: Dennis Williamson, VP & GM, KREM-TV, P.O. Box 8037, Spokane, WA 99203. A King Broadcasting Company station. No phone calls, please. An equal opportunity employer.

General manager for WNPB-TV, Morgantown, WV. Requires: Masters or equivalent, five years experience (two in management) in noncommercial broadcasting or related field. Applications must be postmarked no later than August 31, 1987. Letter and resume to Executive Director, Educational Broadcasting Authority, Building 6, Capitol Complex, Charleston, WV 25305. No phone calls. EOE.

National sales manager. WHNS-TV21, Pappas Telecasting, is seeking to fill the position of national sales manager in the Greenville-Asheville-Spartanburg market. Qualified applicants should have either 3 years national rep or NSM independent experience. Send resume to Carole Sloan, WHNS-TV, 21 Interstate Ct., Greenville, SC 29615. EOE, M/F/H.

Promotion manager for public television station in the Shenandoah Valley of Virginia. Qualifications include thorough knowledge of contemporary video production techniques and equipment including CMX editor, demonstrated creative production ability, supervisory experience, no less than five years production experience, four-year degree in communications, journalism or related field and the ability to work effectively as part of a creative team. Send resume by 17 August 1987 to Arthur Albrecht, WVPT, 298 Post Republic Rd., Harrisonburg, VA 22801-3052. No phone calls. EOE.

HELP WANTED SALES

Emerging Christian entertainment, sports, information and inspirational cable television network is looking for one good marketing professional to assume the responsibility of director of network sales and marketing. Must have previous cable network experience and/or seven to ten years commercial television experience. Serious inquiries will be given every consideration. Box W-63.

Emerging Christian entertainment, sports, information and inspirational cable television network is looking for three solid sales professionals to assume the responsibility of network affiliate and cable sales representatives. Must have previous cable network experience and/or seven to ten years commercial television experience. Serious inquiries will be given every consideration. Box W-64.

Sales manager: Top 10 sunbelt "U" indy needs experienced, action-oriented, tenacious, "hands-on" manager for challenging, rewarding position, report to VP, Sales. EOE, M/F. Write Box W-116.

TV account executive: CBS affiliate. Entry level position with emphasis on direct and new business. Send resume to Bill Shepard, GSM, WIVB-TV, 2077 Elmwood Ave., Buffalo, NY 14207. No phone calls.

Account executive: Immediate opening with 125th market station for an experienced account executive. Minimum two years experience in broadcast sales; person should be outgoing, creative and positive thinking. Submit resumes to: Linda Snyder, WBAK-TV, P.O. Box 719, Terre Haute, IN 47808. EOE, M/F.

HELP WANTED TECHNICAL

North Texas based mobile television production company seeks engineer with strong maintenance background. Send resume to Box W-34.

Wanted: Remote unit supervisor. Coordinate the operation and maintenance of our 45' remote truck. EIC on remote productions, working with clients before and during contracted events. Perform maintenance, install new equipment, and systems as required. 4 to 6 years broadcast engineering experience, remote experience preferred. FCC license or SBE certification required. WANTED: ASSISTANT CHIEF ENGINEER. Excellent opportunity for an aggressive maintenance supervisor. Will be responsible for daily engineering broadcast and production operation. Work with director of engineering on designing and implementing new systems. 4 to 6 years broadcast engineering experience, 2 years supervisory FCC license or SBE certification required. Apply: Director of Finance, WYES-TV, 916 Navarre Ave., New Orleans, LA 70124.

Maintenance engineer: Full service Colorado Rockies production company seeking experienced maintenance engineer. Minimum one year TV production experience. Variable shifts, weekends and some remote truck travel. Familiarity with Ampex, Grass Valley, Phillips helpful. Send resume to: MHC Productions, Engineering, 2505 West 16th Ave., Denver, CO 80204.

Broadcast television engineer. Broadcast quality multi-channel CCTV system needs video/maintenance engineer immediately. Five years experience in maintenance of broadcast TV equipment (including quad) and A.A.S. degree or equivalent required. Self-starter with General Class license preferred. No operators. Salary range: \$30,000 plus excellent benefits. Resumes to Indianapolis Public Schools, Education Center, Room 103, 120 East Walnut, Indianapolis, IN 46204. EOE.

Assistant chief engineer: Television maintenance opportunity in God's country. Can you contribute UHF transmitter experience and 3/4" background? WXOW-TV, LaCross, WI, has the position for you. Forward resume to: WXOW-TV, P.O. Box C-4019, LaCross, WI 54602-4019 ATTN: Dale Scherbring, C.E. 507-895-9969.

Chief engineer. Small market network UHF needs take-charge chief. Must possess knowledge of RCA transmitters. Maintenance, management, and design skills required. Excellent pay and benefits. EOE. Send resume and salary history to Box W-104.

Chief engineer. Hands-on position for talented and motivated individual with expertise in both television and radio. Must be capable of RF and studio installations and maintenance as well as supervisory functions. FCC general class license required, SBE certification desirable. Send resume and salary requirements to Box W-113. EOE.

Chief engineer for small market mountain states TV station. Must have hands-on experience in both studio and transmitter with minimum of 7 years. Latest technology. Excellent salary and benefits. EOE. Resume and references to Box W-112. Replies treated confidentially.

HELP WANTED NEWS

Weather anchor for noon and 6PM. Needs 2-3 years experience and meteorologist preferred. Send tape with letter to Jan Jones, News Director, KWOC-TV, 805 Brady St., Davenport, IA 52808.

Producer/anchor for main weeknight newscasts. Complete successful male anchor at well-equipped, very competitive western vacation market station. Perfect for 60s/70s market reporter looking for first anchor job. Absolute minimum two years experience shooting, editing, writing at commercial TV stations. Working journalists only—no star babies. Entry-level tapes will not be returned. KEVN-TV, Box 677, Rapid City, SD 57709.

Graphics artist: Visual wizard who can produce news graphics that sparkle. Artist 3D, Dubner, Ampex ESS. One year prior experience required. EEO/M-F. Contact Billye Gavit, KWTV, 7401 N. Kelley, Oklahoma City, OK 73113.

News director: ABC affiliate in the beautiful Colorado Rockies seeks an individual with solid news, production, and people skills. Background should include reporting, producing, and personnel management. Will consider a qualified individual looking to move up. Small market experience a plus. Send resume, references, and salary requirements to: Jan Hammer, KJCT-TV, P.O. Box 3788, Grand Junction, CO 81502. EOE.

TV anchor/reporter: Network affiliate in medium sized market looking for an anchor/reporter with 2-3 years current, commercial television news reporting experience and/or anchoring experience, or combination of both. Must have demonstrated ability. Salary negotiable. Send resume and application to Box W-101 by August 6, 1987. EEO/AEE.

TV meteorologist: Midwest affiliate seeking weekend anchor weathercaster with degree in meteorology or closely-related field, or combination of education and experience. Must have demonstrated on-air and weather forecasting abilities. Send complete, current application and resume to Box W-102 by August 9, 1987. EEO/AEE.

We are looking for a special co-anchor to compliment our male anchor. This person should have strong reporting and producing skills, as well as a conversational but authoritative delivery. The right candidate will also possess the ability to build our news image outside the newsroom. We are a small market with big market people and ideas. Send letter of introduction and resume to Box W-99.

Anchor/reporter: NBC affiliate in mid size market seeks bright, energetic anchor to round out a news team on its way up. Right applicant will grow with us. Box W-93. EOE, M/F.

Meteorologist: NBC affiliate, mid size market with Color Graphics computer. Should be bright, energetic on-air; comfortable with making appearances in the community. Box W-94. EOE, M/F.

Assignment editor: Idea and people person to be spark-plug of 21 member staff. Management track. Get the most out of our people. NBC affiliate in medium market. Box W-95. EOE, M/F.

News director: Direct a staff of 22 in the production of three daily newscasts. Looking for a dedicated news professional who can motivate and guide a young news department. Send letter and resume to Doug Padgett, Vice-President and General Manager, KODE-TV, P.O. Box 46, Joplin, MO 64802. EOE.

Anchor: We're looking for a strong anchor to keep our ratings and prestige climbing. Must be a strong yet comfortable communicator. We have SNV, ENG, chopper and computerized newsroom to aid the working journalists we select to become part of our hustling news team, minimum 5 years experience. Tapes and resumes to Jim Church, WYOU-TV, 415 Lackawanna Ave., Scranton, PA 18503. EOE.

Number one Midwest CBS affiliate looking for weeknight weatherperson with personality. If you can turn jet stream jargon into common sense information, send resume to Box W-92.

TV news reporter: Creative, hardworking TV reporter with excellent broadcast writing skills. Minimum 2 years experience, with lots of live work. Send non-returnable tape, and resume to Wendie Feinberg, News Director, WTNH-TV, 8 Elm St., New Haven, CT 06510. EOE. No phone calls.

Managing editor: Responsible for overseeing four person assignment desk staff; overseeing and coordination of 3 live microwave vehicles, 1 live helicopter, 1 SNG vehicle. Computer experience preferred, especially experience on a Newstar Newsroom computer system, for newswire management. Three years news experience, minimum required, in a supervisory or desk capacity. Please send resume to Wendie Feinberg, News Director, WTNH-TV, 8 Elm St., New Haven, CT 06510. EOE. No phone calls.

Weatherperson: wanted for a good #2 working to be #1. Nice growing market. Meteorologist a plus but not necessary. Great opportunity for a good on-air person to work in a great newsroom. Resume & photo to Box W-110.

Assignment editor for #1 UHF independent in country. News pro who doesn't need scheduled events to make a contribution to award-winning 10 PM newscast. College degree and three years TV newsroom experience. Good growth potential. Send resume and references to News Director, WKBD-TV, Box 50, Southfield, MI 48037. No phone calls. An EOE, M/F employer.

News director and news anchors. New, local cable news program. Duties include news gathering and writing. Television production and editing experience preferred. Salary based on experience and ability. Send tape and resume immediately to Columbine CableVision, 1201 University Ave., Fort Collins, CO 80521.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Expanding Midwest teleproduction facility seeks experienced professionals for the following positions: videographers, lighting designers and video technicians. Resumes only, please. Box W-65.

Director wanted for largest video/film company in beautiful Denver. Commercial and industrial production for full service house. Lighting/camera experience necessary. Send reel and resume to: Telemation, 7700 E. Iliff Ave., Denver, CO 80231.

Creative director. Minimum four to six years experience in TV promotion with exceptional skills in the use of the most modern creative design and production facilities. Primary responsibility will be to create, write, and produce innovative news, station image, and sales promotion media. Must understand marketing approach to content and placement of promotion media. Send resume and tape of best work to: Steve Roberts, Personnel Manager, WHAS-TV, 520 West Chestnut St., Louisville, KY 40202. An equal opportunity employer.

Promotion director: Group owned, #1 indie, top 30 market. Oversee station marketing efforts in areas of print, radio, and on-air promotion. If you have a minimum of two years indie promotion experience and can demonstrate your flair for creative marketing, send resume to: Box W-73. EOE, M/F.

Paintbox artist/video designer. KHJ-TV, channel 9 in Los Angeles has immediate opening for a staff artist with 4-5 years broadcast design background. At least 2 years experience with Quantel Paintbox and Chyron 4100 desired. News and sports background a plus. Send demo reel and resume to: Production Manager, KHJ-TV, 5515 Melrose Ave., Los Angeles, CA 90038. EOE. No phone calls, please.

On-air promotion writer/producer. Immediate opening for individual with talent and experience in creative conceptualization, writing and producing. 3/4" editing, hands-on experience a must. Send resume, demo tape and salary requirements to: Advertising/Promotions Manager, WXIN 59, 1440 Meridian St., Indianapolis, IN 46202.

TV producer/reporter: WXXI-TV in Rochester, NY seeks an individual for research, writing, and editing of public affairs programming. Also responsible for conducting on-camera interviews and serving as moderator and/or host. Bachelor's degree plus strong writing background required. Experience in production of short- and long-form documentaries desired. Send resume, tape, writing samples and salary requirements to WXXI Personnel Dept., P.O. Box 21, Rochester, NY 14601. EOE.

Promotion writer/producer for the number one station in the Tampa/St. Petersburg market. We're looking for a highly creative, top notch, hands-on producer who knows how to catch the viewers attention. Must have extensive background in news promotion and at least three years experience as a promotion producer or manager. If you're the very best and have something extra to offer, please send resume and tape to Artie Scheff, Promotion Manager, WTVT-TV, 3213 W. Kennedy Blvd., Tampa, FL 33609. No phone calls will be accepted. An equal opportunity employer.

Creative services manager for newly created position at network affiliate. New, state-of-the-art production facility. Creative person with 3 to 5 years production experience. Send resume to Manager, WTVW, P.O. Box 7, Evansville, IN 47701. No calls. EOE.

Art director. TV station in top 10 market has immediate opening for art director with strong background in print layout for newspapers/magazines. Position requires experience in ordering type, operating stat camera and prep of camera ready art for variety of needs. Previous TV experience preferred. EOE. Send resume to: Box W-111.

Philadelphia based television production company is looking for experienced producer for national dance show. Must have experience in TV production, music, promotions, knowledge of teens, well-organized, a completer and full of exciting ideas. Send resume to Box W-108.

Television producer/director to produce and direct videotape and videodisc programs in a state-of-the-art, one inch facility at the National Technical Institute for the Deaf at Rochester Institute of Technology. Bachelor's degree plus five years experience in video, film, or instructional development or master's and two years experience. NTID at RIT is the world's largest technological college for deaf students. Nearly 1,300 college-age deaf students from all 50 states, the District of Columbia, and several U.S. territories study together with 14,000 full and parttime hearing students. Sign language skills or willingness to learn. Send resumes by August 7, to Rochester Institute of Technology, Personnel Office #0332-B, P.O. Box 9887, Rochester, NY 14623-0887. AAE/EOE.

Producer/talent. WGBY, public TV in western Massachusetts, is searching for an aggressive, self-motivated producer with extensive television production experience. Excellent writing, research, editing and on-air skills required. Send letter of application and resume to: Producer, WGBY-TV, 44 Hampden St., Springfield, MA 01103. EOE.

Director of research. WBBM-TV seeks experienced director of research. College degree plus 6-8 years media research necessary. Requires knowledge of current audience research methodologies, statistical research methods and sampling techniques. Excellent writing and presentation capabilities and knowledge of PC applications required. Responsibilities include strategic forecasting for programming, news and sales, and marketing support of all station functions. Send resume to: Sam Stallworth, Director of Sales, WBBM-TV, 630 N. McClurg Ct., Chicago, IL 60611. An equal opportunity employer.

Art director: Network affiliate in top 25 market is seeking an experienced art director. Must have hands-on experience. The right person will have the opportunity to make our print and on-air graphics shine. Good interpersonal and communication skills are essential. Please send resume, tape, and work examples to Rod Porter, 1000 N. Maridian St., Indianapolis, IN 46204. EOE, M/F.

National talk show seeks audience coordinator. Requires 1-2 years of audience booking experience. Submit resume to Box W-106. An equal opportunity employer, M/F.

Got some funny stuff? 30 seconds to 5 minutes (take-off, original, stand-up) all formats, for national television syndication. Compensation to selected submissions. Submissions not accompanied by SASE cannot be returned. The Entertainment Group, 444 Alan Rd., Santa Barbara, CA 93109.

Special projects producer. NBC affiliate seeking creative individual with 5 years producing experience for special projects producer. Send resume to: WXFL-TV, Director of Personnel, P.O. Box 1410, Tampa, FL 33601. EOE, M/F.

Host/producer. Produce and host weekly current affairs program, magazine features and documentary specials. Strong on-camera, news background and minimum four years producing experience. Submit resume and tape to: Director, Human Resources, WQED, 4802 Fifth Ave., Pittsburgh, PA 15213.

Reporter & field producer (2 positions): Aggressive, high-motivated, self-starter to develop strong Congressional and Ag beats. 3 years experience for reporter; 2 years experience for field producer. Send tape, resume to: Bill Line, Potomac News, Suite 183, 400 N. Capitol St., Washington, DC 20001. No calls.

SITUATIONS WANTED MANAGEMENT

Broadcast or cable management. My background includes responsible management positions at NBC, ESPN, HSN, CBS, O&O and ABC affiliate. Over 12 years experience as producer/director at network O&Os. I would like to use this experience in a production/operations type position. I have strong interest and knowledge in sports/news, and station operations with good people skills. Will consider any challenge in broadcasting, cable or corporate sector. Let's talk at 813-796-4916.

SITUATIONS WANTED TECHNICAL

Master control operator. 7 years experience air switching, VTR operations, Telecine, etc. First phone. Mary 805-583-3151.

Experienced TV chief engineer with construction background looking for a permanent position. I establish procedures that make a department run smoothly. My preventive maintenance techniques minimize down time and make you look good. My administrative methods are excellent. Write to: Chief Engineer, 511 Bullis St., Columbia, MS 39429.

SITUATIONS WANTED NEWS

Weatherman with a warm personality and professional approach seeks full time position in small-medium market. 3 yrs experience. Call Peter 318-323-7936.

TV traffic manager. Male with 25 years TV traffic experience, 18 years as traffic manager, seeks position as TV traffic manager. Experience includes working at ABC affiliate, converting manual operation to bias system, constructing revenue, sales and availability reports, developing internal record-keeping systems, leading and inspiring staff to perform at their best. Resume sent upon request. Send inquiries to Box W-62. Preference given to Midwestern, Mid-Atlantic and Southeastern locals.

Young, Asian American female seeks opportunity to break in on-air. Any market, Can shoot, edit. Columbia Journalism School graduate. Tape. Ann, 215-348-2866.

Two years experience in radio and television. Desire serious sports casting move to medium market. Call Charlie 616-235-7162, evenings.

General assignment reporter: M.S. broadcasting, 2 years newspaper, 1 year cable. Can shoot, edit, write. Mature. Talented. Steven Snyder 217-344-2187.

2-year TV reporter with "live shot" experience seeks job. Can produce and anchor. Call 914-664-5716.

Radio veteran seeks entry level sports position. Can shoot, edit. Very creative. College graduate. Dan. 205-233-4526.

Talented sports director seeks PBP position. 4 years experience. Name your sport, I'll do it. Will go anywhere. Available this September for football and basketball. Stu Paul, 718-332-1017.

Brokaw's writer became combo news director/anchor. Outstanding ratings/awards. Results! California, Southwest, Oregon. Confidentiality. Box W-23.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Versatile, enthusiastic individual ready for full-time status. Working knowledge of video & audio. Seeking position in TV or video production. Will relocate. Alan Miller 615-832-8371.

Post houses: Ten plus years CMX experience. Great client person, prime-time Emmy nominee. (3 years in major L.A. post production houses.) Currently professionally bored and searching for creative work as editor or as post-house operational manager. Grew up with computerized editing. Reel and resume available. Box W-109.

MISCELLANEOUS

Attention job-hunters! Frustrated by dead-ends and from letters of rejection? Stop spinning your wheels. Discover why more professionals use our popular CareerLine and "The Hot Sheet" to give their careers the winning edge! Media Marketing, P.O. Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Primo People: Hosts, interviewers, entertainment critics and reporters we need you. Send tape and resume to Steve Porncelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116 203-637-3653.

ALLIED FIELDS

HELP WANTED INSTRUCTION

North Central College, Naperville, Illinois, seeks a part-time instructor in the communications department beginning Fall, 1987. Teaching and professional experience required. M.A. preferred. Will teach mass media and communication law (one course per quarter). Send letter of application and resume by August 15, 1987 (or until position is filled), to John Madorno, Director of Broadcasting, North Central College, 30 N. Brainard Street, Naperville, IL 60566. EOE.

HELP WANTED SALES

Wanted: Experienced sales people to represent one of N.Y.'s top 10 commercial music & video production companies. You must have established contacts with GMs, PDs, & promo directors in radio or TV. You'll sell great products & make big bucks. Call 212-967-6210 ask for Lon.

HELP WANTED TECHNICAL

Maintenance and supervision: Video duplication facility in Detroit seeks an experienced individual for the repair and maintenance of video duplication equipment and systems including 1" machines, time base correctors, monitors, VHS, Beta and 3/4" recorders/players and terminal equipment. Supervisory experience, design and installation background, ability to maintain quality control, and strong organizational skills are required. Submit resume including salary requirements to: Personnel, P.O. Box 451, Lathrup Village, MI 48076.

PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

For Sale -- MDS transmission time. Single channel MDS stations in San Antonio, Killeen, Victoria & Austin, Texas. Any time slot available for video and/or data programs. For info call Judi at 512-223-6383.

EMPLOYMENT SERVICES

Government jobs \$16,040-\$59,230/yr. Now hiring. Call 805-687-6000 ext R-7833 for current federal list.

Overseas jobs. Also cruiseships, travel, hotels. Listings. Now hiring. To 94K. 805-687-6000 Ext. OJ-7833.

"Breaking Into Broadcasting". For exclusive 20 page report mail \$9.95 to Coastline Publications, PO Box 533, Somers Point, NJ 08244.

EDUCATIONAL SERVICES

On-air training: For TV reporters (beginners, veterans, cross-overs from print). Polish your delivery, appearance, writing. Prepare for better career. Learn from former ABC Network News correspondent and New York local reporter. Call 212-921-0774. Eckhart Special Productions, Inc. (ESP).

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Ilurbide 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. 303-665-3767.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888.

25KW FM-Harris FM25(1986), Harris FM25K(1983), CCA 25000DS(1972) CSI 25000E(1978) AEL 25K(1977) **20KW FM-Harris 20H3(1970). Transcom Corp 215-884-0888, Telex 910-240-3856.

10KW/5KW FM **Harris FM 10H3 (1974) W/MS-15, RCA BTF 10D (1969) 5KW-RCA FMSB (1963) 2.5KW FM-Sparta 602A (1977), Gates FM-1C (1966) Transcom Corp. 215-884-0888, Telex 910-240-3856.**

Continental 814R-1, 1KW AM also Harris 1KWAM **SX-1 (1983)--MW1 (1983) all in mint condition. Bauer 701A (1983), Harris BC500 Transcom Corp. 215-884-0888, Telex 910-240-3856.

50KW AM **Gates BC-50C (1966) 10KW** Harris BC10H (1979) RCA 10H (1960) **5KW** Gates BC5P (1960) Transcom Corp. 215-884-0888, Telex 910-240-3856. New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.**

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

Silverline UHF transmitters new, best price, latest technology. 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303-465-4141.

Excellent equipment! UHF-VHF transmitters: 110KW, 55KW, 30KW—used, 1 KW AM, 5 yrs old—perfect! Grass Valley 950/955 sync, 1400-12 switcher Laird 3615A; antennas-TX line: much more! Call Ray LaRue 813-685-2938.

Over 100 MA-FM trans. in stock All powers, all complete, all manufacturers, all spares, all inst. books. AM 1kw thru 50kw FM 1kw thru 40kw. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248, 214-630-3600. New # 214-276-9725.

28' video van, 3 camera/triax, 2 - 1' VTR's, CG, switcher, audio, 12KW power, many extras. 215-489-1070

RCA TP-7 proj. reconditioned "like new" w/cable and SS box. \$1900. Simber Broadcast Services 609-435-1091.

AM transmitters: 50, 10, 5, 2.5, 1, 5 and 25 kw Continental Communications. Box 78219, St. Louis, MO 63178. 314-664-4497.

FM transmitters: 25, 20, 15, 5, 1 and 25 kw Continental Communications. Box 78219, St. Louis, MO 63178. 314-664-4497.

980' zone A tower with guys, on ground, 12 Bay antenna 93.1 mhz KQID, Alexandria, LA 318-445-1234.

Grass Valley 1600-1X fully loaded \$24K; Chyron RGU-2B with all options \$13K. Ikie-ITC-62 B&W title cam with CCU \$1000. BVW-10's and 3/4" machines—all of the above on best offer basis. Must go. Call Brian or Dan at 212-691-1300.

10KW FM transmitter: McMartin BF-10M 7KW to 15KW complete with exciter, tube set, manual, and some spares. Excellent condition - call 806-372-4518

3/4" and 1" blank videotape. Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, \$4.99 each; KCS-20 minutes 6.49; KCA-60 minutes, 10.99; 1" - 60 minutes, \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300; in Maryland, call 301-845-8888.

ADO-1000, 45' Great Dane trailer, two UHF low channel RCATTU-50C transmitters. We need one UHF high channel transmitter. RCA TK-45s only \$4,900.00 each, TK-46 only \$6,900.00. Tektronix 670 19" color monitors, Conrac 6122 19" color monitors, BVH-1100A, Squeezezoom, Ikegami 730s, 77, 79As, 79Ds. To receive a complete listing call Marvin Luke or Lynwood Taylor. 919-977-3600.

Microwave systems. Brand names. Bought, sold, traded. Call for current availability Maze Broadcast. 205-956-2227.

RCA TTU-50C 55KW UHF transmitter tuned in mid 40s. Currently on air. Avail late Oct. '87. First \$75,000.00. Maze Broadcast. 205-956-2227.

RCA TTU-60 Sixty kilowatt UHF transmitter. Mid band. Stainless G-7 936' tower standing. 1100' 6 1/8" line, plus RCA UHF antenna on above tower. All can be inspected on air. \$200,000.00 for entire package. Maze Broadcast. 205-956-2227.

Grass Valley 1600-7K production switcher. Just removed. Excellent condition. \$28,500.00. Maze Broadcast. 205-956-2227.

Sony BVH-1100 1" VTR with 2000 TBC. Clean and ready. \$19,500.00. Maze Broadcast. 205-956-2227.

CMX Edge A/B roll editor. Interfaces for Belacom and BVU-800. 2-1/2 years old. \$5750. Call David 202-722-6101.

ITFS transmitting system: 2.5 GHz Repeater equipment for 3 separate 2 channel repeater sites, transmitting antenna, waveguide, transmitter/communications building, associated cables and connectors. Excellent condition. Paul Sedivy 216-696-6900.

Eventide BD-931 monaural digital audio delay. 6.4 seconds, 16kHz. Used only 30 days, original price \$2,295, sacrifice \$1,395. RF Specialties 206-363-7730.

1984 35' video mobile unit: 2 TK-761, 1 TKP-45, 1 TK-76 cameras; 2 RCA TH-200 1-inch with slo-mo; 2 BVU-800 3/4" decks; DL-series 8 channel Clearcom; Chyron RGU; 26' Gertenslager body; IHC F1954 chassis with less than 25,000 miles. Built for sports production. Jim Ohmstede, 319-291-1026.

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RADIO

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Join the most respected national radio research firm in the business. We're looking for a manager who knows how to put customized radio research into action, and motivate others. Research knowledge coupled with radio programing/management experience is required. Salary, benefits, and the opportunity to work with cutting edge broadcasters in major market situations. Tell us what you can do. Send letter and background to:

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Philadelphia, PA 19130

Help Wanted Announcers

WNCN 104.3 **FM**

#1 CLASSICAL station in NYC/US seeks morning personality. AC jocks encouraged to apply. We'll teach you the names. Forget everything you've heard about classical radio. Tapes and resumes only (no calls) to: Mario G. Mazza, WNCN-FM, 1180 Avenue of the Americas, NY, NY 10036. EOE.

Help Wanted Technical

LEGACY BROADCASTING, INC.

IS LOOKING FOR A CHIEF ENGINEER

Excellent opportunity for experienced professional at KHOW/KSYY, Denver. We're a dynamic company seeking a motivated individual who works well with people and equipment. Facility includes extensive studio complex, separate AM and FM transmitter sites, AM directional antenna, FM translator, satellite, microwave installations, and two way equipment. SBE certificate helpful. Equal opportunity employer. Send resume, references and salary requirements to:

Legacy Broadcasting
ATTN: Michael Gorniak
P.O. Box 19630
St. Paul, MN 55119

Help Wanted News

NEWS DIRECTOR/ANCHOR NEEDED

Maybe you're looking for that perfect place to settle? Maybe you need stability, a professional environment, management support, and tremendous growth opportunity? Maybe you desire to live in an area that offers mountains, lakes, the ocean, and where your dollar goes far? Come work for our group...excellent salary/benefits. Cover letter, resume, salary requirements to: Box W-78.

Help Wanted News Continued

WWRC Radio, Washington, D.C., invites qualified journalists to apply for an anchor/writer position in the news department. Strong newsgathering skills are required, as well as an authoritative air sound. An all-news background would be helpful. Please send resume and tape to Rita Foley, News Director, WWRC Radio, 8121 Georgia Avenue, Silver Spring, MD 20910. No calls, please.



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TELEVISION

Help Wanted Management

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WBBH-TV NBC Fort Myers, Fla., seeks CPA to manage financial operations. Five Years+ experience. MBA tax experience helpful. Excellent salary & Profit Sharing. Resumes in confidence to:

Steve Pontius
WBBH-TV
3719 Central Ave.
Fort Myers, FL 33901
EEO Employer.

PROMOTION DIRECTOR

Want to work for a GM who thinks promotion is one of the most important departments at the station? Creative, market-oriented person needed immediately at medium market network affiliate in Midwest. Strong background on-air; news promotion is essential. Prefer previous department head experience. Will consider highly qualified writer/producer with top-notch reel ready to move up. Very competitive salary. Send resume and salary history in confidence to: Box W-90.

Help Wanted Management Continued

GENERAL SALES MANAGER

WCBD-TV, Charleston, SC is seeking a GSM with experience in all areas of TV sales; rep experience highly desirable. College degree or equivalent experience.

Company offers excellent benefits package and salary to be commensurate with experience and performance. No phone calls, please. Guaranteed confidentiality for replies and references to:

WCBD-TV, Channel 2
P.O. Box 879
Charleston, SC 29401
Attn: Personnel Dept.

EOE M/F

EXECUTIVE PRODUCER

Trinity Church, a historic Episcopal parish in New York City's Wall Street area, is seeking a Director of Video Production to expand this aspect of its communications ministry. Focus will be to produce and market VCR series and TV specials and manage new on-site studio. Position requires religious sensitivity and extensive senior-level commercial broadcast experience. Salary competitive with NY market. For further information, contact

Sarah F. Peveler, Personnel Director
Parish of Trinity Church
74 Trinity Place, New York, NY 10006
AN EQUAL OPPORTUNITY EMPLOYER

TRINITY CHURCH BROADWAY AT WALL STREET

GENERAL MANAGER WKLK-KEY LARGO, FLORIDA

Must have strong sales ability. Contact David W. Freeman Sr., 513 Southard St., Key West, FL 33040. Phone 305-294-2542.

Blind Box Responses:

BOX ???
c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

INTERNATIONAL SATELLITE TV

If you have a background in sales, account management, and international satellite television operations, talk to us. COMSAT Corporation seeks a:

DIRECTOR OF VIDEO SALES COMSAT WORLD SYSTEMS DIVISION

Knowledge of the major networks, and strong abilities to manage our entire sales effort to broadcasters will be necessary. This is an unusual opportunity to apply network experience to our expanding international satellite services. You must be degreed and willing to move to the Washington, DC area.

For immediate consideration, call or write: Nancy Roblin, COMSAT Corporation, 22300 Comsat Drive, Clarksburg, MD 20871, (301) 428-4700.



An Equal Opportunity Employer

Director of Program Production

Major public TV market seeks an experienced leader for a challenging management position responsible for all program production and activities undertaken by station. This key position provides leadership/direction for local, regional, national and international program production. Represents station in production dealings with various programing and production organizations; is responsible for designing series for national distribution.

Qualified candidates will have 5 years of production experience with demonstrated leadership ability and excellent human relation skills. Salary range \$29,000 - \$47,000/annually, plus liberal benefits.

Please forward two copies of resume and cover letter to KCTS/9 Screening Committee, Director of Program Production, 401 Mercer, Seattle, WA 98109. All applications must be postmarked by midnight, Friday, August 14, 1987. Do not send video tapes. KCTS/9 is an affirmative action/equal opportunity employer. Women and minorities are encouraged to apply.

KCTS/9

HOT NEW WEEKLY MAGAZINE TV SHOW

Major entertainment company is developing a 1/2 hour magazine-format weekly TV show, set on-location and featuring current and exciting entertainment stories. All applicants must be willing to relocate to Florida. Pilot production begins mid-August, program production begins November 1.

CO-HOSTS/REPORTERS — Immediate openings for on-camera reporters/personalities. Fresh new faces welcome. Must be energetic, witty, able to improvise and "really get into a story." Writing abilities a must. Demos, head sheets, and resumes must be received before July 31, casting to be finalized by August 7.

PROGRAM PRODUCER — Highly organized and creative weekly program producer with experience. Must be able to manage full-time staff of 18, bring shows in on-budget, and come up with fresh and exciting ideas. Send reel and resume by 8/12/87.

WRITER — Ability to write fun and creative segment and show scripts on a weekly schedule, seek out stories and give them an innovative slant, and work closely with on-camera personalities. Television experience a must. Send reel and resume by 8/12/87.

Send Materials to: TV Series (TV-3)
4310 S. Semoran Blvd. Suite 701
Orlando, FL 32822

Associate Producer

Produce cross channel promotions and in-house video's. Bachelors of Science or Bachelors of Art in communication marketing, film or work equivalency. One year minimum work experience. Please send resume including salary requirements to:

PARAGON CABLE

Dept. H.R., Associate Producer
5120 Broadway
New York, NY 10034
Equal Opportunity Employer M/F

ART DIRECTOR

Top 25 ABC affiliate in the sunny southwest seeking Art Director. Must have excellent design skills, with emphasis on print, outdoor and computer graphics. Management experience and good organizational skills very important. Looking for someone who is ambitious, creative and a little bit crazy. 3-5 years experience required. Send reel, resume and print samples to Creative Services Manager, KTVK-TV, 3435 North 16th Street, Phoenix, AZ 85016. EOE

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**Help Wanted Programing,
Production, Others Continued**

**CABLE TV
PRODUCTION SPECIALIST**

(\$2555 - \$3154/mo, plus excellent benefits.) City of Santa Monica, CA seeks production professional with proven track record in video production (producing, directing, shooting, editing, writing, maintaining equipment); aesthetic talent; technical know-how; and ability to train and supervise volunteer staff. Bachelor's plus two years related experience. Apply Personnel, 1685 Main St., Santa Monica, CA 90401, 213-458-8246.

Help Wanted Technical

TV ENGINEER

Immediate opening. University media program needs video maintenance and production engineer who has imagination and creativity with students, a magic touch with equipment, and the ability to build systems from scratch. Interesting projects with flexible hours, salary mid teens based on qualifications, excellent benefits including generous tuition remission. To apply send resume to: The American University, Box 281 Eagle Station, Washington, DC 20016. An EEO/AA University.

**SATELLITE
COMMUNICATIONS ENGINEER**

Extensive travel with a transportable earth station for distribution of television signals nationwide. Experience: Broadcasting engineering (General Class License); truck driving, satellite communications. Will train. Send resume and photograph to: American Uplinks, Inc., P.O. Box 699, Idaho Springs, CO 80452.

Situations Wanted Management

**GENERAL
SALES MANAGER**

Twenty years of sales experience as a senior manager at top New York representative firms. Extensive background in administration, budgeting, marketing, strategic planning, research, and training. Also consulted on independent sign-ons from initial FCC application through staffing and operations. Excellent references. Resume on request. Reply Box W-91.

DIRECTOR OF ENGINEERING/CHIEF

Energetic, dedicated engineering leader with BSEE, 20 years experience. Background includes hands-on maintenance to administration. Seeks management position with group or progressive broadcaster. Box W-118.

**BROADCAST
YOUR JOB OPENINGS!**

ALLIED FIELDS

Help Wanted Management

**DIRECTOR
OF FRANCHISES
BOARD OF ESTIMATE,
THE CITY OF NEW YORK**

The Board of Estimate of the City of New York seeks experienced professional for a director position responsible for awarding franchises and consents for the government of New York City. Jurisdiction of the Bureau of Franchises includes private bus lines, bus stop shelters, sidewalk cafes, and cable television. The Franchise Director evaluates, reviews and negotiates franchise matters, oversees construction and contract compliance of cable TV system operators and is responsible for the operation of the Franchise Office.

Candidates must possess strong managerial capacity and experience. Appropriate professional degree preferred. The position requires:

- Demonstrated skills in negotiating contracts and the administration of contract compliance functions.
- Knowledge of urban infrastructure and government operations.
- Capacity to understand regulatory policy in telecommunications and cable TV.
- Outstanding communication skills.
- Ability to interact effectively with Board members, city and state agencies, the public and the press.
- Strong commitment to serve the public interest.

Salary at commissioner level. Interested candidates should send a resume, cover letter and salary history by August 14, 1987 to:

Franchise Director Search Committee
Dean Robert Curvin
c/o New School for Social Research
66 Fifth Avenue
New York, NY 10011

Equal opportunity employer

Help Wanted Sales

TOP LEVEL POSITION

Expanding LA/NY based TV Production Co. seeks sales and marketing executive. Experience in packaging and representing programs for syndication, barter syndication, network sale, cable essential. Resumes to: Box 567, 8306 Wilshire, Beverly Hills, CA 90211.

Help Wanted Technical

**ENGINEERING STAFF
CONSULTING ENGINEER**

Washington, DC consulting firm is seeking to enlarge its staff with positions from engineer trainee/draftsman through senior staff engineer. All candidates should have a technical education and background, a high degree of initiative and native intelligence and a commitment to learn and advance. Higher level candidates should have a degree, engineer/consulting experience and/or professional engineering registration. Send resume and salary history to: Box W-22.

Employment Services

JOB HUNTING?

If you need a Job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, and engineering. For \$37.50 you get a daily report for 6 weeks. **1-800-237-8073** (In Missouri 314-442-3364), MediaLine, P. O. Box 10167, Columbia, MO 65205-4002.



Programing

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Pick up the Pilot show of
THE DOLLY DIMPLES HIT PARADE
a new weekly one hour show for children on Kayla Satellite
Broadcasting Network, Satcom F2R Transponder 23 6.2 Audio
August 4th (Tuesday) or August 6th (Thursday)
If you are interested in having your station become the KSBN
affiliate in your market for this show call Al Rubin (516) 781-7826.
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Miscellaneous

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INTO PRIME PROFITS!**

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818-785-5500

Consultants

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Call the "Advisors to the Communications Industry" D.B. Communications, Inc., 301-654-0777.

For Sale Stations

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Profitable full-timer available immediately. Substantial real estate included. Owners must divest and asking price is \$1.5 million cash.

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Quick Sale Priced at \$400,000
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- \$300,000 Reply Box W-85

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Class C FM located in small market. Asking \$395,000 with \$95,000 down. Contact:

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919-355-0327

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312/490-0470**

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Central Illinois suburban metro area FM serving area with two state universities and a population of 200,000+. Asking \$300,000. Send inquiries to: P.O. Box 228, Eureka, IL 61530.

FOR SALE

Midwest combo, 50KW FM, 500 watt daytimer. \$1.1 million cash.
Box W-79.

WILL TRADE ESTABLISHED, FULL POWER MAJOR MARKET TELEVISION STATION, FOR MAJOR MARKET RADIO STATION. REPLY TO BOX W-114.

For Sale

Group of 5 FM's and 3 AM's. Medium and small markets. Price 12M.
Box W-76.

**SOUTHERN CALIFORNIA
FM/AM COMBO**

**\$6,250,000
Box W-88**

For Sale Stations Continued

FLORIDA

Fulltime AM facility; includes real estate. Asking \$200,000 on terms. Contact:

ED SHAFFER
(404) 998-1100



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UHF IND. IN SOUTHWEST
AND
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RADIO • TV
CABLE **TOM BELCHER, president**

ARIZONA

5 kw Daytmr. with Class C FM in medium market. Asking \$2 million cash. Contact:

DAVID LaFRANCE
(415) 495-3516



**NORTHWEST FM/AM
COMBO**
\$50,000 Down/Terms
Box W-89

Old established full time AM radio station, 1000 W. Medium expanding market, Upper New York State. Billing over 345,000 annually & growing. 650,000 incl. real estate - easy terms - neg. Box W-77.

**TEXAS & OKLAHOMA
STATIONS FOR SALE**

AM/FM Combo and FM Class A. Top stations in medium markets. \$3,500,000 for package. Principals only, financial qualifications with inquiry. Write Box W-83.

CENTRAL FLA. RADIO/TV

AM \$82,000 DN. \$350,000 CASH
AM/FM \$1,250,000
UHF TV INDY \$8,850,000
305—365-7832

FOR SALE

AZ small market, great potential, growth market. \$250K. Write Box 661, Dubuque, Iowa 52001.

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BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705

DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Martin Greenberg, president and chief operating officer, and **Terry Jung**, chief financial officer, Duffy Broadcasting Corp., Dallas, form Genesis Broadcasting Corp. there following acquisition of seven of Duffy's nine radio stations ("Changing Hands," July 20). Greenberg will serve as chairman and CEO,



Greenberg



Jung

and Jung as executive VP and chief financial officer. VP's and general managers of Duffy stations who will continue in same positions for Genesis: **Craig McKee**, KRZN(AM)-KMJI(FM) Denver; **Jerry McKenna**, KSMJ(AM) Sacramento-KSFM(FM) Woodland, Calif.; **Terry Rodda**, KONO(AM)-KITY(FM) San Antonio, Tex.; **Gayle Shaw**, KBTS-FM Killeen, Tex.

Scott Meier, general manager, KJO-AM-FM St. Louis Park, Minn., joins WFAN(AM) New York in same capacity.

Philip Nye, president and general manager, WLUK-TV Green Bay, Wis., joins WVUE(TV) New Orleans as president and general manager.

Michael Lonke, VP and general manager, NBC's WMAQ(AM) Chicago, adds duties as VP and general manager, co-located WKQX(FM).

Nick W. Evans Jr., president, WAGT(TV) Augusta, Ga., joins Spartan Radiocasting Co., Spartanburg, S.C., owner of two AM, two FM and three TV stations, as executive VP and general manager.



Hartley

Jane Hartley, VP, marketing, MCA Broadcasting Inc., New York, named VP and station manager, MCA's WWOR-TV Secaucus, N.J.

Daniel C. Dorsett, operations manager, WLAP-AM-FM Lexington, Ky., named general manager.

Lee Larsen, general manager, KOA(AM) Denver, recently acquired by Jacor Communications Inc. from Belo Broadcasting, will continue with station as VP and general manager.

Neal Gladner, director, news and operations, KARN(FM) Little Rock, Ark., and co-located

Arkansas Radio Network, named general manager.

Richard White, VP and general manager, WTAE(AM)-WHTX(FM) Pittsburgh, joins WFAS-AM-FM White Plains, N.Y., as VP and general manager.

Jack Davidson, president and general manager, WSBW(FM) Sturgeon Bay, Wis., joins KYSM-AM-FM Mankato, Minn., as general manager.

Donald L. Ambrose, general sales manager, WHCN(FM) Hartford, Conn., joins WCHN(AM)-WKXZ(FM) Norwich, N.Y., as general manager.

Steve Carroll, sales manager, WABK-FM Gardiner, Me., named general manager.

Chris Kalifeh, account executive, WALA-TV Mobile, Ala., joins WDLT(FM) Chickasaw, Ala., as general manager.

Kent Cornish, program director, WIBW-TV Topeka, Kan., named operations manager.

Mark Thomas, program manager, WIRK-AM-FM West Palm Beach, Fla., joins WTAR(AM)-WLTY(FM) Norfolk, Va., as operations manager.

Ike Phillips, sales manager, WDST(FM) Woodstock, N.Y., named assistant station manager.

Steve Brockett, manager, system training, Heritage Communications Inc., Des Moines, Iowa, named accounting manager, Heritage's Wilmington, Del., cable TV system.

Cam Pardo, controller, WWOR-TV Secaucus, N.J., named business manager.

Donald Smith, consultant, Dean Witter Reynolds, New York, joins noncommercial WGBO(FM) Newark, N.J., as business manager.

Gloria Brown, business and traffic manager, WORZ(FM) Daytona Beach, Fla., joins WSSL-AM-FM Gray Court, S.C., as business manager.

Marketing



Manning

Burton J. Manning, partner, Jordan, Manning, Case & McGrath, New York, joins J. Walter Thompson Co. there as chairman and CEO.

Ellen Perless and **Larry Vine**, senior VP's and creative directors, FCB/Leber Katz Partners, New York, named senior VP's and

senior creative directors. **Janet Pines**, marketing executive, marketing planning department, named VP.

Lou LaTorre, VP and New York sales man-

ager, WTBS(TV) Atlanta, named senior VP, advertising sales, Atlanta.

Ken Yednock, VP and management supervisor, N W Ayer, Chicago, joins W.B. Doner & Co., Detroit, as senior VP and group management supervisor. **Deborah Meisner**, producer, Tracy-Locke, Dallas, joins Doner as senior producer. **Lisa Wiedeman Fahringer** and **Michele Quinlan**, assistant account executives, Doner, named account executives. **Tom Amico** and **Jim Proimus**, from Meldrum & Fewsmith, Cleveland, join Doner, Baltimore, in creative department.

Timothy Corrigan, senior VP and management representative, Ted Bates, New York, named senior VP and European business director, Ted Bates International, Paris.



Reilly

Earl Reilly, VP and manager, Seattle office, Katz Television, retires. **Diane Barrie**, sales executive, Katz Continental Television, Chicago, succeeds Reilly. Other appointments at Katz Communications Inc.: **Clifford McKinney**, media buyer and planner, Stolz Advertising

Co., St. Louis, and **James Steward**, project manager, Advanswers Media/Programming Inc., St. Louis, to sales executives, Katz Continental, St. Louis; **Linda Grebe**, sales executive, Katz Television, Philadelphia, to sales executive, Chicago; **Nancy Taverna**, account executive, WBZ(AM) Boston, to account executive, Katz's Banner Radio, Boston.

Lorraine Alhadeff, **Bryce L. Ott** and **Don H. Rimsky**, account supervisors, Young & Rubicam, New York, named VP's.

Richard J. Grunow, account executive, ABC Radio Network, Detroit, named VP and sales manager.

Dennis D. Wilhelmi and **Keith J. Weber**, financial managers, D'Arcy Masius Benton & Bowles, St. Louis, elected VP's. **Martha L. Bonneville**, account executive, Grey Advertising, New York, joins DMB&B, St. Louis, in same capacity.

Julia Mellow, corporate controller, CPM Inc., Chicago, named VP.

Janet Riccio, senior VP and management supervisor, Charles, Free & Lawson, New York, and **Ellen Carry**, account executive, WCBS-TV New York, join Corinthian, New York media buying service, as VP's.

Gary Patrick, VP and management representative, Vitt Media, New York, media buying and planning company, named group VP and marketing manager.

Steve Merson, freelance advertising salesman, joins Tatham-Laird & Kudner Advertising, Chicago, as partner and associate creative director. **Larry Johns**, former account

supervisor, Leo Burnett, Chicago, joins Tatham-Laird & Kudner as partner and director, new business.

Chris Nevil, general sales manager, KAMA (AM) El Paso, joins Caballero Spanish Media, Los Angeles, station representative, as VP and general sales manager, West Coast.

Janet Weber, senior buyer, Ketchum Advertising, Philadelphia, named VP and associate media director.

Steven Berger, VP, Vitt Media International Inc., New York, media buying company, named group VP. **Gary Patrick**, VP and management representative, named group VP and marketing manager.

Tim Pace, general sales manager, KFXD(AM)-KBXL(FM) Caldwell, Idaho, joins Steele, Stoltz & Associates Inc., Boise, Idaho, as senior VP.

Guy Daniels, VP and associate creative director, Ingalls, Quinn & Johnson, Boston, joins Cipriani Advertising Inc. there as associate creative director.

Onofrio (Nutch) Latona, associate creative director, DDB Needham Worldwide, Chicago, joins BBDO there as art director.

Mark William (Bill) Pope, associate creative director, DDB Needham Worldwide, Chicago, joins BBDO there as senior art director.

Appointments at Lifetime Cabletelevision, New York: **Marian Caracciolo**, manager, sponsorship sales, to manager, direct response advertising; **Alison Kellmer**, film/tape supervisor, to manager, sponsorship sales; **Greg Miranda**, account executive, Katz Communications, New York, to account executive.

Cal Cass, from WAKA-TV Montgomery, Ala., joins Mutual Telesales Inc., Atlanta, TV representative, as Southeast regional manager. **Keith Lewis**, from Four Star International, Burbank, Calif., joins Mutual Telesales, Chicago, as Midwest manager.

Mardi Considine, from Wells, Rich & Greene Advertising, New York, joins Gillespie Advertising, Princeton, N.J., as copywriter.

Gretchen Johnson, receptionist, Hillier, Newmark, Weschler & Howard, New York, and **Kristin Allan**, recent graduate, University of Richmond, Richmond, Va., named sales assistants, HNW&H.

Martin R. Damin, VP and general manager, Eastman Radio Network/Supernet, New York, joins ABC Radio Network there as account executive.

Lazaro Megret, account executive, Tichenor Media System Inc.'s WIND(AM) Chicago, named general sales manager, co-owned KBNA-AM-FM El Paso.

Patrick Joyce, national sales manager, WBBM(AM) Chicago, named local sales manager.

Tom Forst, senior account executive, WHCT-TV Hartford, Conn., named local sales manager.

Joe Loewenhardt, producer/director, manager, Aloha Hi-Tech Video, Honolulu, joins KITV(TV) Honolulu as account executive.

Liz Condren, account executive, Blair Television, New York, joins WOKR(TV) Rochester, N.Y., as marketing executive.

Richard C. Holland, investment executive, Paine Webber Inc., New York, joins WPTZ(TV) North Pole, N.Y., as retail development director.

Dan Chinn, account executive, KITV(TV) Honolulu, named national sales manager.

Ted Gurley, account executive, KHOU-TV Houston, named national sales manager.

Christine Griffith, from WCKG(FM) Elmwood Park, Ill., joins WXRT(FM) Chicago as account executive.

John Rogers, account executive, Advertiser Company, Montgomery, Ala., joins WKAB-TV there as account executive.

Judi Ferguson, media consultant, KKCS-AM-FM Colorado Springs, joins KOAA-TV Pueblo, Colo., as account executive, Colorado Springs office.

Tom Campbell, from KTVY(TV) Oklahoma City, joins KSEE(TV) Fresno, Calif., as account executive.

James Scott, from Tidewater Cable Interconnect, Norfolk, Va., joins WTVZ(TV) there as account executive.

Karen R. Faulkner, from WPTR(AM)-WFLY(FM) Troy, N.Y., joins WKLM(FM) Eden, N.C., as account executive.

Programming

Frances C. McConnell, senior VP, Coca-Cola's Embassy Communications, Los Angeles, named executive VP, comedy programming and development. **Steve Berman**, senior VP, creative affairs, Coca-Cola's Columbia Pictures Television, named executive VP, drama programming and development. **Gary Levine**, director, current programs, Columbia, named VP, current programs. **William A. Humphrey**, director, East Coast administration, Coca-



McConnell



Berman

Cola's Business Entertainment Business Sector, New York, adds duties as director and general manager, film and tape operations and archival services. **Vicki R. Solomon**, senior counsel, Columbia Pictures Industries Inc., New York, named assistant general counsel. **Don Bryan**, salesman, Columbia Pictures Television, Atlanta, and **Dick Campbell**, salesman, CPT, Hollywood, named sales consultants.

Appointments at MGM/UA Television, Culver City, Calif.: **Diane Sokolow**, executive VP, Motown Productions, Los Angeles, to senior VP, long form; **Mark Pedowitz**, VP and general manager, Landsburg Co., Los Angeles, to senior VP, business affairs and administration; **Ellen Endo-Dizon**, VP, comedy development, Embassy Television, Los Angeles, to VP, comedy; **Juanita Bartlett**, ex-

ecutive producer, ABC's *Spenser: For Hire*, to writer and producer.



Rosenbaum

Productions, Culver City, Calif., named senior VP, Lorimar Studios.

Kathy Haynesworth, director, administration, Orion Television Syndication, Los Angeles, named VP, operations. **Jeff Wachtel**, VP, development, Alliance Entertainment, Los Angeles, joins Orion Television as VP, development.

Victor Paddock, VP, business affairs, Aaron Spelling Productions, Los Angeles, joins The Landsburg Co. there in same capacity.

Christine Foster, VP, Group W Productions, New York, joins Walsh Communications Group Inc. there as president, motion picture and TV division.

Sam Newman, director, business affairs and administration, HBO Inc., New York, named VP, business affairs.

Joel Gallen, former VP and director, programming, All American Television, Los Angeles, joins The Entertainment Network Inc. there as VP and director, program development and media sales.

Thomas W. Button, director, compensation, United Brands Co., New York, joins Viacom International Inc. there as VP, compensation and benefits.

Albert L. Hulsen, president, American Public Radio, St. Paul, Minn., resigns effective Sept. 1.

Wes Hanemayer, DBS operations manager, Turner Cable Network Sales, Atlanta, named director, direct broadcast sales.

Debra DiMaio, producer, King World's *The Oprah Winfrey Show*, Chicago, named executive producer.

Steve Voleti, purchasing and facilities manager, Group W Cable, New York, named manager, planning and control, Group W Productions, Los Angeles. **Cedric Watkins II**, account executive, KCBS-TV Los Angeles, joins Group W Productions as Western division manager, succeeding **Jack Foley**, retired.

Aileen Gram, independent producer, joins Movietime, Hollywood, cable service, as supervising associate producer. **Star Price**, production manager, *Photoplay*, syndicated TV series, joins Movietime as coordinating producer.

Jim Ashbery, director, sales, marketing and research, WXFL(TV) Tampa, Fla., joins WSB(AM) Atlanta as program manager.

Bill Boggs, former host, *Midday with Bill Boggs*, WNYW(TV) New York, joins KYW-TV Philadelphia as host, *People are Talking*.

Elizabeth A. Cheng, producer, WCVB-TV Boston, named executive producer, programming.

Linda Ellerbee, co-anchor of ABC News's recently canceled *Our World*, is leaving the network to start her own production company, Lucky Duck Productions, New York, effective immediately. Her departure before the expiration of her contract in August 1989 was amicable, ABC spokeswoman said. Ellerbee joined ABC last August.

Rudy Guzman, daytime director, WIBW-TV Topeka, Kan., named assistant production manager.

Jack Silver, acting music director, KITS-AM-FM Los Angeles, named music director.

Mark Simmet, from KILR-AM-FM Estherville, Iowa, joins noncommercial KUNI(AM)-KHKE(FM) Cedar Falls, Iowa, as announcer.

Susan M. Fisher, traffic manager/program coordinator, WKOW-TV Madison, Wis., joins KITV(TV) Honolulu as program coordinator.

Bill Campbell, afternoon announcer, KIKK-AM-FM Houston, joins KJYY(FM) there in same capacity. **Steve Lundy**, former announcer, WLS(AM) Chicago, joins WJYY as morning announcer.

Jim Donovan, from KKCW(FM) Beaverton, Ore., joins KEX(AM) Portland, Ore., as afternoon announcer.

News and Public Affairs

Judi Moore Smith, independent writer, director and producer, joins National Public Radio, Washington, as education reporter. **James Fallows**, Far East reporter, *Atlantic Monthly* magazine, joins National Public Radio as social and political commentator, *Morning Edition*.

Bruce Collins, VP, corporate development, C-SPAN, Washington, adds duties as general counsel.

Larry McDermott, Detroit bureau chief, Associated Press, named general executive, New York. **Henry S. Ackerman**, New Orleans bureau chief, succeeds McDermott.

Karie Ross, sports anchor and reporter, WBNS-TV Columbus, Ohio, joins ESPN Inc., Bristol, Conn., as anchor and reporter.

Jim Engster, assistant news director, Louisiana Radio News Network, Baton Rouge, named news director. **Gina Logue**, reporter Louisiana Radio News Network, named assistant news director.

Gary Long, former VP, news, KOCO-TV Oklahoma City, joins WPCQ-TV Charlotte, N.C., as news director.

Sandy St. Pierre, news director, WMMW(AM) Meriden, Conn., joins WELI(AM) New Haven, Conn., in same capacity.

Robert Cohen, assistant news director, WTNH-TV New Haven, Conn., joins WKYC-TV Cleveland as assistant news director.

Brian Cooley, news director and anchor, KKIS-AM-FM Concord, Calif., joins KMEL(FM) San Francisco as news and public affairs director.

Bruce A. Corris, producer, WPVI-TV Philadelphia, joins WPRI-TV Providence, R.I., as as-

sistant news director.

John Armand, producer, 6 p.m. newscast, WLUK-TV Green Bay, Wis., named executive news producer.

Eric Lerner, producer, WKBW-TV Buffalo, N.Y., joins WHEC-TV Rochester, N.Y., as executive producer.

Chary Southmayd, reporter, WOCL(FM) De Land, Fla., named news director.

Judy Grant, night news manager, CBS News, New York, joins WCAU-TV Philadelphia as senior news producer.

Drew Berry, producer, 6 p.m. newscast, Capital Cities/ABC's WPVI-TV Philadelphia, joins co-owned WABC-TV New York in same capacity.

Brad Zaruba, from KPVI(TV) Pocatello, Idaho, joins WITN-TV Washington, N.C., as sports director and anchor. **Bob Buckley**, from KOMU-TV Columbia, Mo., joins WITN-TV as sports reporter and weekend sports anchor. **John Willis**, news director, WRHT(FM) Morehead City, N.C., joins WITN-TV as Greenville, N.C., correspondent.

Patrick Woodard, anchor and reporter, CBS Radio, New York, joins KOMO-TV Seattle as general assignment reporter. **John Goheen**, from KUTV(TV) Salt Lake City, joins KOMO-TV as photographer. **Bill Schwartz**, general assignment reporter, KOMO(AM) Seattle, named sports director.

Jim Kelly, reporter, ESPN Inc., Bristol, Conn., joins WCCO(AM) Minneapolis as news and sports reporter.

Steve Friedman, assistant sports director and

weekend sports anchor, KRDV(TV) Medford, Ore., joins KMTR-TV Eugene, Ore., as assistant sports director.

Tony Martinez, former anchor and reporter, WFAA-TV Dallas, joins KCNC-TV Denver as sports reporter.

John Chandik, chief meteorologist, WGRZ-TV Buffalo, N.Y., joins WLUK-TV Green Bay, Wis., in same capacity.

Michael Fuller, sports director, WLSL-TV Roanoke, Va., joins WPTV-TV Durham, N.C., in same capacity.

Bruce Hensel, physician, joins KNBC-TV Los Angeles as medical reporter.

Technology

George A. Grasso, chairman, Quantel (U.S.), Palo Alto, Calif., joins Schwem Technology Inc., Pleasant Hill, Calif., manufacturer of television camera lenses, as senior VP. He will continue at Quantel.

Gerald Easley, chief engineer, Z Channel, Los Angeles, joins Movietime, Beverly Hills, Calif., basic cable service, as chief engineer. **Mark Hale**, head end technician and studio engineer, United Cable Television, Los Angeles, joins Movietime as technical supervisor.

Brad Stensberg, operations manager, MCH Productions, Denver, joins Primavera Video, Solana Beach, Calif., as operations manager.

Holli Gailen, scheduling supervisor, Laser Edit Inc., Burbank, Calif., named director

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Don Shields, computer graphics and animation instructor, University of Michigan, Ann Arbor, joins GTN, Oak Park, Mich., production and post-production facility, as graphic artist.

Pam Contu and Karen Massey, sales support specialists, United Video, Tulsa, Okla., satellite carrier, named video affiliate representatives.

Brad Smith, engineer, WIBW-TV Topeka, Kan., named night supervisor, TV master control.

Promotion and PR

Elise Adde, publicist, *ABC World News Tonight*, New York, named manager, news information, ABC News.

Robert Pack, director, technical operations, MGM/UA Home Video, New York, joins Walt Disney Pictures and co-owned Touchstone Pictures, Burbank, Calif., as director, audio-visual production services, marketing division.

Ivan Johnson, manager, business development, Dimension Cable Services, Phoenix, wholly owned subsidiary Times Mirror Cable of Arizona, named VP, public affairs and business development. He will serve as liaison with city officials and press.

Appointments at MTV Networks Inc.: **Betsy Freeman**, editorial director, press and public affairs, New York, to director, communications, press and public affairs; **Judy Levin**, manager, affiliate publicity, New York, to director, affiliate sales and marketing; **Carole Robinson**, manager, program publicity, MTV Networks' MTV: Music Television, New York, to director, program publicity, MTV: Music Television, and VH-1; **Marty von Ruden**, account executive, Robert Marston & Associates, Los Angeles, to manager, press and public affairs, West Coast, Universal City, Calif.; **Linda Alexander**, publicist, program publicity, New York, to manager, program publicity, MTV Networks' Nickelodeon and Nick at Nite.

Nick Cannon, promotion manager, Playboy Channel, Los Angeles, named director, on-air promotion.

Robert Cambridge, producer, QC Productions, Los Angeles, joins Ogilvy & Mather Promotions as director, Los Angeles office.

Linda Davis, independent consultant, joins KKGO(FM) Los Angeles as director, marketing and promotion.

Mario Beguiristain, creative director, KVEA(TV) Los Angeles, joins KMEX-TV there in same capacity.

Mark Campbell, account executive, KKHT(FM) Houston, joins WMAL(AM) Washington, as advertising and promotion director.

Jim (Oscar) Welch, executive producer, WPLG(TV) Miami, named creative services director.

Eileen Becker Salmas, independent consultant, joins KSCI(TV) San Bernardino, Calif., as cable relations director.

Cynthia T. Hunt, program director, WNNB-TV

Hartford, Vt., joins WPMT(TV) York, Pa., as public relations director.

Sandy Weinberger, promotion director, WOHT(FM) Lake Success, N.Y., named director, marketing/public relations. **Rocco Marci**, assistant, promotion department, named promotion director.

Allied Fields



Fiske

David H. Fiske, president, Fiske & Associates, Washington, joins Goodwin & Soble, Washington law firm, as counsel. He will specialize in communications law.

Appointments at Nielsen Media Research, New York: **Arthur W. Bulgrin and Terrie A. Brennan**, account executives, to VP's; **Deborah R. Johnson**, research assistant, WNYW(TV) New York, and **Subhash Ratna**, from Wagner division, Cooper Industries, Parsippany, N.J., to service development department executives. Appointments at Nielsen Marketing Research: **Durwood S. Snead**, general manager, Majers Corp., Atlanta, to VP and general manager, Southern region, Atlanta; **Paul A. Sampson**, marketing manager, Majers Corp., to VP and corporate account manager, Westport, Conn.; **Larry R. Rock**, account manager, Nielsen Marketing, Atlanta, to VP and East central region, Fort Mitchell, Ky.

Gene Slaymaker, news director, WTLC(FM) Indianapolis, and **Brian Olson**, news director, KGWN-TV Cheyenne, Wyo., elected to board of directors, Radio-Television News Directors Association.

Vivian Vahlberg, former VP, Press Building Corp., Washington, named executive officer, Sigma Delta Chi, The Society of Professional Journalists, Chicago. She is first woman to serve as executive officer.

Jeremy Isaacs, CEO, Channel Four Television, London, named winner of 1987 Directorate Award, International Council of National Academy of Television Arts and Sciences, New York. **Jacques-Yves Cousteau**, oceanographer and TV documentary host, named winner of International NATAS's 1987 Founders Award.

Arthur Hauspurg, chairman, president and CEO, Consolidated Edison of New York Inc., named to board of directors, Comsat, Washington.

Officers elected by Public Telecommunications Financial Management Association, Columbia, S.C.: **David A. Buehrer**, WTTW(TV) Chicago, chairman; **Frank Bugg**, Georgia Public Television, Atlanta, vice chairman; **Beverly Evans**, Twin Cities Public Television, St. Paul, Minn., treasurer; **James Robertson**, KUT(FM) Austin, Tex., secretary.

Elizabeth Hallman, manager, program marketing, West Coast, National Captioning Institute Inc., named director, program marketing, West Coast. **Marlene Hunt Moss**, manager, program marketing, East Coast,

named director, program marketing, East Coast.

Helene C. Sugarman, freelance publicist, joins Moller/Cochran Productions, Washington, communications consultant, as director, communications.

Kelly Siegel, from West End Film, Washington, computer graphics software firm, joins National Association of Public Television Stations there as legislative aide.

Deaths



Lescoulie

Jack Lescoulie, 75, TV personality who appeared on NBC's *Today* in 1950's, died July 22 of cancer at St. Francis hospital, Memphis. Lescoulie covered sports and feature stories on original *Today* in 1952 appearing with host, late Dave Garroway, and newscaster Jim Fleming. Garroway

and Lescoulie would occasionally appear together in skits. Lescoulie left *Today* in 1957 and returned to show briefly in 1960's. In January-July 1957 he hosted *Tonight: American After Dark*, show presented by NBC in interrum between Steve Allen and Jack Paar eras of *Tonight*. Other NBC-TV programs hosted by Lescoulie were *Meet the Champions*, sports interview show, 1956-57; *Brains and Brawn*, game show, 1958; *1-2-3-Go!*, children's television program, 1961-62. He is survived by his wife, Virginia, son and daughter.

Reggie Schuebel, 83, owner of Reggie Schuebel Inc., New York, timebuying service in 1950's, died July 13 of cardiac arrest at Boca Raton Community hospital, Boca Raton, Fla. During World War II, Schuebel developed radio program, *Thanks to the Yanks*. In 1950's she founded Reggie Schuebel Inc., one of first companies of its kind which bought time on networks for many advertising agencies. She later served as media strategist for John F. Kennedy's presidential campaign. Schuebel is survived by her son.

Robert M. Dore, 78, president, Bob Dore Associates, New York, radio station representative, from 1955 until his retirement in 1976, died July 20 of colon cancer at his home in Westport, Conn. He is survived by his wife, Anita, and two daughters.

William S. Halstead, 84, early developer of multiplex stereophonic FM broadcasting in 1950's and participant in development of Japan's Nippon Television Network, died June 8 of pneumonia in Woodland Hills, Calif. He is survived by wife, Leslie, son and daughter.

Natalie Priest, 68, actress, died July 7 of cancer at her home in New York. Her acting career included roles on network TV daytime dramas *The Edge of Night*, *As the World Turns* and *Ryan's Hope*. She is survived by son and daughter.

Sunny outlook for Landmark's John Wynne

In the early 1980's, everybody, it seemed, had a great idea for a 24-hour-a-day cable programing service. Only a few of those ideas were turned into businesses; even fewer, into successful businesses. In the latter category: Landmark Communications' The Weather Channel. After five years of operation, including some months when it was more likely than not that it would go belly up, TWC has become a fixture on the cable scene, reaching 27 million cable homes and tallying 18 straight months of operating profits on annual revenue of around \$25 million.

TWC was not John Wynne's idea, but he more than anyone is responsible for its survival in a hostile cable programing environment that has claimed the lives of more ambitious and better financed ventures: Satellite News Channel, CBS Cable and The Entertainment Channel, to name a few.

In 1981, a venture capital firm brought together John Coleman's plan—for a new cable service supported solely by advertising that would pump weather information to cable subscribers around the clock—and Landmark, a Norfolk, Va.-based multimedia company on the lookout for new business opportunities. Coleman, then a weatherman for ABC's *Good Morning America*, and Wynne, head of Landmark's broadcast operations, soon struck a deal that put Landmark's millions behind TWC and Coleman at the helm reporting to Wynne. TWC debuted on May 2, 1982.

But within a year, TWC was in trouble. Costs were much greater than anticipated, while advertising revenues were much less. Coleman was forced out, and Wynne stepped in as chairman and chief executive officer. Wynne trimmed costs and set out to convince cable operators to pay a modest monthly subscriber fee to keep TWC afloat. The proof of Wynne's success is that TWC was around to celebrate its fifth anniversary two months ago. Today, he says, cable operators pay around five cents per month per subscriber, contributing 55% or 60% of TWC's total revenues.

As president of Landmark's broadcasting and video enterprises division, Wynne has responsibilities beyond TWC. He also oversees Landmark's two medium-market network-television affiliated stations—KNTV(TV) San Jose, Calif., and KLAS-TV Las Vegas—as well as its two radio stations, WTAR(AM)-WLTJ-FM Norfolk, Va.

The privately held Landmark also owns a chain of newspapers, including Norfolk *Virginian-Pilot* and *Ledger-Star*. TeleCable Corp., which has the same ownership as Landmark, is the 20th largest MSO, serving 510,000 cable homes. Frank Batten, to



JOHN OLIVER WYNNE—president, broadcasting and video entertainment division, Landmark Communications Inc., and chairman and chief executive officer, The Weather Channel, Norfolk, Va.; b. July 6, 1945, Norfolk; BA, history, Princeton University, Princeton, N.J., 1967; JD, University of Virginia, Charlottesville, Va., 1971; attorney, Willcox, Savage, Lawrence, Dickson & Spindle, Norfolk, 1971-74; positions at Landmark Communications: corporate secretary (in-house counsel), 1974-77; vice president, broadcasting and cable television, 1977-78; vice president-general manager, KNTV(TV) San Jose, Calif., 1978-80; president of broadcasting and video entertainment division since August 1980; m. Susan Snodgrass, Dec. 23, 1972; children—John, 12; Brad, 6.

whom Wynne reports, is chairman, chief executive officer and controlling shareholder of both companies.

Except for his college years and two years as general manager at KNTV, the 42-year-old Wynne, who's known to friends and colleagues as Dubby, has lived and worked in the bustling tidewater region of southeastern Virginia at the mouth of the Chesapeake Bay. And, for now at least, he can easily contain his ambitions within the region.

"I'm really comfortable working for a private company that has a national scope," he says. "A private company has the ability to take a longer-range perspective on things and not worry about quarter-to-quarter profits. If we were worried about quarterly profits, we would never have done The Weather Channel. We try to run our businesses to develop long-term market share and we are convinced that if we do that we will develop profits over a longer period of time."

After Princeton, Wynne received a law degree from the University of Virginia in 1971 and went to work for a Norfolk law firm. But, after three years, he became in-house counsel for Landmark, embarking on a company career now in its 14th year.

During the first half of his tenure at Landmark, Wynne helped the company sell tele-

vision stations in Norfolk and Greensboro, N.C., where it also owned newspapers, to quiet media competitors in those markets that were complaining about Landmark's domination. To offset the loss of the Greensboro station, Landmark purchased KNTV and KLAS-TV Las Vegas.

KNTV's first general manager under the Landmark flag was Wynne. "It was probably more fun than I'll ever have again," he says. "TV stations have a relatively small number of people in them. You can know them all. The problems are very manageable." He acknowledges that the business was "very competitive," but says: "That's the fun of it." A lifelong involvement in sports at all levels—he played tennis at Princeton—has taught him not only to cope with competition, but to enjoy it, he says.

Wynne is bullish about the long-term health of the television broadcasting business but believes there are going to be short-term problems that could hurt broadcasters who bought in at too high a price. The networks' share of the total audience is going to continue falling as the cable industry begins promoting its programing as broadcasters do, he says.

Landmark wants to buy additional stations, Wynne says, but the asking prices don't make economic sense. "In this marketplace, people are out there buying stations with someone else's money with the view to turning a short profit," he says. "And that's created an extraordinary demand for TV stations that has hyped up the values beyond reality for those of us that want to continue to own and operate stations."

Until the broadcast market settles down, Wynne will be looking to new businesses to keep his arm of the company growing. Some of those businesses are "incremental" to TWC, he says. They're intended to make more efficient use of TWC's extensive weather forecasting capabilities by providing services in other countries and by creating special services for businesses that "are dependent" on weather information, he says. Other businesses being looked at by Wynne's four-person business development team range from advertising to data bases and direct marketing, he said. "There are tons of things."

Another reason Wynne is more than content to stick with Landmark is that he and Batten share the same "values and aspirations." Among the values is a commitment to civic work. Wynne is on the board of the Norfolk children's hospital and has served a variety of other community organizations. "You do that because you are a large company in the community but primarily you do it because you want to do it... We feel that if you make a living in a community you have an obligation to put something back into it."

Between the work for community and Landmark, Wynne finds time for tennis and yardwork—weather permitting, of course. ■

ESPN has awarded three-year, over-the-air rights for its feeds of pre-season and regular-season National Football League Sunday night **games involving Rams and Raiders to KTTV(TV) Los Angeles.** Station previously had been on sports network's list of commercial independents ineligible to bid for games because of widespread cable carriage. KTTV, which won rights over four other stations in second round of bidding (no Los Angeles stations submitted offers during first go-around), was removed from list after ESPN received assurances from several San Diego cable systems that they would black out station's signal during games. ESPN has 1.4 million cable homes in market, and contract with NFL prohibits commercial stations with more than 700,000 cable homes outside Los Angeles DMA from carrying games. KTTV reaches 813,000. Meanwhile, KTVU(TV) Oakland, which has also been on ESPN's ineligible list, has obtained affidavits from cable systems outside its DMA (station reaches much of southwestern U.S. and Vancouver, Canada) agreeing to black out games, ESPN officials said. Bidding is still open in San Francisco market, as well as New York, Boston, Washington, Cleveland and Seattle. It has closed in Los Angeles, Chicago, Dallas, Miami, Minneapolis, Denver and San Diego. Meanwhile, list of advertisers is growing. Added in recent weeks: Acura cars; Gillette Co.; Joint Recruiting Advertising Program (part of Armed Services); Olympus Corp.; PaineWebber Inc.; United Airlines; Volkswagen of America, and Yashica Inc. Spokeswoman for ESPN said network has signed about 36.4 million homes for NFL package. ESPN has not "made definite decision" about cost per subscriber per month, but it will probably fall around 10 cents, she said. Those cable operators signing up to carry games after June 30 deadline will pay 14 cents per subscriber for first year of three-year contract, and 15 cents for second and third year, she said.

Group of **broadcasters** and group of **producers and distributors of first-run syndicated programming** asked **FCC last week not to review FCC staff dismissal of petition to repeal "off-network" provision of prime time access rule.** Provision prohibits network affiliates in top 50 markets from running off-network syndicated programming during prime access time. Petition to repeal provision was filed last April by WUHO-TV Battle Creek, Mich. After staff dismissed it, station requested review of staff action. Broadcasting group—which includes Group W, INTV, NAPTE and ABC affiliates association, among others—said, "The local television industry benefits

Holding the fort. For the second time in two months, CBS has succeeded in persuading a key affiliate to reject a tempting offer from NBC to switch networks. Last week, executives of *WBTV(TV)* Charlotte, N.C., told CBS the station would sign another two-year affiliation agreement, covering the period from January 1988 through December 1989. Sources said NBC had essentially told station officials that money was no object. In fact, one NBC executive was said to have told station executives, "There is no number you can name that will queer the deal. GE has buckets of money and I'm prepared to spend it."

The average yearly network compensation for a station in markets 31 to 40 (Charlotte is 32d) is approximately \$1 million, according to data gathered by the National Association of Broadcasters. NBC was said to have offered *WBTV* three to four times that amount. Cullie Tarleton, senior vice president and general manager, *WBTV*, said last week the station decided to stick with CBS because a change, after 38 years with the network, would be too "disruptive" for viewers, the station and advertisers. "We feel confident in what CBS is doing and in the programs they have in development," he said. While compensation was not the most important it was a factor, Tarleton said. CBS will pay more under the new affiliation contract, although NBC offered substantially more. Last month, NBC tried unsuccessfully to lure *WRAL-TV* Raleigh, N.C., from CBS. In both markets, which have unequal facilities, the CBS station is considered dominant while NBC has a weaker UHF affiliate.



Washington tour. CBS held a preview last week in Washington of its new fall series about the Vietnam war, *Tour of Duty*. The one-hour drama will air on Thursdays at 8-9 p.m., opposite NBC's *The Cosby Show* and its spin-off, *A Different World*.

Tour of Duty takes place in 1967, when the war was escalating, and focuses on an Army platoon "which must unite into an efficient and selfless fighting team if they are to survive their one-year tour of combat duty."

Present for the screening and the reception, at the Westin hotel, were (l-r): Tom Leahy, president, CBS Television Network; Terrence Knox, star of *Tour of Duty*; Laurence Tisch, president and chief executive officer, CBS Inc.; Stan Foster, member of the cast of *Tour*, and Gene Jankowski, president, CBS/Broadcast Group.

from the rule. More importantly, the highly competitive and diverse marketplace for television programming, which has developed under PTAR, has been of benefit to the public." Rulemaking to repeal provision "would have a chilling effect on a healthy and active programming marketplace to the detriment of all interested parties and the public." The programmers group—which includes Coca-Cola Telecommunications, King World, LBS Communications, Multimedia and Tribune Entertainment, among others—said PTAR with off-network provision has been successful, "creating a vigorous marketplace for first-run programming, which did not exist prior to the enactment of PTAR. . . . This programming marketplace would be severely disrupted. . . . should the commission initiate a rulemaking proceeding at this time on any aspect of PTAR."

General Electric announced last week agreement to **swap its consumers electronics business (GE and RCA) to Thomson S.A.,** French electronics giant, **for Thomson's medical equipment business and cash.** Amount of cash involved in transaction was undisclosed, but GE Chairman and Chief Executive Officer John Welch told securities analysts in New York last week that it "was significantly more than \$500 million and less than \$1 billion." According to GE spokesman, GE's consumer electronics business, swelled by addition of RCA in 1985, had sales of around \$3.5 billion last year. Thomson medical equipment business, he said, has annual sales of around \$700 million. In prepared statement, Welch said, "Consumer electronics, although a large business in terms of sales, has not been central to GE's strategic plan." According to GE spokesman, GE and RCA accounted for about one quarter of all color TV sales in U.S. Deal leaves Zenith Electronics as only major manufacturer of consumer electronics in U.S. GE is also transferring five-year, \$250 million consumer electronics research contract with David Sarnoff Labs to control of new company jointly owned with Thomson, with GE interest control phased out over seven-year period.

Fox Broadcasting last week announced **biggest upfront commitment** to date from single advertiser—**Procter & Gamble.** Exact figure was unavailable, but it was said to exceed \$6 million that several of company's advertisers had previously committed. Deal was high point in very bullish upfront marketplace for FBC, which sold about 70% of its prime time inventory (Saturday and Sunday nights) for over \$100 million, surpassing company's expectations.

Home Shopping Network has purchased CP for new TV in its own backyard. Clearwater, Fla.-based HSN announced last Friday that it would buy 4,200 kw UHF **channel 50 in Tampa** from Van Wagner Broadcasting. Station is expected on air Nov. 1, said HSN Chairman Roy M. Speer. HSN will own 12 TV's.

□

ABC News and Boston Globe will sponsor presidential debates in Boston in December. ABC News President Rooney Arledge and *Globe* Publisher William O. Taylor said in joint announcement that debate featuring Republican candidates will be held Dec. 7; Democratic candidates will debate on Dec. 8. Both will be held in Boston's Faneuil Hall. Invitations have been sent to candidates of both parties who have either officially declared their candidacy or who are expected to declare in next few months. Format, length and other details are subjects now being addressed by ABC and *Globe*.

□

NBC and technical union hit dead end in strike talks last week and are no closer to resolving 29-day-old walkout by 2,800 employees in New York, Burbank and at owned-stations. In related news, *Cosby Show* is giving serious thought to moving production from NBC Brooklyn studios to Kaufman-Astoria studios in order to stay on schedule. Spokesman said production is "sympathetic to strike." NBC and National Association of Broadcast Employees and Technicians met face-to-face for less than three hours during four-day negotiations in New York, first since walkout began June 29. President Robert Wright, in letter last Thursday to NBC employees, acknowledged strike was "debilitating" for company, as well as union members, but defended proposed cost-saving measures needed to meet competition from new media. About 400 union members rallied at General Electric offices in Manhattan last Wednesday, led by Actors Equity Association head Colleen Dewhurst, and actor Jack Klugman joined NABET picket lines in New York last Friday.

□

Five-week **strike by Screen Actors Guild** against four major animation studios was settled last week. New three-year pact gives voice-over actors 10% pay raise, reduction in recording sessions from eight to four hours in most cases, and 10% bonus when they must provide voices for three characters in one session. Guild claimed new agreement contains much of what it wanted, and said it is similar to one signed previously by largest animation studio, Hanna-Barbera. Strike began June 15. Two hundred strikers are expected to report back to work today at Disney, Marvel Productions, DIC Enterprises and Filmation. Strike should not delay start of fall season, union and studio officials said.

□

Witnesses invited to testify at Senate Communications Subcommittee's cable-satellite scrambling hearing Friday (July 31) include James Mooney, National Cable Television Association; Peter Pitsch, FCC; Bert Carp, Turner Broadcasting; Bob Thomson, Telecommunications Inc.; Raymond Timothy, NBC; Michael Hobbs, Public Broadcasting Service; Ronald Lightstone, Viacom International; Larry Dunham, General Instruments Corp.; Charles Ergin, Echosphere; Frederick Finn, Brown & Finn, Washington; B.R. Phillips, National Rural Telecommunications Cooperative; David Wolford, Home Satellite Services, and Diane Davis, individual.

□

Cosat Corp. announced last week that **Marcel Joseph, president and chief operating officer, would resign** "in the near future to pursue other business interests." Joseph joined Washington-based telecommunications company in April 1985 and assumed current position six months later. Over past two years, Joseph and Cosat Chairman and Chief Executive Officer Irving Goldstein have presided over restructuring of company, which has involved departure from most unregulated businesses and more focus on regulated ones, Intelsat and Inmarsat. They almost sealed merger with Contel earlier this year, but Contel walked away at 11th hour. In making announcement, Cosat said Joseph accomplished what he set out to do. "The corporation has been restructured, losing businesses and product lines have been sold or written off, non-

productive assets have been eliminated, and corporate overhead has been reduced by about 30% during Joseph's tenure," it said.

□

Founding CNN President **Reese Schonfeld** has been signed by **Orion Television Syndication** as **executive producer of *Crimewatch Tonight***, half-hour access strip for fall 1988 that will cover crime stories using 10-bureau setup around world. Show will be produced in New York and is budgeted at \$20 million annually. Pilot will be available in late October. Sales will be on cash-plus-barter basis.

□

Kcbs-TV plans to eliminate 4-5 p.m. newscast in September (it is third behind KABC-TV and KNBC-TV in ratings, which KCBS-TV officials attribute to lead-in problems from its 3-4 p.m. court show block). Station will replace news with off-network reruns of *Simon & Simon*, now cleared in 21 of 25 top markets.

□

NBC News missed story in its own backyard last week, when it didn't report during *Nightly News with Tom Brokaw*, **sale of consumer electronics business by NBC's parent company, General Electric.** Of NBC, CBS and ABC, only last reported story on its evening news broadcast last Wednesday (July 22). (G.E. corporate press spokesman said company sent out announcement of sale Wednesday at 3:15 p.m. [NYT], although no release was sent specifically to commercial broadcast networks.) Said NBC spokesman: "We just blew it."

Ad tax challenge. *The first advertising challenges to Florida's recently imposed 5% sales tax on services (BROADCASTING, July 6) were mounted last week by the American Advertising Federation and the Association of National Advertisers, in separate actions, AAF and ANA filed lawsuits in Leon County circuit court challenging the constitutionality of the state's new law. Florida Governor Bob Martinez and Department of Revenue Executive Director Randy Miller are named as defendants in both suits.*

The suits were filed July 24, a week after the release of a state Supreme Court advisory opinion that found the tax "facially constitutional" under Florida law (BROADCASTING, July 20). The opinion was not binding, and did not address federal constitutionality of the law.

According to ANA's Dan Jaffe, the organizations are filing separately because they have different constituencies and because "I think we all feel there's room for a number of suits."

Expected to file jointly this week are the Florida Association of Broadcasters and Scripps Howard, owner of TV stations, newspapers and cable companies, in what was termed by one lawyer as an "omnibus lawsuit."

AAF's suit claims the Florida law is unconstitutional for four reasons: It violates the First Amendment and a section of the Florida constitution by taxing speech directly and singling out advertising for "discriminatory treatment"; it is "unconstitutionally vague in that it is impossible to determine what advertising is taxed and what is not"; it violates the due process and commerce clauses of the U.S. Constitution because advertisers outside the state "do not have sufficient nexus within the state to be taxed," and it "creates the possibility of multiple taxation of advertisers by other states."

ANA's suit charges that the law violates Florida's free speech guarantees and the free speech, commerce and due process clauses of the U.S. Constitution, and claims the law is "discriminatory, vague and grossly burdensome." ANA President DeWitt Helm said the law "imposes complex administrative and logistical burdens on both advertisers and the Florida Department of Revenue."

ANA's Jaffe said the organization was hoping for a legislative rather than a legal solution to the controversy, and said it is possible that the Florida legislature could address the issue in a special session in September.

Editorials

Westwood, ho

It was 44 years ago, give or take a week, that NBC sold its Blue network to Edward Noble for \$8 million. That became the ABC Radio Network, which became, eventually, the country's largest radio network in terms of billings. Last week, history repeated itself when the NBC Radio Networks (comprising the 61-year-old descendent of NBC Red, plus some recent additions to the family) were put on the block. This time the buyer's name was Norm Pattiz and the price tag somewhat higher at \$50 million-plus, although a dollar of 1987 vintage isn't what the dollar used to be. Pattiz undoubtedly would like to see history's repetition extend to the ranking of his growing Westwood One radio network group (which already includes one broadcast veteran, Mutual Broadcasting).

The network buys and bids of recent years have rendered almost commonplace what would have in other days rated a banner headline. (And hardly had that news been spread, when NBC's new parent, GE, announced it was selling its consumer electronics division, much of it picked up in the RCA purchase that brought it NBC.) Yet the changing hands of the first national radio network still rates a notation in the archives of a Fifth Estate that was once strictly aural, and once delivered nationally by NBC alone. From *Amos and Andy* to Bergen and McCarthy, the memories flood, so much of broadcasting's early history belonged to NBC, Red and Blue.

Our respects paid to the past, the future is at issue: The Norm Pattiz who in only a dozen years has turned a \$10,000 investment into the radio success story of the decade is a man with no small ambitions for the aural medium. "If the 30's and 40's were the golden age of radio," Pattiz has said, "today is the platinum age."

In 1926, an advertisement for the introduction of the new NBC stated the network's goals: "[We are] more largely interested, more selfishly interested, if you please, in the best possible broadcasting in the U.S. than anyone else." A worthy goal, then, and no less worthy now, even in today's crowded marketplace.

Florida folly

The bad news for advertisers and advertising media is that the Florida Supreme Court, in its advisory opinion sought by the governor of that state (BROADCASTING, July 20), validated, at least facially (or, perhaps more accurately, at most facially) the constitutionality of that state's new sales tax on services. The tax includes advertising and is, according to some accounts, already causing some advertisers to keep their expenditures down or out of the state.

The better news is that the advisory opinion is just that, advisory. It is not a decision by the court, nor is it binding in any future proceeding. There is indication the same court might feel differently given a real test case. Indeed, two members of the seven-person court declined to offer an opinion, with one, Rosemary Berkett, explaining: "The true test of this statute will come, not in any nonbinding advisory opinion, but in the scores of fact-specific controversies already being brought to this state's courts and the federal courts." The scope of the opinion also prevented the court from addressing the several federal constitutional questions raised, a limitation, the majority conceded, that "reduces the adequacy" of its advice.

"We will not address the validity of the law as applied to any particular set of facts," the court said of its ruling. The opinion

decides "virtually nothing," said Berkett. That sounds like an open invitation to broadcasters to join others concerned about the law in finding the most convincing set of facts possible.

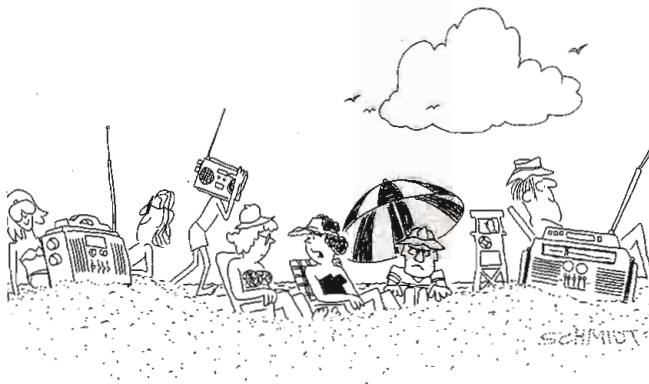
It's just possible, of course, that the tax will so depress business in Florida that the governor and legislators who wanted it will see political peril in its perpetuation. That failing, the advertising community must press its case in the courts. There should be no dearth of help from the Florida bar. The services of lawyers are also taxed now in Florida.

Mr. Right, part 2

There was a flare-up on the Senate floor last week over the qualifications of Appellate Judge Robert H. Bork to serve on the Supreme Court, to which he has been nominated. Senator Joseph R. Biden Jr. (D-Del.), chairman of the Judiciary Committee, which holds Bork's confirmation in its power, took the floor for an hour to state his opposition to the nomination. Republicans rallied to Bork's defense, but it is clear that the nominee must endure a legislative trashing.

In the same week, the appellate court issued an opinion, written by Judge Bork, that is its own best answer to Biden. Bork upheld an FCC denial of a newscaster's request for exemption from the equal-time law. In so doing, he rejected the appellant's claim that the equal-time law is an abridgement of the First Amendment. He said he was helpless to do otherwise as long as the Supreme Court's 1969 *Red Lion* decision remains undisturbed. *Red Lion*, he noted, held that the "statutory 'equal opportunities' rule in Section 315 and the commission's own fairness doctrine rested on the same constitutional basis of the government's power to regulate 'a scarce resource which the government has denied others the right to use.'" Bork questioned, as he had in the *TRAC* case last year, whether the scarcity rationale was still valid, but he said that "unless the court itself were to overrule *Red Lion*, we remain bound by it."

Here was an appellate judge exhibiting a decent respect for legal precedent and the primacy of the Supreme Court but wondering whether circumstances had changed enough to warrant a Supreme Court's second look at a First Amendment problem. Just the combination of judicial restraint and progressive thinking that has been the mark of the best Supreme Court justices.



Drawn for BROADCASTING by Jack Schmidt
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It's our *only* business.

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PETRY

Petry, Inc., The Original Station Representative

Preferential filing. A group of 13 former FCC commissioners has voiced support for the agency's tax certificate, distress sale and comparative hearing preference policies, which are currently the object of a proceeding that some observers believe is aimed at eliminating them. "These policies may need fine tuning and periodic monitoring to insure that they remain effective, work no injustices and are not abused," the ex-commissioners said in a letter to the FCC. "We trust that the commission, in its wisdom and with the benefit of informed public comment, will be able to improve upon these policies. But we believe that fundamentally these policies are sound and have served the public interest well. It is clear to us, and we think it is clear to the vast majority of Americans, that the public interest, in general, as well as the interests of minorities and women, in particular, have suffered by reason of inadequate representation in the ownership and operation of broadcast stations. It was not until the mid-1970's that the commission began to create the incentives for minority, and later female ownership of broadcast facilities, which are now the focus of this proceeding. We believe that the policies under review have been effective in increasing the participation of minorities and women in the broadcast marketplace, and that such participation is essential to the promotion of diversity of broadcast ownership and expression. These policies, in our judgment, represent the very best in enlightened, rational commission regulation: They are a content-neutral means of insuring that opportunities for broadcast ownership will be available to all Americans. Our country prides itself most on the opportunities for free expression by all citizens. Thus, even the appearance of exclusion of minorities and women from broadcast ownership is unacceptable. We appeal to you to reaffirm the wisdom of these policies."

The signatories: Kenneth Cox, Charles Ferris, Joseph Fogarty, Thomas Houser, Benjamin Hooks, Rosel Hyde, Nicholas Johnson, Newton Minow, Abbott Washburn, Margita White, Tyrone Brown, Anne Jones and Henry Rivera.

basis in markets with fewer media outlets and owners. "The duopoly rules should be revised so as to permit evaluation of all relevant factors in determining whether overlap should be prohibited," NBC said. "In the alternative, the rules should be amended to prohibit only 5 mv/m AM overlap and 3.16 mv/m FM overlap."

CBS urged the FCC to repeal the one-to-a-market rule, at least in the larger markets, and to relax the radio duopoly rules to permit common ownership of two or more AM or FM stations whose 5 mv/m or 3.16 mv/m groundwave contours don't overlap. "Group ownership, with its associated economies of scale, can: enable struggling stations to survive; maintain long relied-upon service; provide incentives for the establishment of new and improved broadcast outlets; enhance the amount and depth of informational programming without reducing the diversity of viewpoints available to the public, and serve the press' vital function as the watchdog of government and major social institutions," CBS said.

Westinghouse Broadcasting said AM-FM-TV combinations should be permitted at least in the top 50 markets. "If similar relief is not extended to smaller markets, a liberal case-by-case waiver policy should be adopted," Group W said. "'Grandfathered' commonly owned radio and TV stations, such as those operated by Group W, have existed for many years without adversely impacting the diversity of services available to the public or the competitive marketplace," Group W said. "Indeed, the record of operation of the many 'grandfathered' combinations which now exist shows that common ownership can work to increase the diversity and availability of news, information and other important services on both radio and TV."

Tribune Broadcasting Co. supported elimination of the one-to-a-market rule and relaxation of the duopoly rules for radio. Yet it also urged the FCC to launch a further notice "to explore a comparable relaxation for the duopoly rule as applied to televi-

sion."

The National Telecommunications and Information Administration limited its recommended relief to AM's and AM-TV's. It urged the FCC to relax the duopoly rules to permit AM-AM combinations in the same market. It also recommended modification of the one-to-a-market rule to permit AM-TV combinations in some markets. "We suggest that the commission set up benchmarks at which level it can be presumed that AM-TV combinations will not have a significant adverse effect on diversity," NTIA said. "If the proposed ownership combination is in a market that meets the benchmark, it would be presumed that the advantages of the combination outweigh its potential adverse effect on diversity and the combination could be allowed with no special showing. If, on the other hand, the proposed combination does not meet the benchmark, then the commission can make a case-by-case determination on whether the combination should be allowed. In either case, the commission can review the effect of a combination as part of its public interest review for granting the license or transfer, either on its own initiative or through arguments filed by third parties."

In separate filings, both Clear Channel Communications Inc. and Booth American

Co. urged the FCC to adopt additional duopoly relief for AM's. They said the public interest would be served by permitting common ownership of two AM's in the same radio market, even if their signals completely overlap, as long as certain conditions are met. They suggested conditions requiring that 10 or more radio stations serve the market; that no more than 10% of the programming on the co-owned AM's be duplicated; that the licensee of the AM-AM or AM-AM-FM combination not also be the licensee of a TV station that serves the market, and that none of the stations in an AM-AM-FM combination be permitted to duplicate the other two stations' programming more than 10% of the time.

Bonneville International Corp. and Northern Television Inc. urged the FCC to authorize all AM-FM-TV combinations and also to permit newspaper crossownership combinations. "Through cost savings achieved through joint operations, the removal of these ownership restrictions will help provide a much-needed boost to the AM radio and newspaper industries and better serve the public interest."

Golden Empire Broadcasting, licensee of KHSL-AM-TV Chico, Calif., recommended that relaxation of the one-to-a-market rule not be limited to the top 50 markets. "Chico, with an ADI ranking of 140, has access to numerous media outlets," Golden Empire said. "The commission, therefore, should not use the top 50 markets as a benchmark for permitting radio-TV combinations without a special showing. Rather, if any benchmark must be used, then the number of commercial stations should provide the standard. Golden Empire submits that the number of stations providing service in the Chico market meets that threshold."

Shamrock Broadcasting Inc. supported the FCC's proposed relaxation of duopoly for AM's, but not for FM's. "Relaxing the duopoly restrictions applicable to FM may adversely impact upon whatever curative effects are realized by such relaxation for AM," Shamrock said.

Group radio owner Jacor Communications Inc. opposed the agency's proposal to relax the one-to-a-market rule, however. "There is no need for such action," Jacor said.

The Consumer Federation of America strongly opposed all of the FCC's proposals. "The commission has not explained why it should turn its back on its longstanding goal

Jackson calls for Olympic boycott. The Rev. Jesse Jackson, who ran for the Democratic presidential nomination in 1984, has issued a policy statement declaring that the U.S. should lead an international boycott of the 1988 Olympic games in Seoul, South Korea, if human rights conditions do not improve in that country. Jackson proclaimed that the human, political and labor rights of many South Koreans were being violated and that some citizens were being "imprisoned, tortured and killed" by the government in power. "Unless we take a stand, we become accomplices," he said. "We must take the position that there are measurable improvements in human rights conditions in South Korea or the U.S. will lead an international effort to boycott the 1988 Olympics. We should not be in the position of rewarding a violator of human rights with an international sports festival and a political facelift." The U.S. last boycotted the winter Olympics in 1980 when they were held in Moscow. NBC held the U.S. rights to those games and was forced to cancel most of its coverage. President Carter called for the U.S. boycott in response to Soviet aggression in Afghanistan. The Soviets responded in kind in 1984 with their own boycott of the summer games in Los Angeles. ABC's coverage was largely unaffected by that boycott. NBC is preceding on schedule with plans to cover the Seoul games.

of maximizing the number of voices on the air," the CFA said.

"The commission cannot modify its policies, concentrating media ownership into the hands of fewer and fewer people, without

first addressing how doing so will promote editorial diversity."

The Office of Communication of the United Church of Christ also urged the FCC to leave the rules alone. "The commission's

proposed *general* abandonment is poor policy," the church said. "More important, it would constitute arbitrary action, inconsistent with recent congressional and commission precedent." □

McKinney flying high with presidential appointment

FCC's Mass Media Bureau chief to head White House military office; he'll report to husband of FCC Commissioner Mimi Dawson

Air Force One, President Reagan's personal airplane, would appear to be in good hands.

Last week the President announced his intention to appoint James Clayton McKinney, the FCC's Mass Media Bureau chief, as a deputy assistant and director of the White House military office, which has responsibility for, among other things, the president's aircraft, limousines, Camp David, the White House dining facility, presidential telecommunications systems and about 1,600 personnel ("Closed Circuit," June 15). "I don't think this is a job you can turn down," said the 47-year-old engineer and pilot last week. "It's like working at a hobby."

In his new capacity, McKinney will report to White House chief of operations Rhett Dawson, who recruited him for the job, which pays \$82,500. (Dawson is FCC Commissioner Mimi Dawson's husband.)

McKinney doesn't expect to start his new duties officially until the beginning of July, but he is already spending part of his time at the White House preparing, and FCC Chairman Dennis Patrick has announced his intention to name William Johnson, deputy chief of the Mass Media Bureau, as McKinney's acting successor.

At a press conference last week, McKinney, a veteran of 24 years at the agency, said he believed the commission had "changed the world of broadcasting in the last six years" with its deregulatory initiatives, and that he thought those policies were "good."

His personal favorite agenda item: the agency's decision to protect the industry-selected TV stereo system, which he believed had the effect of providing a standard and turning TV stereo into reality. "It's just the first step of a whole new system of TV in the U.S. that will include high-definition television and will include surround sound."

McKinney had originally been recommended to the White House for the vacant FCC seat by William Schneider, a former under secretary of state, and Drew Lewis, the former secretary of state who is now president of Union Pacific Corp. Yet McKinney said he never got called for an interview for the seat and that Dawson's inquiry had been unrelated.

While many within the broadcast industry would enthusiastically support a McKinney run for a commission seat (there is currently one vacant slot), the bureau chief told BROADCASTING he plans to serve the President in his new position throughout the remainder of the Reagan administration. "I'm there for the duration," said McKinney. "They need continuity." □



McKinney with a farewell gift

Washington Watch

Hawkins suit settled. Former Florida Republican Senator Paula Hawkins and WESH-TV Orlando, Fla., have settled lawsuit Hawkins filed against station. Amount of settlement was not revealed, parties agreeing to keep figure confidential. Hawkins was injured on Jan. 5, 1982, at station when prop fell on her during taping of program. □

Tavoulaareas appeal. William P. Tavoulaareas, former president of Mobil Oil Corp., has petitioned Supreme Court to review appeals court decision that *Washington Post* did not libel him in article published in 1979. Article said Tavoulaareas, when president of Mobil, had set up his son, Peter, as partner in shipping concern that handled Mobil tankers (BROADCASTING, March 16). Full bench of U.S. Court of Appeals in Washington, in 7-1 decision, rejected jury finding that story was false and that Tavoulaareas was entitled to \$2.05 million in damages. That decision overturned order by majority of three-judge appellate panel that had rejected ruling of trial judge in case. He had set aside jury verdict and award to plaintiff. Panel's decision was viewed by journalists as likely to chill interest in investigative reporting. Tavoulaareas's petition for review maintains that his constitutional right to jury trial was violated by decision of full bench and that appeals court erred in holding he was public figure and, therefore, had to meet higher standard of proof than would private figure. He was required to prove that *Post* published article with "actual malice," or "reckless disregard" for truth. □

Byrd honors. NAB will recognize Senate Majority Leader Robert Byrd (D-W.Va.) for his efforts in opening Senate to coverage by electronic media. Byrd will be presented with award at luncheon during association's joint board meeting Wednesday, June 24.