

# Broadcasting Feb 3



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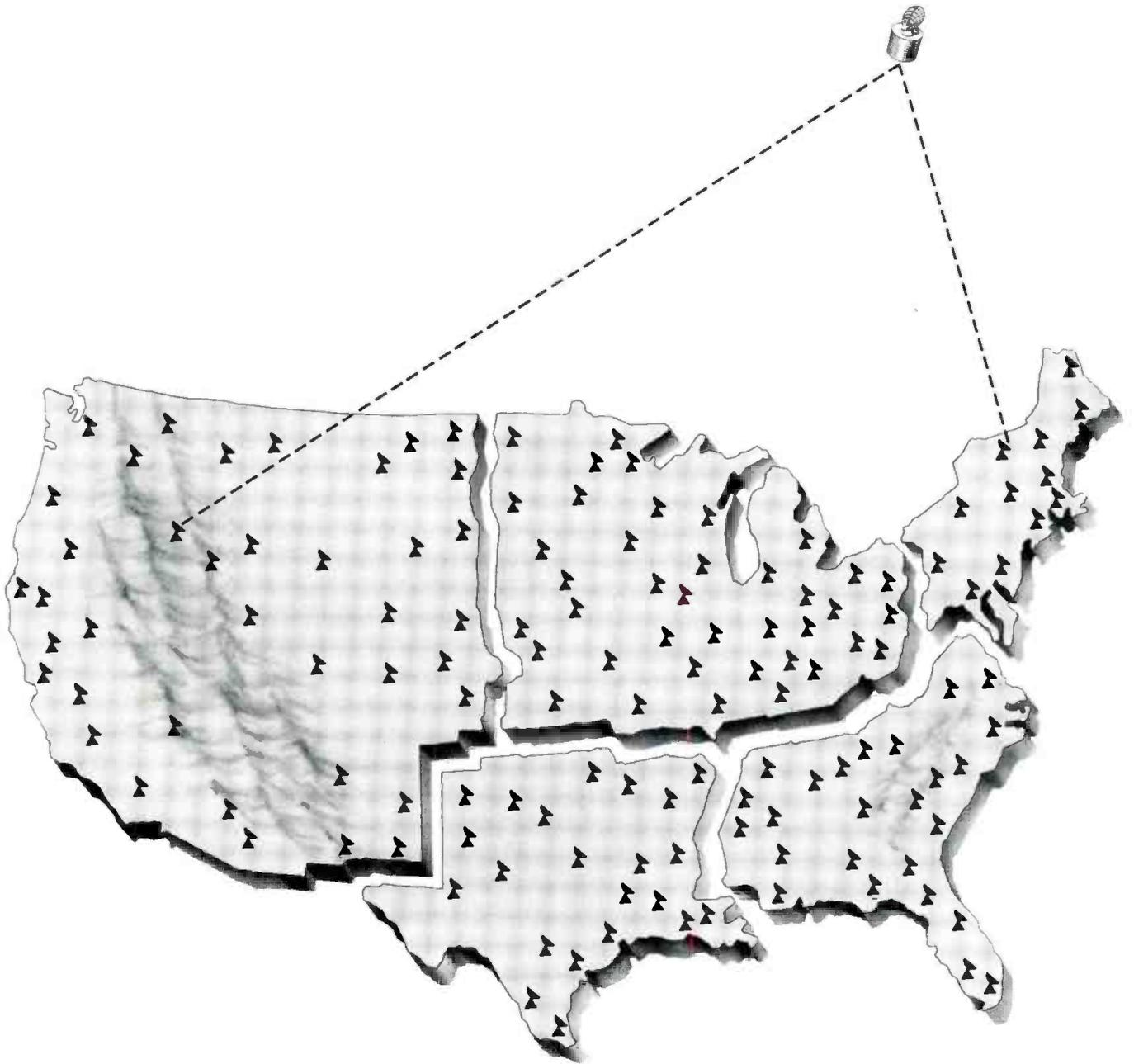
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To provide our affiliates with that competitive news edge, ABC has created NewsOne. A service that will combine the powerful newsgathering capabilities of ABC News with the late-breaking, on-the-spot coverage of more than 200 ABC affiliates. This edge will arm them with expanded news services from every section of the country.

For the past ten months, 25 ABC stations in the Southwest region have been successfully reaping the benefits of the NewsOne tie-in. This satellite link-up has supplied them with the best and latest in regional news, sports, and feature stories.

Over the next six months, regional feeds will be set up in four additional areas: the Midwest, the Southeast, the Northeast, and the Pacific/Mountain area. By July of 1986, all material from each region will be made available via satellite. So the ABC Family will not only have its own regional feed, but will be able to pick and choose news from around the country—over 100 stories a day, providing over 20 hours a week of local news coverage.



Teamed up with NewsOne will be ABSAT, another new ABC project which will supply KU trucks for 50 key markets.

Besides adding mobile capability to newsgathering operations, ABSAT creates the ability to cover news events live within the NewsOne system.

What it all adds up to is a fast, highly efficient, innovative, state-of-the-art collaboration. ABC NewsOne, run by a team of ABC News professionals, will allow the network, with its powerful newsgathering forces, to join with its affiliates for immediacy, impact, and expertise.

With a partnership like this, ABC and its more than 200 affiliated stations will have local, regional, national, and international news coverage from coast to coast.

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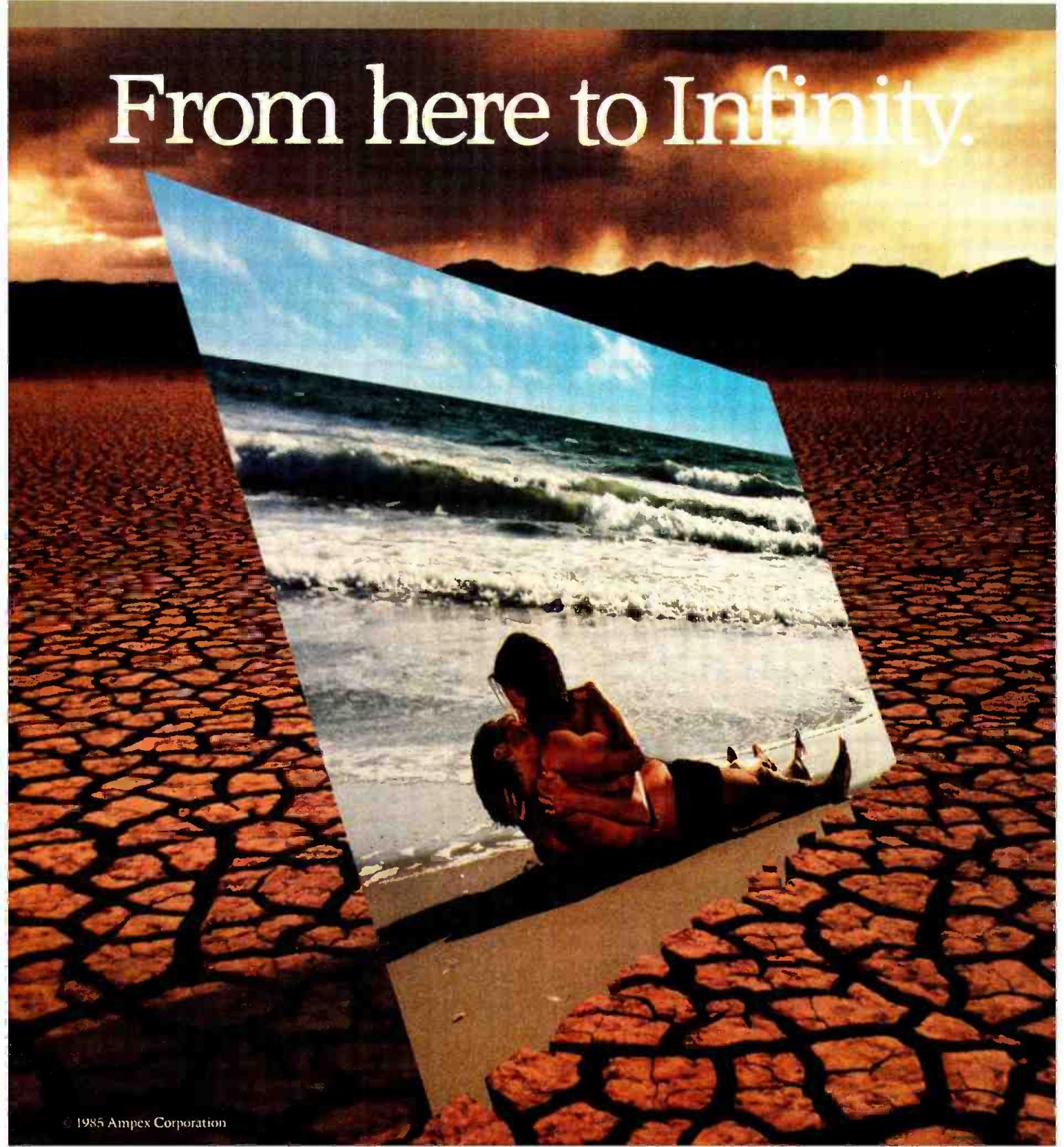
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# From here to Infinity.



# Broadcasting Feb 3

## Television chronicles shuttle tragedy Must-carry comments pour into FCC Rubenstein new CPB president

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**MUST CARRY FOLLOW** □ Mounds of comments are logged in at the FCC on what to do about must carry. **PAGE 30.**

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**NEW MAN** □ White House nominates attorney Andrew Strenio Jr. to fill FTC seat. **PAGE 41.**

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game, pleasing both NBC and advertisers. **PAGE 52.**

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**SATELLITE TALK** □ BROADCASTING's satellite symposium brings together international players to hear U.S. religion on deregulation. **PAGE 68.**

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IN LESS THAN  
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## \$5,000 chances

Under review at Securities and Exchange Commission is \$250-million "blind pool" media investment fund to be managed by Television Stations Partners chief executive officer, I. Martin Pompadur, and retired ABC President, Elton Rule. (Pompadur and Rule were once fellow ABC executives.) To be called ML (for Merrill Lynch) Media Fund, it will consist of \$5,000 units that can be subsequently increased by investors in \$1,000 increments and will be sold by Merrill Lynch to anyone with at least \$30,000 net income and \$70,000 net worth. Investor money will be increased through borrowing by 60%-65%, allowing ML Media Fund to purchase up to \$550 million in television, radio, cable and specialty publishing properties.

Investors would get tax-deductible losses in first two to three years, but fund, said source, "is really being structured as a five-to-eight-year asset play." That financial lingo means that investors should expect to get more than \$5,000 back when properties are sold or refinanced after that time period has elapsed.

## Getting ready

Expected nomination of Alfred Sikes, of Springfield, Mo., as head of Commerce's National Telecommunications and Information Administration would promote bit of station trading. He is part owner and operator of five radio stations in Missouri—KGBX(AM) Springfield, KRMS(AM)-KYLC(FM) Osage Beach and KJAS(AM) Jackson and KJAQ(FM) Gordonville. Sikes, who owns at least as much as his partners in those stations, holds 18.6% of Springfield property, 14.6% in Osage, and 12.96% in Jackson/Gordonville. And he says he has told White House he intends to sell, if he is named to NTIA post, to avoid conflicts of interest.

When White House will send nomination to Senate was far from certain last week. But Sikes says he has already held "several conversations" with persons who have read of his likely nomination and are interested in buying his interests.

## Heat's on

TV networks are feeling pressures to lower standards for commercial time and content in Saturday morning children's shows. They say one reason advertisers are buying more time in syndicated shows for

children—at loss to TV networks—is that they are given liberties that networks deny. With end of National Association of Broadcasters code by antitrust consent decree several years ago, standards are left to stations' judgments, which vary widely. Restrictions still required by network standards and practices departments don't apply in syndication, to competitive disadvantage of networks, they say. Will networks let bars down? "Nothing is unthinkable any more," said one network executive.

## Do it now

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) wants to see industry compromise on must carry. And Dingell reportedly made that desire known to Commissioner James Quello last week. "I want this thing handled," Dingell is quoted as saying.

## Getting smaller

Broadcast-quality 8 mm camera-recorder system has been developed for electronic newsgathering by Japanese equipment manufacturer, Hitachi Denshi. New system, to be detailed at engineering conference in Chicago this week (see "Technology," page 58), will include 8 mm camcorder, portable playback unit, battery-operated field edit controller and studio recorder-editor. Standardized 8 mm videotape cassette will be used, initially providing 10-minute recording time, soon to be improved for broadcast version up to 14-15 minutes. Development of component analog recording technology, which grew out of Hitachi's past work with quarter-inch videotape, is reported to be at aggressive pace, with system headed for U.S. introduction at April's National Association of Broadcasters equipment exhibit and is beginning to fill multiunit order for Japanese broadcast organization.

## Horse's mouth

Radio broadcasters attending session on allocations at National Association of Broadcasters convention, in Dallas, on April 15, may hear report direct from Geneva on developments at conference of western hemisphere countries planning use of 100 khz of spectrum that has been added to AM band. NAB convention planners have been discussing that possibility with FCC's Mass Media bureau chief, James McKinney, who heads U.S. delegation to conference. Questions to be

resolved involve cost and availability of technology. It is not likely that McKinney would have much to report regarding work of conference, since, on 15th, it will only be in its second day. It is scheduled to run three weeks.

## Newcomer

Tri-Star Pictures last week confirmed that it is planning entry in television production and syndication but gave no date. Until CBS sold share in Tri-Star, company was prevented from getting into syndication because of FCC's financial interest-syndication rules. Tri-Star was theatrical distributor of "Rambo: First Blood, Part II," but question of whether new syndication division would control rights remains unclear. Video rights to movie were handled by Thorn/EMI.

## Datebook entries

National Association of Broadcasters has settled on Las Vegas for its 1988 and 1989 annual conventions. Association had been considering number of sites including Chicago and Atlanta. (Negotiations are still under way for 1990 and 1991 conventions, Atlanta appearing to have upper hand.) This year's convention (April 12-16) and 1987's (March 29-April 1) are set for Dallas.

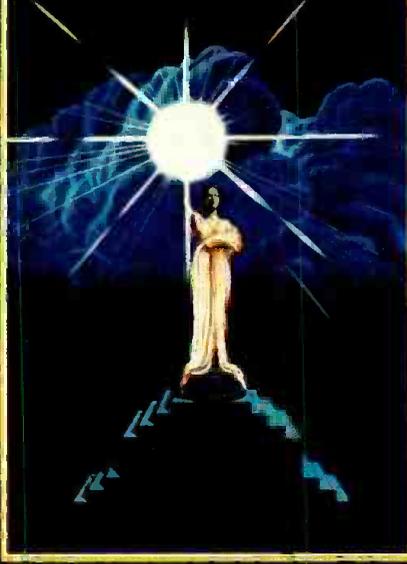
## End is near

With WFTY(TV) Washington converting to commercial operation at end of February, number of subscription television stations still operating has dwindled to two: WNUV-TV Baltimore and combination of low-power TV's, K26AC Bemidji and K18AI Grand Rapids, both Minnesota. STV operations, which reached a high of 1.4 million subscribers in September 1982, are down to fewer than 25,000 now. Twenty stations were in business little more than year ago.

## Matchmaker

Selection of Martin Rubenstein, former president of Mutual Broadcasting System and former lawyer and executive for ABC, as president of Corporation for Public Broadcasting (see story, page 34) was surprise to many but not to one. Norman Blumenthal, member of FCC's review board, suggested post to Rubenstein several months ago, was influential in putting him in touch with public broadcasting powers that be in and around public broadcasting.

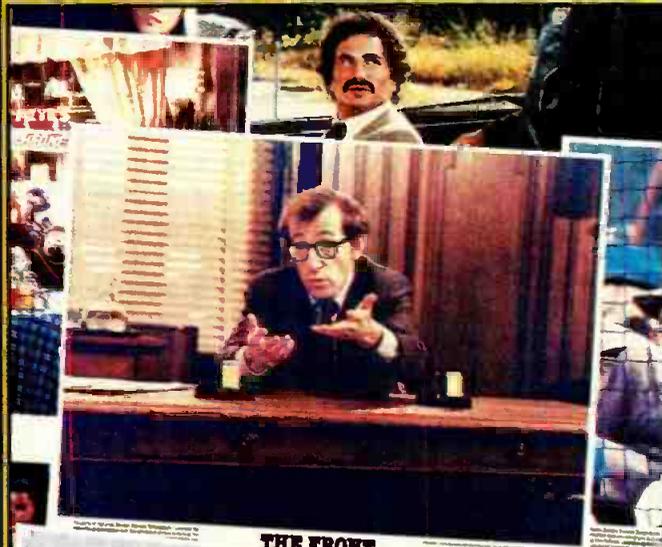
# I N C R E A S E



STARMAN



The Karate Kid



THE FRONT



AGAINST ALL ODDS



Moscow on the Hudson



NOBODY'S PERFECT



Happy Birthday

# YOUR VOLUME

*Increase your movie volume and your ratings volume with VOLUME SIX...21 of today's most outstanding motion pictures.*

<b>AGAINST ALL ODDS</b>	<b>KRULL</b>
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<b>CASEY'S SHADOW</b>	<b>MOSCOW ON THE HUDSON</b>
<b>THE FRONT</b>	<b>THE MUPPETS TAKE MANHATTAN</b>
<b>GHOSTBUSTERS</b>	<b>THE NATURAL</b>
<b>HAPPY BIRTHDAY TO ME</b>	<b>NOBODY'S PERFECT</b>
<b>HARDCORE</b>	<b>SPRING BREAK</b>
<b>THE HOLLYWOOD KNIGHTS</b>	<b>STARMAN</b>
<b>JAGGED EDGE</b>	<b>TEMPEST</b>
<b>THE KARATE KID</b>	

## VOLUME

# VVI



## Up and scrambling

After one two-week postponement, Showtime/The Movie Channel began last Monday (Jan. 27) intermittent test scrambling of the Eastern satellite feeds of both its pay services. It plans to begin test scrambling on their Western feeds next Monday (Feb. 10) and, if all goes well, gradually move to full-time scrambling of all its feeds sometime in May. The test scrambling was to have gotten under way Jan. 13, but the failure of hundreds of affiliates to register and receive descramblers prior to that date forced the two-week delay.

Like other cable operators, Showtime/TMC is using M/A-Com's Videocipher II scrambling system. In addition to scrambling television signals, Videocipher II permits the transmission of high-fidelity stereo sound. According to Stephan Schulte, senior vice president, operations, Showtime/TMC will take advantage of the feature to distribute Showtime in stereo for the first time. The Movie Channel has been offered in stereo since its inception in 1979.

Schulte said TMC "can finally start to stem the loss of hundreds of millions of dollars in revenues that have been siphoned from our company, our retail distributors, program suppliers and copyright holders by unauthorized and illegal commercial ventures."

## Program promos

The Cinemax pay TV service is in the midst of a three-month campaign, produced entirely in-house, promoting upcoming programs to its viewers. The campaign uses high-tech graphics, with theme music performed by rock 'n' roll singer Robert Gordon, in 15-, 30- and 60-second spots. The current phase, which started Dec. 21, 1985, consists of nine different combinations of six featured characters promoting January film offerings. There will be nine others in February and nine more in March, each group promoting that month's Cinemax movies.

"Cinemax is synonymous with fresh, irreverent entertainment," said Tim Braine, vice president for on-air promotion, HBO and Cinemax. "These new on-air spots are designed to capture that distinctive, high-spirited outlook with style and humor." He said 25 people were involved in creation of the campaign, the biggest ever undertaken by Cinemax entirely in-house. Braine and Judy Drosd, director of Cinemax on-air promotion, were in charge, with Drosd serving as executive producer. Jeff Weiser was director, Susan Dember producer, Paul Fuentes art director, Susan Israel music producer and Sarina Israel project manager.

## Cambridge contract

American Cablesystems, Cambridge, Mass., said it had signed with the city the final license authorizing it to build and operate Cambridge's cable TV system. The company was awarded the franchise last March after a year-long competitive process, and it received a provisional operating license in October. The final license is for 15 years. Upon completion, due at the end of 1986, the dual-cable, 123-mile-long system will pass 41,000 homes and offer 55 basic channels in three levels of service, plus access to 11 premium channels. Officials said the system would also offer subscribers enhanced audio services, data retrieval services and a comprehensive package of locally produced programs. Construction started in November under a special waiver from the Massachusetts Cable Commission. The company hopes to begin marketing in the spring.

## 'Family' viewing

The *Family* drama series and five adventure series will make their national cable debuts in February on Lifetime, the Hearst-ABC-Viacom Entertainment company has announced.

*Family*, produced by Spelling/Goldberg in association with Mike Nichols and starring Meredith Baxter-Birney, Kristy McNichol and Sada Thompson, will be seen Mondays at 7-8 p.m. NYT, starting Feb. 3.

In addition to *Family*, a different adventure series makes its cable debut each night of the week, to be seen at 8-9 p.m., also starting Feb. 3: *Cover Up*, starring Jennifer O'Neill and the late Jon-Erik Hexum, on Mondays; *Partners in Crime*, with Loni Anderson and Linda Carter, on Tuesdays; *The*

*American Girls*, with Priscilla Barnes and Debra Clinger, on Wednesdays; *Cassie & Co.*, with Angie Dickinson, on Thursdays, and *From Here to Eternity*, with Don Johnson, Barbara Hershey and William Devane, on Fridays.

Officials said two parenting programs already in the Lifetime schedule will begin new production in February. *What Every Baby Knows* starts its third season Feb. 17, produced by Tomorrow Entertainment and presented Monday-Friday at 8:30-9 a.m. and 12:30-1 p.m. NYT. Joan Lunden's *Mother's Day* continues in production by Michael Krauss Productions, to go into its third season in March.

Lifetime also announced that in February some 25 films will be added to *Lifetime Moviebreaks*, which air features with romantic or adventure themes daily at 10 a.m. and 4 and 11 p.m., and Saturdays in 3-7 p.m. double features.

## Advertising extravaganza

The Cabletelevision Advertising Bureau has added a hardware and software exposition to the agenda for its fifth annual cable advertising conference, to be held April 27-29 at the Sheraton Centre in New York. The exposition will run from 4:30 to 9 p.m. on opening day, a Sunday.

Officials said the show will display the latest hardware and software useful in local advertising sales operations, such as insertion, billing, traffic and production, with representatives of participating companies present to demonstrate and explain. Suppliers of local audience research services have also been invited to participate, and officials said "a limited number" of other spaces are still available on a first-come basis.

CAB President Robert H. Alter said: "The rapid growth of local advertising sales has created an immediate need for operators to have more sophisticated equipment, programs and research information to support their efforts. This exposition will, for the first time, bring together cable systems' management and suppliers of advertising-related goods and services in an environment which focuses solely on their mutual interests."

## International effort

Madison Square Garden and Paramount Television International Distribution announced that they will work together to exploit the international rights to Garden-owned TV properties. Both companies are in the entertainment and communications group of Gulf + Western Industries.

Through the Madison Square Garden Network, the Garden has international ancillary rights to the Millrose Games track and field competition, college basketball, certain hockey games, Felt Forum boxing, the Westminster Kennel Club dog show and the National horse show, among other



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24 HOURS  
SATCOM III  
TRANSPONDER 22**



**COMING  
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Twenty-four hours a day, HSN 1 and HSN 2 retail merchandise via a live television format. In a club atmosphere, bargains are offered to viewers who receive a \$5.00 discount off their first purchase. Network 1 features deeply discounted merchandise from manufacturers' overstocks, closeouts and liquidations. Network 2 will showcase, off price, the latest and most innovative offerings of manufacturers. Viewers have hundreds of chances to win prizes.



## AFFILIATE COMPENSATION

Every item of merchandise sold to subscribers in your area is tracked by zip code and a percentage of all sales attributed to your cable system is paid directly to you. Moreover, the longer you are an affiliate, the higher your

percentage of compensation.

Those cable systems electing to carry both Home Shopping Networks will earn an accelerated percentage of sales commission on both networks.

## MARKETING SUPPORT

The Home Shopping Networks' coordinated marketing programs generate maximum subscriber purchases, thus insuring greater revenues for your cable system.

We spend \$1.26 on each of your subscribers annually promoting the Home Shopping Networks via stand alone mailings. Our award winning campaigns include direct mailings and bill inserts personalized with your own logo

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It doesn't stop there. Once your subscribers become Home Shopping Club members, we keep them involved and excited with contests, prizes, and continued mailings.

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events. Paramount Television International Distribution, an arm of Paramount Pictures, will sell such events to outlets overseas.

### 'Guide' growth

The Electronic Program Guide, an on-screen program guide delivered via satellite by United Video, said it doubled its subscriber base in 1985 and passed the five-million mark with the addition of Times Mirror Cable's 114,000-subscriber system in Phoenix early in January. EPG, which claims to be the cable industry's most widely distributed text service, put its current subscriber count at about 5.3-million, representing more than 250 cable systems. The guide, customized for each system, is one of several satellite services of United Video, which says it distributes programming to more than 25 million cable subscribers nationally.

### Tennis, anyone?

ESPN will present more than 50 hours of live coverage of the 1986 French Open tennis tournament under an agreement with the Federation Francaise de Tennis. Steven M. Bornstein, ESPN senior vice president, programming and production, said coverage of the Grand Slam event will extend from early-round action on Monday, May 26, through the semifinals. The coverage will be presented primarily on weekdays and will begin at 9 a.m. NYT, with a half-hour of the day's highlights at midnight. ESPN will have its own commentators but will use the facilities of the French TF-1 network for pro-

duction.

"The French Open," Bornstein said, "is one of the most storied and traditionally one of the most exciting events in tennis. Adding [it] to a lineup that already includes the Nabisco Masters and the Davis Cup gives ESPN as formidable a tennis schedule as you'll find anywhere on television."

### Travel time

Travel and vacation tips are dispensed on *The CNN Travel Guide*, the Cable News Network's newest information feature, focusing on a single vacation choice each week. With Bella Shaw as host, the program presents "how to get there, where to stay, what to do" in two-minute segments four times a day on weekdays and expands to 20 minutes with a vacation profile and more general travel tips at 10:10 a.m. and 1:10 a.m. NYT on Saturdays. The weekday segments appear within the 7 a.m., 4 p.m., 10 p.m. and midnight NYT news hours.

### Staying tuned

HBO says November and December 1985 were the fourth and fifth consecutive months of total day viewership increases over their levels from a year ago. In December, total day viewership got a 4.2 rating, an increase of 8%. Among dayparts, the biggest increase for the month was in late night (up 29%). The prime time rating was the same as the year before. In November, total day viewership was up 14% to a 4.1 rating, weekday daytime was up 42% and late night was up 32%. HBO initiated its "Get it All Super Fall" campaign last fall.

## Joel Sebastian

July 11, 1932 – January 17, 1986

In memory of a professional communicator  
who touched so many lives  
all over the U.S.A.

My friend.

Dennis R. Israel  
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Philippe E. Boucher, controller.  
Albert Anderson.  
Irving C. Miller, financial consultant.  
Wendy J. Liebmann.

### Corporate Relations

Patricia A. Vance, director.

### Bureaus

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

Stephen McClellan, John Lippman,  
associate editors.

Vincent M. Dittingo, senior editor: radio.

Geoff Foisie, assistant editor.

Scott Barrett, staff writer.

June Chauhan, advertising assistant.

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

Richard Mahler, correspondent.

Tim Thometz, Western sales manager.

Sandra Klausner, editorial-advertising assistant.

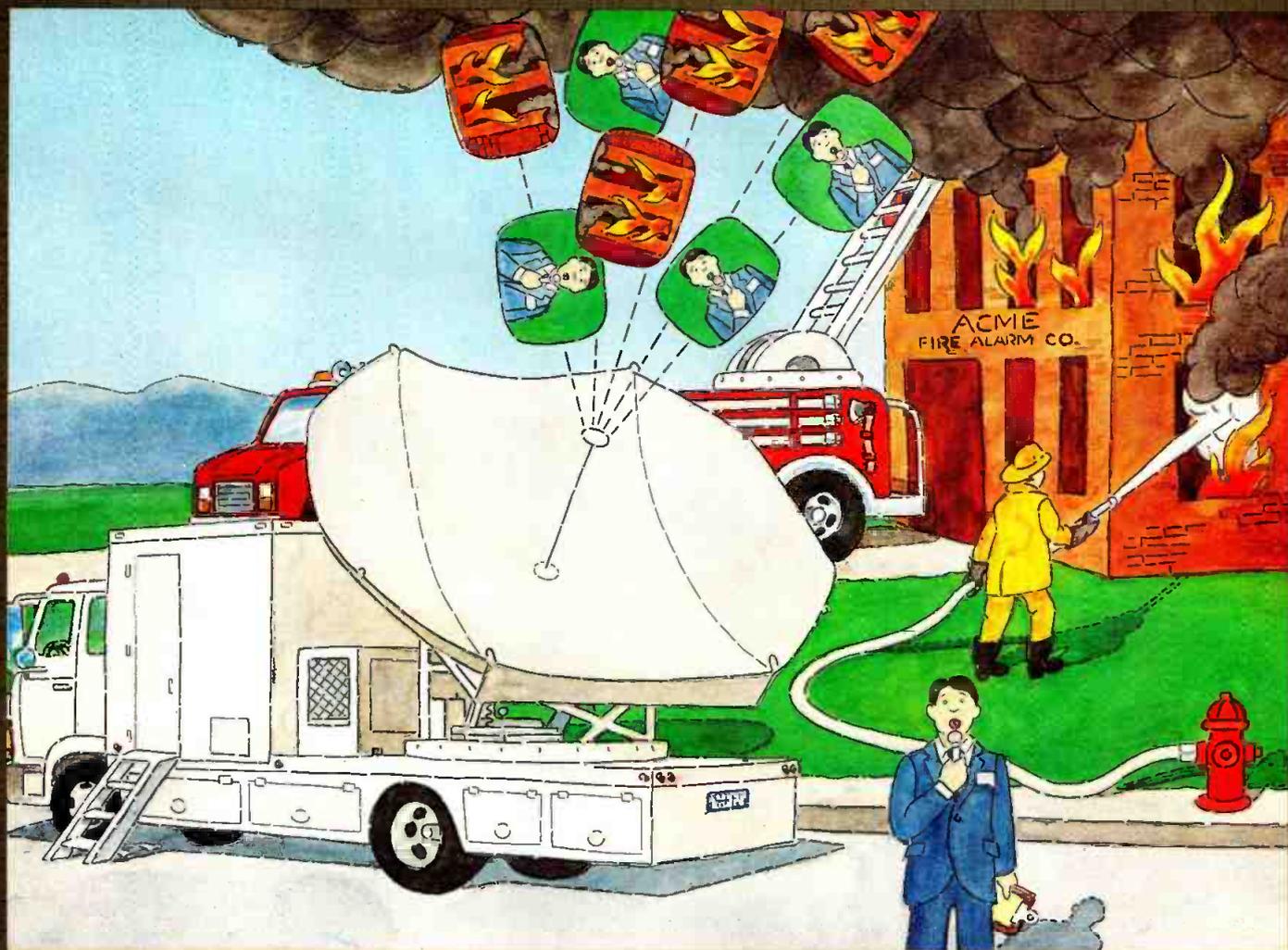
### International Advertising Representatives

Continental Europe: John J. Lucassen, John Ashcraft & Co., Akerdijk 150 A, 1171 PV Badhoevedorp, Holland. Phone: 02968-6226. Telex: 18406 harke nl.

United Kingdom: John Ashcraft & Co., 12 Bear St., Leicester Square, WC2H 7AS London, England. Phone: 01-930 0525. Telex: 895 2387 answer g ashcraft.

Japan: Masayuki Harihara, Yukari Media Inc., Hus Building, 4-21-1-602, Nakanoshima, Kita-Ku, Osaka, Japan. Phone: 06-448-5011. Telex: J64400 OH-BINBTH.

Founded 1931. *Broadcasting-Televasting* \* introduced in 1946. *Television* \* acquired in 1961. *Cablecasting* \* introduced in 1972. □ Reg. U.S. Patent Office □ Copyright 1986 by Broadcasting Publications Inc.



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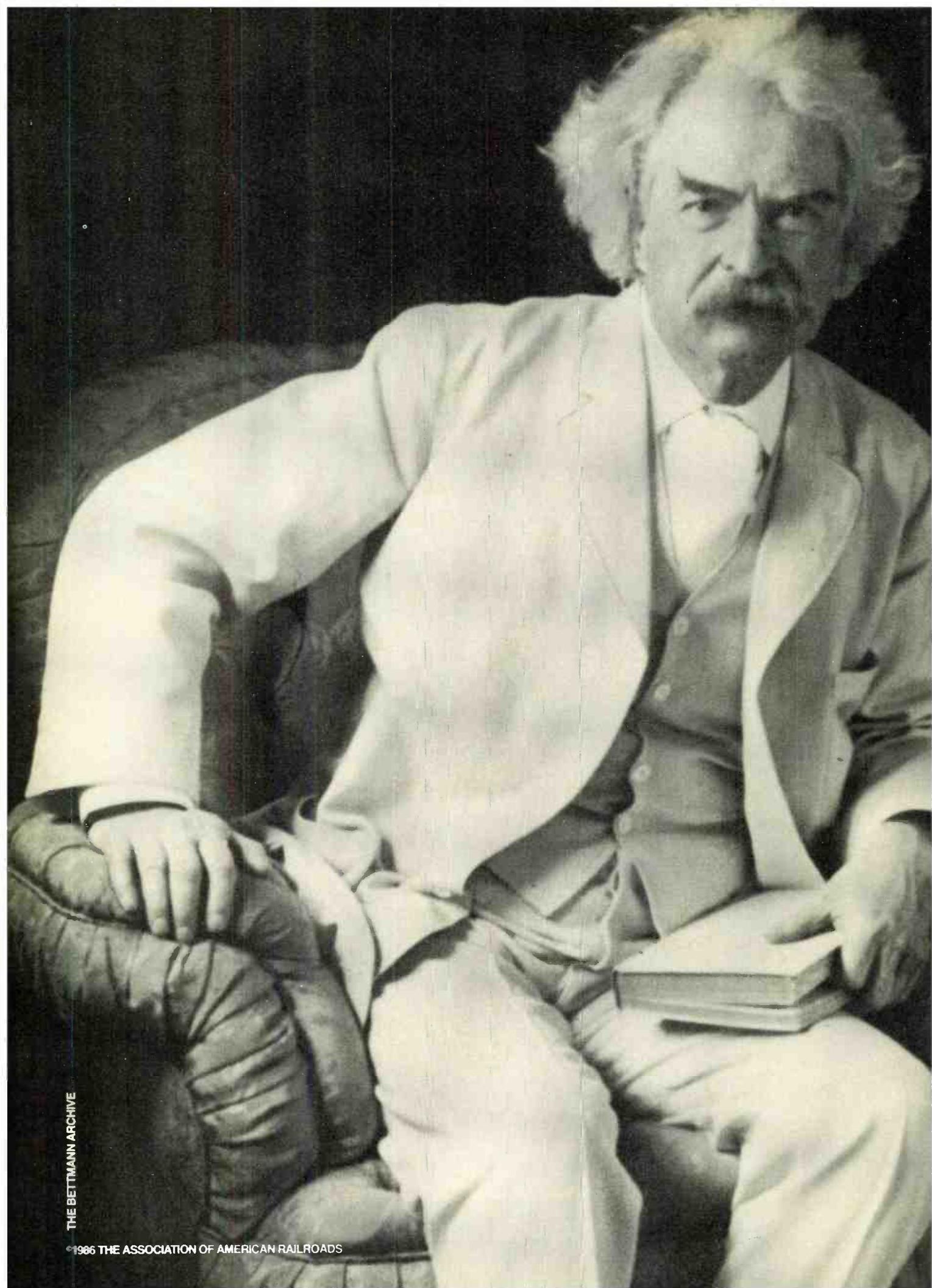
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# “Loyalty to petrified opinion never yet broke a chain or freed a human soul.”

*Mark Twain, 1887*

America's railroads were strictly regulated for so long—nearly a century—that many rail customers came to view such regulation as part of the natural order.

But government regulation of everyday business decisions was not natural for the railroads. When competing forms of transportation, including trucks and barges, emerged and grew strong, rail regulation became a tightening noose—choking the life from the national rail system.

By the 1970's, 20 percent of the nation's rail trackage wallowed in bankruptcy. Track and equipment had deteriorated and what rail profits there were provided only a two percent return on rail investment.

Under the century-old scheme of government control, only annual federal

subsidies totalling in the billions could have kept the railroads afloat. But Congress wisely took another course. In 1980, the Staggers Rail Act eliminated many of the regulatory chains and permitted railroads to function more like other businesses. The results have been healthier railroads, better service, improved plant and equipment—and lower rates for many customers.

Today, a small minority of shippers want to recapture the advantages they perceived in a strictly regulated railroad industry. Blinding themselves to the many benefits of deregulation—including those that have recently helped them—these shippers are pressing Congress to turn back the clock and make major changes in the Staggers Act.

It is a fact that reregulation—which

would plunge railroads into another era of decline and deterioration—would not be in anyone's interest. The shippers who need railroads the most, including those who are complaining, would suffer most.

Regulation was proven a failure long ago. That's no opinion, it's a fact. Deregulation is already a proven success. Now that the century-old chains have been broken, it would be folly to reforge them.

For more information, write: Broken Chains, Dept. 607, Association of American Railroads, 50 F Street, N.W., Washington, D.C. 20001.



Or, if you're on a deadline, call us at (202) 639-2555.

---

ASSOCIATION OF AMERICAN RAILROADS

TV ONLY

**Sunnyland Foods** □ Advertiser begins campaigns for its fresh and baked ham products in early March for three- and four-week flights. Commercials will run in day, fringe and prime access periods. Target: women, 25-54. Agency: Burton-Campbell, Atlanta.

**Mosely Trust** □ Ads aimed at encouraging individual investors will air this week for three-week flights in nine markets, including Miami, Kansas City, Mo., St. Louis and Washington. Fringe periods will be used for commercials. Target: adults, 35 and up. Agency: J. Walter Thompson, Atlanta.

**Freihofer Baking** □ Ads for company's breads will air for 34 nonconsecutive weeks, beginning next month. Five-market campaign will run in all dayparts. Target: women, 18-49; adults 25-44. Agency: Beckman Associates, Albany, N.Y.

**Evans/Rosendorf Evans Inc.** □ One-week flight for furrier begins on Washington's birthday and will run in

Chicago, Washington and Baltimore. Commercials will run in early and late fringe time periods. Target: women 25-54. Agency: State Advertising Agency, Chicago.

**Branded Motor Oil** □ Fifteen-week campaign for Pennzoil begins Feb. 10 in markets including Charlotte, N.C., and Grand Rapids, Mich. Target: men, 18-49. Agency: Eisaman, Johns and Laws, Los Angeles.

**Hyundai Motor American** □ South Korean auto manufacturer is introducing new sports car in U.S. via campaign starting in early February in 31 major markets. Theme of campaign is: "We make cars that make sense." Commercials will be carried in prime, prime access and fringe periods. Target: adults, 21-49. Agency: Backer & Spielvogel, New York.

**Air Canada** □ Advertiser is planning winter-spring campaign to break in early February in markets including Dallas and San Francisco. Commercials will be placed in daytime, fringe and

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## Rep Report

KSKN-TV Spokane, Wash.: To Independent Television Sales from Seltel.

□

WYZZ-TV Peoria, Ill.: To Independent Television Sales (no previous rep).

□

KKDA-AM-FM Dallas: To Katz Radio from Selcom.

□

KEGL(FM) Dallas-Fort Worth: To Selcom/RAR from Blair Radio.

□

KMEO-AM-FM Phoenix: To Selcom/RAR from McGavren Guild.

□

KTAC(AM)-KBRD(FM) Seattle: To Republic Radio from McGavren Guild.

□

WJTO(AM)-WIGY(FM) Portland, Me.: To Republic Radio from Masla Radio.

□

KSAQ(FM) San Antonio, Tex.: To Republic Radio from Hillier, Newmark, Wechsler & Howard.

□

KCBO-AM-FM San Diego: To Torbet Radio from Republic Radio.

□

WKXR(AM)-WKRR(FM) Asheboro, N.C.: To Republic Radio (no previous rep).

□

WXKW(AM) Allentown, Pa.: To Republic Radio from Major Market Radio.

□

WAJI(FM) Fort Wayne, Ind.: To Republic Radio from Hillier, Newmark, Wechsler & Howard.

□

WICE(AM) Providence, R.I.: To Republic Radio (no previous rep).

□

WFXR(FM) Charleston, S.C.: To Christal Radio (no previous rep).

□

KSSN(FM) Little Rock, Ark.: To Katz Radio from Eastman Radio.

□

KXIX(FM) Fayetteville, Ark.: To Katz Radio (no previous rep).

□

WINE(AM)-WRKI(FM) Danbury, Conn.: To Katz Radio from Roslin Radio Sales.

□

WPLP(AM) Tampa-St. Petersburg, Fla.: To Katz Radio from Selcom.



# Newhart

An MTM production distributed by Victory Television

sports segments. Target: men, 35-54. Agency: McCaffrey & McCall, New York.

**Luzianne Tea** □ Four-week campaign is set to kick off in late February in about 60 markets. Commercials will be positioned in all time slots. Target: women, 18-54. Agency: Rosenfeld, Sirowitz & Lawson, New York.

**Kinney Shoe Corp.** □ Spring campaign

will begin in mid-March for about six nonconsecutive weeks in 30 markets. Fringe and prime periods will be used for commercials. Target: adults, 18-49. Agency: Sawdon & Bess Advertising, New York.

RADIO ONLY

**Providence Medical Center** □ One-week flights will be held in February, March, April and May in Portland, Ore., with

likelihood other markets will be added later in year. Commercials will run in morning and afternoon periods. Target: women, 25-44; men, 18-40, and men, 35-54. Agency: Evergreen Media, Edmonds, Wash.

**White Castle System** □ Hamburger chain will begin spring campaign with flights set for February in New York and Minneapolis and to be followed in other markets later in spring. Commercials will be carried in daytime slots on weekdays and weekends. Target: adults, 18-59. Agency: Simpson Co., Columbus, Ohio.

**Alaska Seafood Marketing** □ Campaign for Alaska seafood will be launched in April for five weeks in 13 to 15 markets, including Atlanta, Los Angeles, Baltimore and Nashville. Commercials will be slotted in all time periods. Target: adults, 35 and older. Evans/Kraft, Seattle.

**Procter & Gamble** □ Love's disposable diapers will be spotlighted in 13-week flight during first quarter on 32 affiliated stations on Nuestras Noticias Network. Commercials will be carried on midday Spanish-language news programs. Network is jointly operated by United Press International and EFE, Madrid-based news agency. Target: Hispanic women, 18-34. Agency: Dancer Fitzgerald Sample, New York.

RADIO AND TV

**Wendy's International** □ Extensive campaign to reach black consumer will include spot radio via franchises in top black markets, including New York,



Washington, Detroit and Atlanta to supplement television on various network programming for one month ending Feb. 18. Starring in radio and television commercials will be Kool and The Gang. Commercials will run in all dayparts. Target: black consumers, 18-49. Agency: Lockhart & Pettus, New York.

**This Can't Be Yogurt** □ Test campaign for yogurt begins March 1 for varying lengths in 110 markets. Target: women 18-49. Agency: Brooks-Pollard, Little Rock, Ark.

## AdVantage

**TV is perking.** Analysis by Television Bureau of Advertising shows that in first month of 1986, network, national spot and local TV advertising are outpacing expectations. Roger Rice, president of TVB, said resurgence began in mid-December and is found not only in top 100 markets but also in smaller markets. He added that network TV advertising is "healthy," with upfront buying for second quarter taking place as well as activity for sports and one-time-only event programming. Rice pointed to these burgeoning areas of national spot TV advertising: airlines, automobiles, cereals, retail chain stores, fast-food restaurants and beer, wine and soft drinks. He said local TV is strong in most markets, particularly at stations geared to develop local business. Spokesman for Blair Television said January activity is "gangbusters, strongest start in many years." Official of Katz Television said January has been "significantly strong" and outlook for February and March also is promising.

**Networks rebound.** Report issued by Wm. Esty Co.'s media department shows fourth-quarter activity at TV networks produced encouraging results. Esty says there was reduction in network erosion in prime time and positive results from sports programming and mini-series. One negative indicator: Daytime ratings were down on household basis. According to Esty, this shows that cable and syndicated programs may still be exerting "harmful impact" on networks in this daypart. Report notes that Saturday-morning viewing held steady, but advertisers spent larger portions of their budgets on syndicated product carried during week.

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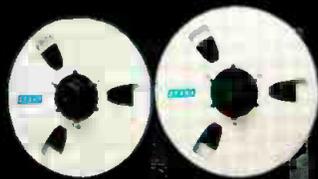
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## Stay Tuned

A professional's guide to the intermedia week (Feb. 3-9)

**Network television** □ **ABC:** *Gladiator* (action drama), Monday 9-11 p.m.; *ABC Sports Presents Budweiser Professional Boxing\**, Sunday 3:30-4:30 p.m.; *Harem* (romantic adventure), Monday and Tuesday, 9-11 p.m. **CBS:** *Sins* (three-part mini-series), continuing Monday and Tuesday, 9-11 p.m.; *Special Report* (coverage of Philippine presidential election), Thursday 11:30 p.m.-midnight; "Blade Runner" (thriller), Saturday 9-11:25 p.m.; *Child's Cry* (drama), Sunday 9-11 p.m. **NBC:** *Peter the Great* (four-part mini-series), continuing Monday-Wednesday, 9-11 p.m. **PBS** (check local times): *Valentine's Revenge* (story adaptation), Monday 9-10 p.m.; *From Moscow to Chautauqua* (documentary), Monday 10-11 p.m.

**Cable** □ **Arts & Entertainment:** *The Assassination Run* (three-part thriller), Monday 9-10 p.m., continuing Feb. 10 and 17 at 9-10 p.m.; *Oppenheimer\** (seven-part profile), Wednesday 8:30-9:30 p.m.; *Horizons\** (scientific series), Wednesday 9:30-10:30 p.m.; *Italians\** (profile series), Wednesday 10:30-11 p.m.; "Suddenly" (thriller), Saturday 10-11:15 p.m. **Bravo:** *Falasha: Exile of the Black Jews* (documentary), Monday 8-9:20 p.m.; "Where the Green Ants Dream" (drama), Tuesday 8-9:30 p.m.; "Luna" (drama), Friday 8-10:19 p.m.; "Betrayal" (drama), Saturday 8-9:35 p.m.; "Blythe Spirit" (spoof), Sunday 5-6:36 p.m. **Cinemax:** "Start the Revolution Without Me" (comedy), Thursday 8-9:30 p.m. **C-SPAN:** *C-SPAN's Viewer Call-In Program* (HBO Chairman Michael Fuchs on scrambling), Thursday 6-7 p.m.; *HBO Chairman Michael Fuchs' Speech to the Washington Cable Club* (videotaped coverage), Saturday noon-12:45 p.m. **Discovery Channel:** *Australian Ark\** (natural history series), Tuesday 6-7 p.m.; *Village Earth\** (documentary series), Tuesday 7:30-8 p.m.; *Archives of Time\** (documentary series), Friday 8-8:30 p.m.; *Journey Into India\** (profile), Saturday 8-8:30 p.m. **The Disney Channel:** *You Can Do It* (magic/music special), Monday noon-1 p.m.; *Lefty* (documentary), Tuesday 7:30-8:30 p.m.; "The Apple Dumpling Gang Rides Again" (comedy), Friday 9-10:30 p.m.; "The Importance of Being Earnest" (comedy), Saturday 11 p.m.-12:10 a.m. **ESPN:** *National Hockey League All-Star Game*, Tuesday 8-11 p.m. **HBO:** *Murrow* (docudrama), Tuesday 10:15 p.m.-midnight; "Mrs. Soffel" (romantic drama), Wednesday 8-10 p.m.; *The Best of Farm Aid: An American Event* (concert), Saturday 10-11 p.m. **Lifetime:** "Family" (weekday drama series), Monday-Friday 7-8 p.m.; "Cover Up" (adventure series), Monday 8-9 p.m.; "Partners in Crime" (adventure series), Tuesday 8-9 p.m.; "The American Girls" (adventure series), Wednesday 8-9 p.m.; "Cassie & Co." (adventure series), Thursday 8-9 p.m.; "From Here to Eternity" (adventure series), Friday 8-9 p.m. **The Movie Channel:** "Footloose" (musical), Tuesday 6-8 p.m.; "Falling in Love" (romance), Saturday 9-11 p.m. **Nickelodeon:** *My Mother Was Never A Kid* (drama/adventure), Saturday 2-3 p.m. **WTBS(TV) Atlanta:** *Schick NBA Legends Classic* and the *Gatorade Slam-Dunk Championship* (basketball), Saturday 10:05 p.m.-12:05 a.m.

**The National Jewish Archive of Broadcasting** (1109 Fifth Avenue, New York) □ *Day at Night*, interviews with "prominent persons in the arts and sciences," conducted by James Day, beginning with PBS's "Theodore Bikel in New York" and "Sam Levenson in New York," Sunday at 12:30, 1:30 and 2:30 p.m. Information: (212) 860-1886.

Note: All times are NYT. Asterisk denotes series premiere.

## NATIONAL PSYCHOLOGY AWARDS FOR EXCELLENCE IN THE MEDIA

Entries are now being sought for the radio, television/news-documentary, and television/entertainment categories of the 30th annual National Psychology Awards for Excellence in the Media, sponsored by the American Psychological Association and American Psychological Foundation.

\$1,000 CASH AWARD AND TRIP TO APA CONVENTION IN WASHINGTON, D.C. IN EACH CATEGORY

Programs must have been aired between April 1, 1985 and the same date 1986. Deadline for receipt of entries is April 15, 1986.

For rules and entry form, contact: Public Information Office, American Psychological Association, 1200 Seventeenth St., N.W., Washington, D.C. 20036, Telephone: 202-955-7710.

## This week

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

**Feb. 2-5**—*National Religious Broadcasters* 43rd annual convention and exposition. Sheraton Washington, Washington.

**Feb. 4**—*Broadcast Pioneers* Mike Award dinner. Pierre hotel, New York.

**Feb. 4-5**—*Arizona Cable Television Association* 13th annual meeting and legislative luncheon. Phoenix Hilton, Phoenix. Information: (602) 257-9338.

■ **Feb. 5**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring Nickolas Davatzes, president-chief executive officer, Arts & Entertainment Network, to be introduced by Herb Granath, president, ABC Video Enterprises. Copacabana, New York.

**Feb. 5-9**—*International Radio and Television Society* faculty/industry seminar, "Merger Mania... The Media Explosion—Can It Be Business As Usual?" Faculty events: Feb. 5 (featuring ABC's James Duffy as keynote speaker) and Feb. 8-9, Rye Town Hilton, Rye, N.Y. Open seminar: Feb. 6-7, featuring I. Martin Pompadour, Television Station Partners; Milton Maltz, Malrite; Joseph Strick, Blackburn & Co.; Dennis Leibowitz, Donaldson, Lufkin & Jenrette; Richard Wald, ABC News, and James Arcara, Capcities/ABC. Waldorf-Astoria, New York. To register: (212) 867-6650.

**Feb. 6**—*International Radio and Television Society* newsmaker luncheon. Speakers: Brandon Tartikoff, NBC; Brandon Stoddard, ABC, and Bud Grant, CBS. Waldorf-Astoria, New York.

**Feb. 6**—*Ohio Association of Broadcasters* Toledo managers' meeting. Sofitel hotel, Toledo, Ohio.

**Feb. 7-8**—*Society of Motion Picture and Television Engineers* 20th annual television conference. Theme: "Tools and Technologies for Tomorrow's Television." Chicago Marriott. Information: (914) 472-6606.

**Feb. 8**—Video dramatization workshop (15 sessions), sponsored by *Global Village*, nonprofit video production group and media center. Global Village, New York.

## Also in February

**Feb. 9-12**—*American Association of Advertising Agencies* winter annual meeting, sponsored by *Southern region*. Marriott's Camelback Inn, Scottsdale, Ariz.

**Feb. 9-14**—21st annual engineering management development seminar, sponsored by *National Association of Broadcasters* in conjunction with *Center for Management Institutes*. Purdue University, Stewart Center, West Lafayette, Ind. Information: (202) 429-5346.

■ **Feb. 10**—*Hollywood Radio and Television Society* newsmaker luncheon. Speaker: Ted Turner, chairman, Turner Broadcasting System. Beverly Wilshire, Los Angeles.

■ **Feb. 11**—*Caucus for Producers, Writers & Directors* dinner meeting. Speaker: Ted Turner, chairman, Turner Broadcasting System. Chasen's, Los Angeles.

**Feb. 11**—*International Radio and Television Society* "Second Tuesday" seminar, "Women in Electronic Communications—A Progress Report," featuring Joan Lunden, ABC's *Good Morning, America*; Ellen Hulleberg, McGavren Guild Radio; Jacqueline Smith, ABC-TV; Geraldine Laybourne, Nickelodeon, and Joan Hamburg, WOR(AM) New York. Viacom Conference Center, New York. Information: (212) 867-6650.

■ **Feb. 11**—*Society of Satellite Professionals, Southern California chapter*, meeting, discussing impact of fiber optics on telecommunications. Sheraton Miramar, Santa Monica, Calif.

■ **Feb. 11-13**—*Arkansas Broadcasters Association* winter convention. Majestic, Hot Springs, Ark.

**Feb. 12**—*FCC* en banc hearing to address issues of

# VOLUME 26

WARNER BROS. TELEVISION DISTRIBUTION  
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## Major Meetings

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

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

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

**March 6-8**—17th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

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

**April 12-16**—*National Association of Broadcasters* 64th annual convention. Dallas Convention Center. Future conventions: Dallas, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

**April 13-17**—*National Public Radio* annual convention. Town and Country hotel, San Diego.

**April 24-29**—22d annual MIP-TV, international television program market. Palais des Festivals, Cannes, France. Information: David Jacobs. (516) 364-3686.

**April 27-29**—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Center, New York.

**April 27-30**—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Loew's L'Enfant Plaza hotel, Washington.

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

Place, Boston.

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

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

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

**June 2-5**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

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

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

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

**June 22-25**—*Cable Television Administration and Marketing Society* annual convention. Westin Copley Plaza, Boston.

**July 20-22**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta Market Center, Atlanta.

**Aug. 26-29**—*Radio-Television News Directors Association* international conference. Salt Palace Convention Center, Salt Lake City. Future convention: Sept. 1-4, 1987, Orange County Convention

Center, Orlando, Fla.

**Sept. 10-13**—Radio '86 Management, Programming, Sales and Engineering Convention, sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. New Orleans Convention Center, New Orleans.

**Sept. 19-23**—11th International Broadcasting Convention, sponsored by *Electronic Engineering Association*, *Institution of Electrical Engineers*, *Institute of Electrical and Electronics Engineers*, *Society of Motion Picture Engineers*, *Institution of Electronic and Radio Engineers* and *Royal Television Society*. Metropole conference and exhibition center, Brighton, England.

**Oct. 2-5**—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

**Oct. 14-16**—*Society of Broadcast Engineers* national convention. St. Louis Convention Center, St. Louis.

**Oct. 24-29**—*Society of Motion Picture and Television Engineers* 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York.

**Oct. 28-30**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

**Nov. 17-19**—*Television Bureau of Advertising* 32nd annual meeting. Century Plaza, Los Angeles. Future meeting: Nov. 11-13, 1987, Atlanta Marriott, Atlanta.

**Dec. 3-5**—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

**Jan. 23-27, 1987**—*NATPE International* 24th annual convention. New Orleans Convention Center, New Orleans.

**June 11-17, 1987**—15th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland.

work. Sheraton, Baltimore.

**Feb. 12**—*National Radio Broadcasters Association-FCC* "AM Town Meeting," featuring James McKinney, FCC Mass Media Bureau chief. Marriott Downtown hotel, Chicago.

**Feb. 12**—"The Politics of Office Survival," panel sponsored by *American Women in Radio and Television*. Washington chapter. National Association of Broadcasters, Washington.

**Feb. 12**—*Women in Cable, San Francisco Bay Area chapter*, second governmental relations seminar. California Cable Television Association Office and State Capitol building, Sacramento, Calif. Information: Shar-

financing broadcast acquisitions by minorities and increasing advertising placements at minority-owned radio and television stations. FCC, Washington. Information: (202) 254-7674.

**Feb. 12**—*Women in Cable, San Francisco Bay Area chapter*, second governmental relations seminar. California Cable Television Association Office and State Capitol building, Sacramento, Calif. Information: Shar-

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## Errata

Advertisers tying their commercials to civil rights movement during NBC's *An All Star Celebration Honoring Dr. Martin Luther King Jr.* (BROADCASTING, Jan. 27) were United Auto Workers and Coca-Cola, not McDonald's.

□

In M/A-Com scrambling story in Jan. 20 issue, Bothwell referred to was Joseph C. Bothwell Jr., senior vice president for corporate development, M/A-Com.

□

Bids for WOR-TV New York have not been received. Report last week that Lorimar and Telepictures had submitted joint bid for station ("Closed Circuit," January 27) was incorrect. Lorimar issued statement last week that also indicated two companies do not "plan to make a bid to acquire WOR-TV."

on Reneau, (415) 428-2225.

■ **Feb. 12**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring Roger Colloff, vice president-general manager, WCBS-TV New York. Copacabana, New York.

**Feb. 12-14**—18th annual *Georgia Cable Television Association* convention. Omni International hotel, Atlanta.

**Feb. 13-14**—Leveraged acquisitions and buyouts, program sponsored by *Practising Law Institute*. Century Plaza hotel, Los Angeles.

**Feb. 13-16**—*Howard University, School of Communications*, 15th annual communications conference. Theme: "Communications: A Key to Economic and Political Change." Howard University campus, Washington. Information: (202) 636-7491.

**Feb. 14**—Deadline for entries in Edward R. Murrow

Award, recognizing outstanding contributions to public radio, sponsored by *Corporation for Public Broadcasting*. Information: (202) 955-5211.

**Feb. 14-15**—*South Florida Black Media Coalition* second annual conference, "Facing the Future of Communications." Airport Marriott, Miami.

**Feb. 15**—Deadline for entries in The Vanguard, award for portrayal of women, and deadline for entries in 14th annual Clarion competition, for excellence in all areas of communication. Both contests sponsored by *Women in Communications*. Information: WICI, P.O. Box 9561, Austin, Tex., 78766.

■ **Feb. 15**—Deadline for entries in Guillermo Martinez-Marquez Award competition, recognizing journalistic excellence that contributes to betterment of Hispanic community. Sponsored by *National Association of Hispanic Journalists*. Information: NAHJ, National

Press Building, suite 634, Washington, 20045.

**Feb. 16-18**—*Louisiana Association of Broadcasters* annual convention. Embassy Suites hotel, Baton Rouge, La.

**Feb. 17**—Deadline for papers for *National Association of Broadcasters'* broadcast engineering conference, held in conjunction with NAB convention. Information: Engineering conference committee, science and technology department, NAB, 1771 N Street, N.W., Washington, 20036.

**Feb. 17**—Deadline for entries in William Harvey Awards, for writing on hypertension, sponsored by *American Medical Writers Association, National High Blood Pressure Education Program and Squibb Corp.* Information: Harvey Award, Squibb public affairs, P.O. Box 4000, Princeton, N.J., 08540.

## Open Mike

### Mistaken identity

EDITOR: Who, me? The Jan. 13 "In Brief" section, reporting on the *Murrow* screening, states that in criticizing that work of fiction as "oversimplification" and "distortion," my good and able friend, Ed Fouhy, "singled out the characterization [in Murrow] of *Salant* as . . . bloodless executive obsessed with bottom line" (underscoring mine).

Nothing in the world would be more flattering to me than to confuse me with Frank Stanton, but I don't think Ed Fouhy said that, or meant it. To the best of my knowledge, I am not portrayed or characterized in *Murrow*. But if the producers and writer of *Murrow* are so grotesquely wide of the mark as to portray Stanton, the finest person ever to grace, and lead, the broadcasting industry, as "bloodless . . . obsessed with the bottom line," better it be applied to me (although I hope that my friends would deny it) than to Frank. His blood is warm. And with him, quality always came ahead of the bottom line.—*Dick Salant, New Canaan, Conn.*

**Editor's note.** *Salant is correct; he was not mentioned by Fouhy. The reference should have been to Stanton.*

### In memoriam

EDITOR: I never knew the late ABC reporter Joe Spencer ("Fates & Fortunes," Jan. 27) as well as I hoped I would some day. I looked up to him, because he encouraged me to become a reporter. I took his advice.

The day I met Joe, I was rushing around a strange newsroom. It was my first day as a part-time production assistant at WXYZ-TV Detroit. My jacket, pants and tie were well-coordinated—but my socks were not. As a college junior, I owned only white socks. I didn't expect anybody would notice them. Nobody did, except Joe. As I was distributing rundown sheets, a tall man with a broad smile and a big, black mustache grabbed my arm. "You look slick," he said, "except for the socks." Joe always noticed details, and that's one reason he was a knock-em-dead reporter.

Joe joined ABC News in January 1983. At 28, he was one of the youngest network

correspondents in recent years. Two months after Joe started at ABC's Midwest bureau in Chicago, I visited him. I was about to be graduated. "We have to find you a job," Joe said. Joe suggested I take a reporting job anywhere I could find one.

The next six months I made audition tapes and looked all over the country for a reporting job. I spent lots of money on postage and phone calls. After receiving 30 or so rejection letters, I was ready to give up. Joe would not allow that. "Just keep looking," he said.

In the fall of 1983, I got a reporting job in Joplin, Mo. When I called Joe to tell him, he was genuinely ecstatic. "I envy you," he said. "The people you work with there will always be your best friends in the business. You'll all be young, and you'll all have fun as you learn." He was right.

A few days before the helicopter crash, Joe and I spoke. He told me he was friendlier with his ABC co-workers than he had been with any other colleagues since his first television reporting job in High Point, N.C. "It's amazing," he said. "Remember when I told you your best friends in the business come from your first job? Well, here at the network I'm just realizing the people are great. I've really come full circle."—*Evan Rosen, reporter, WTOL-TV Toledo, Ohio.*

### Fiber first

EDITOR: Contrary to the Jan. 20 "In Brief" item in which ABC claimed to be the first radio network to use fiber optics for program transmission between two cities, National Public Radio was first.

The NPR fiber optic system has been in operation since the 11th of December, 1985, when it was used in conjunction with the New York origination of *Morning Edition*.

The facility links NPR headquarters in Washington with the NPR New York bureau. The city-to-city fiber circuit is provided by Cable and Wireless Management Services and is located along the Amtrak right-of-way.

The digital link is equipped with two 15 khz program channels in each direction as

well as narrowband facilities used for telephony and signaling. The fiber link has been in constant use for both live and pre-recorded inserts for NPR programs including *Morning Edition*, *All Things Considered* and *Weekend Edition*.—*John C. Keator, telecom director, National Public Radio, Washington.*

### Gunn remembered

EDITOR: In the years I knew him, I heard Hartford Gunn call at least three different men "the father of public broadcasting" ("Fates & Fortunes," Jan. 6). But if Hartford was not the father, he was midwife and handmaiden to the system we know today. Gunn, Nick Zapple and a handful of others worked offstage, writing the script, securing the funding, putting together the show, then holding the spotlight while others took the bows. To paraphrase Cocteau, Hartford Gunn created the landscape in which others will leave their footprints.—*Robert D. Carey, Franconia, N.H.*

### Scrambling suggestion

EDITOR: A number of satellite TV channels are being scrambled, and the word is that more will be soon. Officials say the reason is that cable companies are afraid they will lose customers from the cable to satellite dishes.

This may be so, but there are literally millions of us living in noncabled areas who would like to continue receiving such channels as CNN. I think most of us would be happy to pay a nominal charge, even the same as what our cabled friends pay. But they tell us a descrambler costs about \$400, and then there would be a monthly charge much higher than cable's.

I think the channels with advertising would be happy to have us watching, because if they scramble, most of us simply will not see the ads and respond. Those channels will lose not only ad dollars but viewers in the ratings.

Congress may have to step in and make laws that pertain to the rights of those of us who live in noncabled areas.—*T.S. Storck, owner, KRBQ(FM) Red Bluff, Calif.*

A cable advertising commentary from Virginia Westphal, Viacom Cable, Pleasanton, Calif.

## Making cable competitive for spot advertising dollars

With the advent of ad-supported program networks in 1979, cable operators were given the opportunity to develop a revenue stream that did not rely on the residential subscriber. This incremental business has grown quickly and many cable systems and multiple system operators have started and nurtured successful ad sales operations. Those who made the commitment to ad sales early have witnessed the number of systems selling local advertising quadruple in just the last three years: from 316 in 1982, to 539 in 1983, to 900 in 1984, and more than 1,200 in 1985. This growth is exciting because each new system that sells advertising gives credibility to others already doing so.

"Success" in starting a new business, however, is clearly a relative term. Until recently, revenue projection models have been based largely on uneducated guesswork. Cable ad sales can be seen as having "succeeded" in two key ways: (1) Cable is becoming established as a viable local advertising medium; and (2) advertising sales income increasingly contributes to corporate coffers.

This initial success has been encouraging, yet in terms of the potential of the business, it is a drop in the bucket. The challenge of the cable advertising sales industry has been reworked; today's challenge is to develop the start-up effort into a continuously growing and maturing business. The key to meeting this challenge is to make cable a regular part of an advertiser's media mix.

To address this challenge, the local or spot cable advertising sales industry needs to tackle some tough issues:

■ **Penetration**—The ongoing "wiring of America" does not help cable as an advertising medium unless each system sells its avails. All cable systems should be encouraged to sell the local availabilities allocated by cable networks. There are approximately 6,600 cable systems in the country today. While the 1,200 or (18%) selling local advertising represent a large share (over 50%) of the nation's subscribers, the overall availability of subscribers to local and national spot advertisers must increase if cable is to achieve enough saturation in each market to attract its representative share of ad dollars.

■ **Unity**—Cable operators within a market need to work with each other to enhance the medium as an advertising vehicle. In many markets we currently lack a consistent approach in our sales efforts to advertisers. Advertisers are confused and resist buying cable because we have not created an easily understood sales position and buying mechanism. This confusion of sales approaches, when added to the complexities of



Virginia M. Westphal is vice president of advertising sales, responsible for Viacom Cable's expansion of advertising sales. Prior to her career with Viacom, Westphal was with ABC Radio in New York for four years. Prior radio positions included sales manager of WPLJ-FM and general sales manager of WNBC(AM), both New York.

differing coverage areas and demographics, often makes buying cable a formidable (and unprofitable) undertaking.

Cable operators have coordinated ad sales efforts through interconnects in some markets and less formal arrangements in others. However, there are many cases where cable operators have not yet acknowledged that, to fully compete with other media in a given market, cable must tell a consistent story and be easy to buy.

■ **Viewership**—The survival of any entertainment or information medium rests on how much that medium is used. For all television, cable and broadcast, this means viewers. Historically, cable operators have been reluctant to embrace viewership promotion due to the expense required to be competitive with local broadcasters. Furthermore, the link between viewership and promotion is not clear as in broadcast, where advertising revenue is the business.

However, as the anticipated growth of pay services remains flat, competition from home video sources accelerates, and advertising sales contribution to the bottom line grows, the need to establish a strong relationship between the television viewer and his favorite programs will intensify.

Broadcasters have refined viewership promotion to a highly specialized art form. If we are to be competitive programers, we must be competitive promoters as well.

■ **Research**—Like any other advertising medium, cable must be accountable in two ways for its performance: (1) It must demonstrate what the client is actually buying with his schedule, based on audience estimates or ratings. This can be called "front-end accountability," meaning before the fact (2) It

must contribute to the advertiser's objectives, whatever they are—awareness, image, traffic, sales, etc. This can be called "back-end accountability."

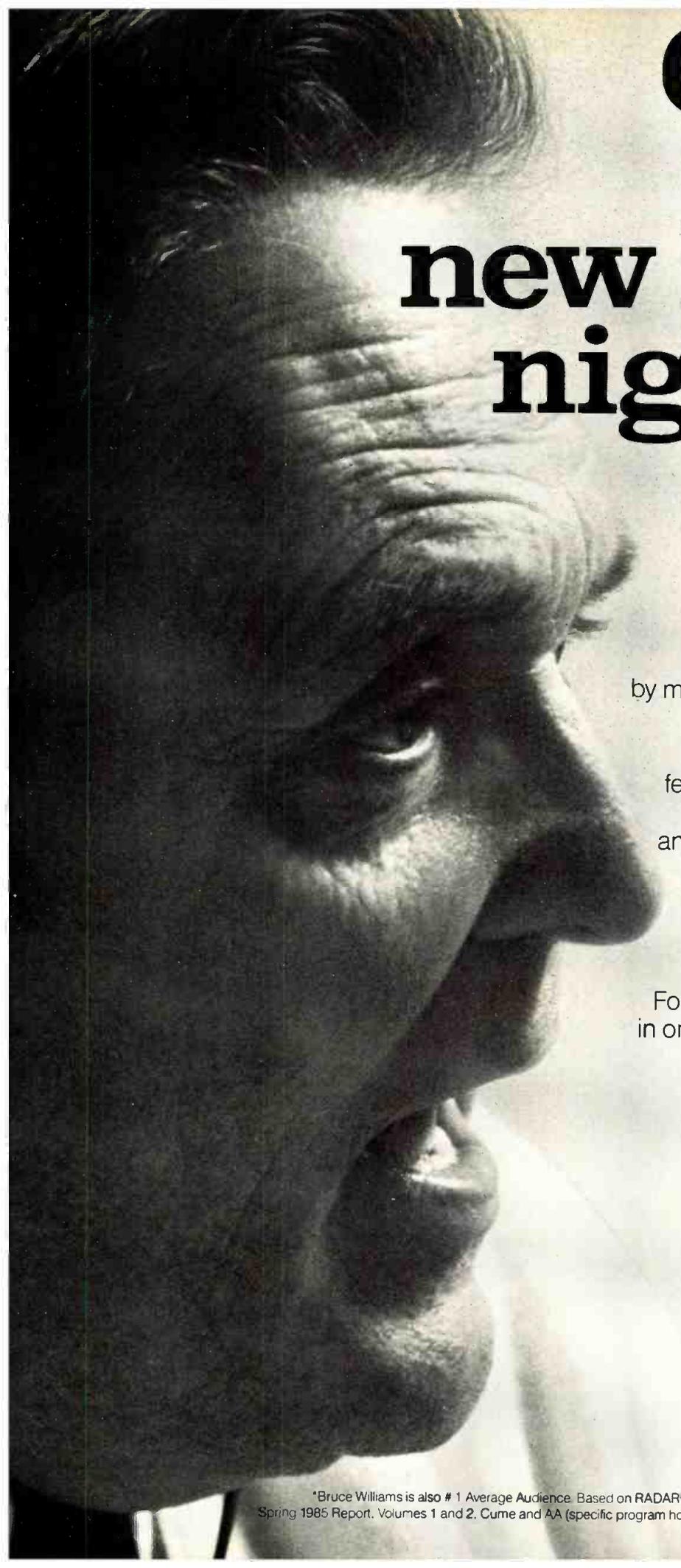
With respect to front-end, the cable audience research field is now crowded with suppliers offering the telephone coincidental as a technique to measure average program audiences. The 1983 Cable Audience Measurement Study (CAMS) showed that this is the most accurate way to accomplish this task. But before the industry accepts this methodology as the only acceptable measurement technique, perhaps operators should ask whether average audience ratings adequately describe the way cable viewers use their cable networks.

Viewers of vertically programed cable networks—CNN, MTV, ESPN—use those networks in ways that more closely resemble radio listening than broadcast TV viewing. For example, when viewers watch broadcast TV they are very program-oriented—they view programs in 30- or 60-minute blocks. But cable networks are viewed in a less regular way. MTV is used more like AOR radio stations, with longer stretches of viewing by a group of loyal viewers, while CNN is used more like an all-news radio station, with more frequent episodes of viewing, but with each of shorter duration.

To understand each cable network's audience delivery, we need to support local efforts (in addition to national metered data) to collect more weekly viewing information, such as weekly come audience, time spent viewing, frequency of viewing and daypart viewing levels. The current industry and advertising community's attention to average ratings (Nielsen's new Local Cable Index product, for example, which adjusts national metered ratings to local markets by applying a local diary-based viewing factor) does not truly advance knowledge of cable audiences. Whether the techniques used are telephone-based or more experimental, the industry should attempt to deliver research that describes audience delivery, not just audience ratings.

Regarding "back-end accountability" (results), cable must prove itself just as every new advertising vehicle must. However, we must insure that if the medium is being tested, it is being used in the most appropriate way. To be effective as a stand-alone medium, cable must deliver effective frequency over a sufficient flight period.

Cable offers a powerful advertising vehicle combining some of the best qualities of print, electronic and direct marketing media with some unique characteristics of its own. For cable to fully realize its potential as a spot advertising vehicle, however, the medium must become more competitive in both local and national spot advertising. ■



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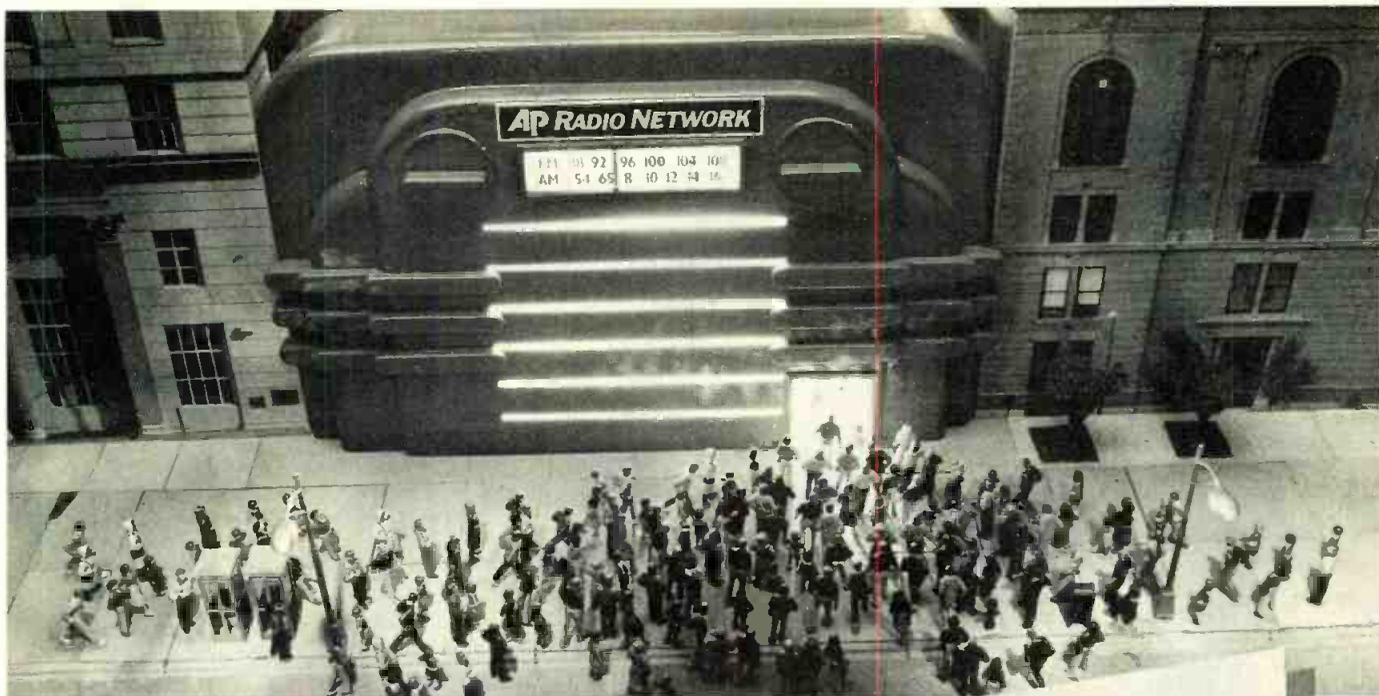
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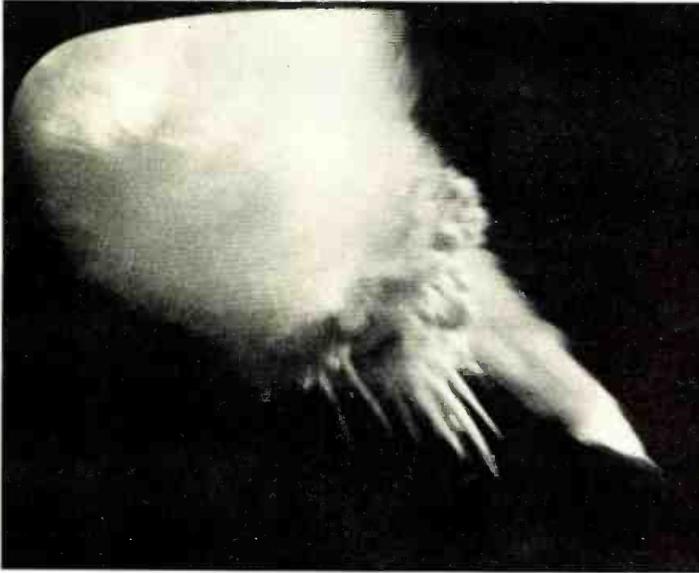
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# Broadcasting Feb 3

Vol. 110 No. 5

TOP OF THE WEEK



CBS News photos



## Challenger disaster: Television equal to its unpleasant task

**What began as a routine launch turned quickly into tragedy; ABC, CBS and NBC break into regular programing, drop all commercials and go nonstop to cover explosion of space shuttle and death of crew; CNN had launch and explosion live; PBS, radio networks and many stations across country also respond quickly**

Last week's space shuttle explosion was one of the biggest stories and certainly the most tragic in the history of the nation's space program. It also took most television networks and stations by surprise. The shuttle program's safety record, up to last Tuesday (Jan. 28), led the media to ignore many of the complexities and dangers inherent in all space shots, news executives acknowledged last week. As a result, shuttle launches had become "routine," no longer considered the special events that demanded live cut-ins at lift-off and subsequent coverage.

Although NASA routinely offers what are widely considered the best possible shots of all its launches on Satcom II-R to all takers, CNN was the only major television network to cover the shot live and nationally. (The Discovery Network, a new specialized cable channel devoted to science and technology, also distributed the NASA feed live, but it only reaches between six million and seven million potential viewers.) NBC went with a live pickup of the launch during its West Coast feed of *Today*.

The radio networks that had scheduled

live coverage of the launch were ABC, CBS, the United Stations, Associated Press, United Press International and CNN Radio. All of the major radio networks fed special reports throughout the day and some offered their affiliates continuous coverage on a separate satellite channel. (AP offered continuous coverage on its main satellite channel.) CNN Radio's affiliates had the option of switching to the audio feed from the CNN and CNN Headline News cable networks. National Public Radio had decided last year not to "routinely" cover each space shuttle launch, said NPR director of news and information programing, Robert Siegel. Accordingly, a reporter for the noncommercial network arrived at the Florida launch pad about 3:30 p.m., about four hours after the shuttle blew up, broadcasting live for *All Things Considered* around 5 p.m.

Although the ABC, CBS and NBC television networks did not carry the launch live, they were hardly asleep at the switch. As a matter of policy, the news divisions at all three networks monitor the NASA feeds of space shots so they can go to air quickly in case of trouble. (CNN has carried all 25 shuttle shots live.) All three broadcast networks were on the air within five minutes of the shuttle explosion, which occurred at about 11:40 a.m. NYT. From that point, they went on to provide the kind of continuous, commercial-free coverage that hasn't been seen since 1981 with the attempted assassination of Ronald Reagan (March 30) and the assassination of Anwar Sadat (Oct. 6). CBS

and ABC dumped their commercial loads to provide continuous coverage for about five-and-a-half hours, from 11:45 a.m. to shortly after 5:15 p.m., after the conclusion of a brief, live appearance by President Reagan, who spoke on the tragedy. NBC took its coverage straight through its two evening news feeds.

It was a long day for anchors Dan Rather, Tom Brokaw and Peter Jennings, who anchored most of the day-long coverage for their networks. All were back on the air at 10 p.m. for an hour of wrap-up coverage. (ABC's *Nightline* with Ted Koppel was expanded to one hour that night.)

There seemed to be no question at the networks afterward that continuous, albeit repetitious, coverage of the explosion was in order. "I think the country has felt a tremendous pride in achievement of the space program," said Van Gordon Sauter, president, CBS News, and executive vice president, CBS/Broadcast Group, "and that resulted in what is now an obviously ill-based assumption that these flights were routine and fundamentally safe. It was thus a shock when [the explosion] took place and [there was] sudden realization of the incredible merit of the people who perished. They symbolized many of the aspirations of the society. . . . It became a source of fixation and intense national sorrow." In retrospect, Sauter added, "we began to realize the bravery, skill and complexity of a process that had been taken for granted."

According to Bob Siegenthaler, vice

president, news practices, ABC News, the network made a "conscious decision" some time back (after the 12th or 14th shuttle flight, network researchers were unsure which) that the "pure experimental phase of the shuttle program was over and from there on out it was routine." Such a decision was inevitable, he suggested, just as news organizations stopped covering jet airplane take-offs once they became routine, despite the fact many people still die each year in plane crashes. But, Siegenthaler said, "our normal procedure is to have a broadcaster in the chair, so to speak, monitoring the NASA feed in case something untoward occurs."

Last week *World News This Morning* anchor Steve Bell was in that chair, and anchored the network's first hour or so of coverage, while Jennings scurried from a White

House briefing on the President's planned State of the Union address (both the briefing and the address were postponed until this week because of the shuttle disaster) back to ABC's Washington bureau, where he picked up anchoring duties. NBC's Brokaw was also at the briefing and rushed back to the NBC Washington bureau to take over for *Today* news anchor John Palmer. CBS had sent a White House correspondent, Bill Plante, to the briefing. Rather was able to get on the air at 11:45 and stayed until after 5:15 that evening.

The Challenger shuttle tragedy marked the first time the Public Broadcasting Service's *MacNeil/Lehrer NewsHour* deviated from its regular schedule to provide breaking news coverage, a *NewsHour* spokesman, Christopher Ramsey, said. *NewsHour's* spe-

cial broadcast began at 4 p.m. NYT and continued just over an hour until the end of President Reagan's speech. (*NewsHour* then came back on the air for its regular feed at 6 p.m., devoting the whole program to the tragedy.) The earlier report was anchored by correspondent Judy Woodruff and included an interview taped with Christa McAuliffe when the latter was first chosen to be part of the Challenger crew. The program also covered the first NASA press conference, reaction from Capitol Hill and a portion of Senator Jake Garn's (R-Utah) press conference.

Network officials said last week that the dumping of their daytime commercial loads, as well as the spots in their hour-long wrap-up pieces in prime time, cost them about \$3 million each (NBC perhaps a little less because its daytime schedule is not worth quite

## TV on Jan. 28: one big, saddened family

Once again, television has served to unite the country in a time of tragedy. The launch of space shuttle Challenger was the 25th in a series of flights so successful they had become routine, or so it seemed. But suddenly, there on the television screen was a fireball consuming the latest space mission and its participants. It was, as one witness put it, "a death in the family."

Indeed, there seemed no other way to characterize an event on which the attention of millions of Americans had been riveted for much of Tuesday, Jan. 28. They may not have been paying much attention in advance of the flight—except, possibly, to the presence on the seven-member crew of the first "ordinary citizen in space," as she was being called—the Concord, N.H., high school teacher, Christa McAuliffe. But the technology of television, as implemented in America, has a certain power: It permits the entire nation, at moments that will remain frozen in time, to witness an event of national significance.

More than one viewer, whether interviewed on television or by the press, likened their reaction to the disaster of the shuttle Challenger to the impact of seeing on television the assassination of President John F. Kennedy on Nov. 22, 1962. There was the same sense of shock and disbelief and, more, of profound loss. There was also the feeling that, in a sense, all Americans were in this together, a feeling strengthened by the answer that White House spokesman Larry Speakes gave in answer to reporters' questions: The President had learned of the disaster and was keeping abreast of developments by watching a television set in a study off the Oval Office—just as the people were watching in homes and work places across the country.

For at least six hours beginning shortly after 11:30 a.m. NYT, when the shuttle exploded, and without breaking for commercials, the networks reported whatever there was to report. They tried, if without success, to answer the principal question of why the launch that had seemed so perfect had gone so wrong. There were the repeated replays, in real time and slow motion, even in close up, of the explosion. Experts were interviewed, but could only conjecture. The networks carried live the news conference that Jesse W. Moore, NASA's associate administrator, held to confirm what everyone had seen. There was the President's brief address, shortly after 5 p.m., then the regularly scheduled evening newscasts, devoted almost entirely to the tragedy, and the one-hour specials each of the networks broadcast beginning at 10 p.m. As ABC's Ted Koppel said in a special, one-hour *Nightline* at 11:30, television had served "all day and would for some time to come as the national mechanism by which we begin to vent our grief and our curiosity all at once."

Or, as BROADCASTING put it in an editorial that commented on the extraordinary job television had done in covering the world-

wide story that emerged from the assassination of President Kennedy: "The homogenizing force of television, which alone among the communications media can convey to people the presence of events as they occur, was never more clearly demonstrated" (BROADCASTING, Dec. 2, 1963). Last Tuesday the force was demonstrated again.

The sense of family and of personal loss was underlined in the television coverage of students at McCauliffe's high school. They had assembled as for a party; the networks were getting pictures for what they undoubtedly thought would be a human-interest footnote to coverage of the routine story of lift-off and entry into orbit. Instead, the pictures were of stunned disbelief and sorrow. Teen-agers around the country could see themselves in those pictures; parents could see their children. There was also the crew itself—besides the school teacher it included a Jewish woman, a black and the grandson of Japanese immigrants: America in microcosm.

The television networks' news operations, according to an exhaustive study commissioned by Times Mirror and made public earlier this month, enjoy a high degree of credibility among the American people, particularly in connection with crisis stories (BROADCASTING, Jan. 20). Their work last week is not likely to cause viewers to downgrade their opinion. What's more, the networks were not vulnerable to the kind of criticism to which they are often subjected in covering major tragedies, that of exploiting the grief of families and loved ones. NBC News President Larry Grossman said on Wednesday that "our people were told our coverage would be restrained and responsible, that it would be characterized by not going after families." And Jeff Gralnick, vice president and executive producer of special programs for ABC, said, "You don't badger the bereaved." Of course, NASA made certain that would not happen on Tuesday. Immediately after tragedy struck, its people hustled families to a restricted area from the VIP stands where they had watched the fatal launch.

The disaster, as viewers were constantly reminded, was the worst in the history of American space exploration, the first in which America had lost a life on a flight. America's luck seemed to have turned sour. Yet no one thought of suppressing news of the event. As President Reagan said in his remarks, "We don't hide our space program; we don't keep secrets and cover things up. We do it all up front and in public. That's the way freedom is, and we wouldn't change it for a minute." And as Koppel said, in his *Nightline* introduction, television is "the mechanism by which our leaders try to point the rest of us toward the purpose in what today seems like such a tragic waste."



The President on CNN

as much as that of daytime leader ABC or CBS). The only ratings available for the continuous daytime coverage last Tuesday were a 12-market overnight average supplied by ABC, which said it came in first with an 11.5/28, followed by NBC with a 9.0/22 and CBS with an 8.5/21, and a three-market (New York, Los Angeles and Chicago) overnight average supplied by NBC which gave ABC an 11/28, followed by NBC with an 8.6/22 and CBS with a 7.3/18. National numbers for the prime time wrap-up had ABC with a 16.3/27, CBS with a 10.8/18 and NBC (which claimed not to have a national) in between with a 12-market average of 12.6/20. *Nightline's* one-hour program last Tuesday (Jan. 28) dominated late night with a 12-market average rating of 9.4/28 compared to regular programming on NBC (7.6/22) and CBS (5.4/16). CNN said it had its third highest ratings day in history last Tuesday with an average 1.8/5 on a 24-hour basis.

While most of the nation grieved at the loss of the shuttle crew, some viewers called the networks complaining about the preemption of daytime schedules. ABC said it received about 1,800 calls, 80% of which a spokeswoman described as "negative." CBS said it received fewer than 200 calls, only "a small percentage" complaining about the preemption. NBC said it received 295 calls from viewers who "demanded their soaps."

There were also complaints about the media's coverage of the shuttle program generally and about coverage in Concord, N.H., home town of teacher Christa McAuliffe, one of the crew members who had become a celebrity by being chosen as the first civilian shuttle passenger.

By late Tuesday afternoon, hundreds of reporters had descended upon Concord, which has a population of about 30,000. According to Greg Uhrin, program director of Continental Cable, which serves Concord, 25 television crews were spotted last Wednesday at the high school where McAuliffe taught. He said there was "heavy resentment" among Concord residents toward the media crowd. "You could not walk down Main Street and not have a microphone shoved in your face," he said. Continental, which produces much local programming, reported on pre-launch activity and provided Concord schools with a live feed of the launch. (Concord is in the Boston market, but none of the Boston-based stations provided live shuttle launch coverage. At least three other stations in the region did, includ-

ing two that sent anchors to the Kennedy Space Center—WMUR-TV Manchester, N.H., and WSH-TV Portland, Me. WNHT(TV) Concord provided live coverage of the NASA feed.)

When the tragedy occurred, said Uhrin, the cable system pulled its two news crews in and shut down locally originated programming all day Wednesday. "We have taken a posture that we don't want to be there or associated with" the mass coverage that generated resentment in the community, said Uhrin. However, local officials were reasonably satisfied with the conduct of most journalists covering the tragedy. According to Bob Dipietro, anchor and reporter for WNHT Concord, the superintendent of schools finally asked all journalists to stay away from the high school because of mass confusion. But Dipietro quoted the official as having said that 95% of the reporters he came into contact with were "some of the best people he has ever known and 5% were some of the worst."

At 7:30 p.m. Tuesday, New Hampshire Public Television aired a special half-hour broadcast, *The Shuttle Tragedy: Helping Our Young People Cope*. Hosted by New Hampshire Public TV's news director, Barbara Coles, the program brought together

The network marathon men on NBC's monitors



ABC's Peter Jennings



NBC's Tom Brokaw



CBS's Dan Rather



Friday's memorial service on ABC

specialists in media and child development from the University of New Hampshire to discuss the problem. The program was repeated throughout the next day. □

## Challenger loss ripples through satellite industry

It may be bad for both insurance brokers and satellite carriers, who are looking to launch birds in 1986-87

As NASA picked up the pieces of the space shuttle Challenger last week in search of clues to why it exploded shortly after launch last Tuesday, others tried to assess the impact of the tragedy on the communications satellite and space insurance industries.

Assessing the impact of the loss on the communications satellite business is not easy. There are still too many unanswered questions. Although government officials from the President on down have vowed to push forward with the shuttle program, further flights have been suspended pending the outcome of the investigation into Tuesday's loss, and there has been no indication of when they will be resumed.

Even if NASA decided to go ahead with its next flight after only a few months delay, the program would be hobbled because of the loss of one of only four orbiters. The \$1.2-billion orbiters took turns carrying cargoes into space and are not easy to replace. Some flights, presumably, would have to be canceled.

Gauging the effect on the space insurance business, on the other hand, is somewhat easier. Coming after several satellite launch failures last year, the loss of a shuttle, considered last Monday to be one of the few "sure" things in the satellite launching business, will tend to dry up underwriting dollars and drive up premiums. The loss of Challenger may have made a bad situation worse.

But regardless of what happens, the communications satellite business is not likely to be severely affected in the near term. Most satellites that had been planned for launch aboard a shuttle have already been launched, including RCA Americom's Satcom K-1 and Satcom K-2, two high-power Ku-band satellites that broadcasters and cable programmers

were counting on. Only three domestic satellites were slated for shuttle launches in the next 12 months—Western Union's Westar VI-S in June, GTE Spacenet's GSTAR III in November and American Satellite Co.'s ASC-II in January 1987.

All three affected satellite carriers say they will consider launching their satellites by other means if the shuttle schedule slips badly, but even if they don't, the effect on most satellite users will be slight given the current glut of satellite transponders. "The industry now has a lot of excess capacity," said Gary Worth, the president of a new satellite resale carrier, BrightStar Communications of America.

A delay in the launch of Westar VI-S will have "no impact on service to current customers," said Fred Knipp, assistant vice president, transmission systems, Western Union. "It will impair our ability to grow. We will just have to plan to use a lesser amount of capacity as we grow." Ironically, Westar VI-S is a replacement for Westar VI, which failed to attain geostationary orbit after its deployment by Challenger in February 1984 (BROADCASTING, Feb. 13, 1984).

C.J. Waylan, president of GTE Spacenet, said GTE has three satellites in orbit and plans to launch two more via Arianespace's expendable Ariane rocket this year. Assuming GSTAR II, a satellite similar to GSTAR III, is launched without incident by Ariane in March, he said, it will "ease some of the

pressure" to launch GSTAR III in the fall. However, he said, GTE already has some customers for the satellite, Federal Express and Private Satellite Network, and they want to be on the bird because of its orbital location. "So even though we can take care of some of their needs on other satellites, we certainly don't want to have delays that are too extensive."

Waylan said GTE could accept a delay of a few months in the launch of GSTAR III, but if it "becomes extensive, certainly a year or more," GTE would start looking for another launch vehicle.

Intelsat is slated to launch the first series in its two Intelsat VI series satellites aboard the space shuttle in July 1987 and February 1988. Intelsat spokeswoman Sandra Lauffer said Intelsat does "not have enough information to assess the impact . . . at this time . . . . If there is a necessity to make contingency arrangements to meet our requirements, then, of course, we would do that."

Arianespace has been competing with NASA for satellite launching contracts and is willing, if not eager, to pick up any business NASA loses as a result of the Challenger loss. However, its ability to do so is limited.

At a telecommunications seminar in Washington last week, Douglas Heydon, of Arianespace, said Arianespace's 1986 manifest is completely booked. In fact, he said, the flight schedule is still trying to recover

from the failure of an Ariane rocket and the destruction of two satellites on board (GTE's Spacenet III and the European ECS-3). "That will give us a lot of difficulty in 1986," he said.

Assuming no more failures, Arianespace may be able to accommodate a few extra launches in 1987 and 1988, he said. In 1987, he said, it has one slot for a Delta-class satellite and in 1988 two or three slots for satellites of different classes. Arianespace officials are exploring the possibility of building additional Ariane rockets to meet the expected additional demand over the next two years, he said.

A possible alternative to both NASA and Arianespace for some satellite operators is Transpace Carriers of Lanham, Md., which has adopted NASA's Delta program. Rick Endres, director of corporate development, said Transpace will begin taking launch reservations when it completes its second round of financing in about 60 days. If all goes well, he said, Transpace will launch two of the McDonnell Douglas-built rockets in 1987, four in 1988 and seven in 1989. Transpace will be able to accommodate some, but not all, NASA customers facing lengthy delays because of the loss of Challenger, he said.

Waylan considers Transpace an option, but not a particularly promising one. "The launch business requires a very substantial commitment. To make the investment and

## Countdown on must carry

**Broadcasters set Feb. 15 as target for negotiated settlement with cable—although cable's in no such rush; NAB-TOC-INTV 'historic' statement concedes cable's First Amendment rights and yields primacy of over-the-air medium**

After months of uncertainty and public posturing over must carry, broadcasters now have a deadline for reaching an accommodation with cable. It's Feb. 15, the date chosen as the go/no go mark for striking a deal on must carry or turning to the FCC for a final resolution. The National Association of Broadcasters settled on Feb. 15 as the last moment that would give it time to put a must-carry agreement before its TV board for ratification in time to meet the FCC's reply comments deadline of Feb. 25. The first round of comments was due last week (see below), and a meeting between key cable and broadcasting trade association officials has been slated for this Friday (Feb. 7).

The NAB's deadline is not necessarily shared by the National Cable Television Association, the other principal party. While NCTA President James P. Mooney recognizes Feb. 15 as the broadcasters' "walk-away date," it is not his own; he is prepared to continue conversations beyond that time if necessary. Indeed, he believes there's no imperative in arriving at a deal before the next comments deadline, and feels it could be put before the FCC at almost any point before

final action. Worse still, from the broadcasters' point of view, is Mooney's feeling that the parties remain far apart, a sentiment based largely on the broadcaster comments filed with the FCC last week.

The first step toward negotiating a settlement with cable was made last week when the NAB, the Television Operators Caucus and the Association of Independent Televi-

sion Stations delivered a joint statement to NCTA that recognizes cable as a "primary video services provider, in addition to its traditional role of retransmitting broadcast signals," and rejects the notion of cable as a "secondary" delivery system "ancillary" to broadcasting."

Mooney asked for such a declaration after meeting with NAB's TV board in St. Maar-



At the press conference: NCTA's Mooney and Fox

take the risk associated with the launch program, you have to be prepared to accept failure and [uninsured] losses," said Waylan. "You've got to have a very, very committed, financially stable and capable organization behind you, and Transpace doesn't have that."

(Waylan said a Delta is not GTE's first choice for a launch vehicle for GSTAR III, for reasons that have nothing to do with who's doing the launching. Its use would force GTE to cut down on the satellite's station-keeping fuel and, thereby, reduce its life, he said.)

The loss of Challenger has already triggered criticism that the NASA decision to get out of the expendable launch vehicle (ELV) business was a big mistake. "This country needs to have a progressive, capable expendable launch program in conjunction with the shuttle program," Waylan said. The space shuttle is "an excellent program," he said. It's ideal for some applications—research, government and scientific projects and space manufacturing—but not the launch of "plain vanilla communications satellites."

Arianespace's Heydon agreed with Waylan. "The decision... to terminate the ELV production in the U.S. was short-sighted.... I think the fundamental point that is illustrated by Tuesday's tragedy is that to have everything based on a single system, whether it is expendable or manned, is erro-

**Spots pulled.** The tragedy in space prompted the Ford Motor Co. last week to halt its advertising on television and in print that compared the shape of its Aerostar minivan with that of the space shuttle.

A Ford spokesman said the commercials have been running since last August and were scheduled to be phased out in four to six weeks. He added that Ford felt it was appropriate to withdraw the advertising in view of the tragic event and acted quickly. He said the second phase of advertising for the minivans would begin in about two months.

The commercials show the space shuttle, then fade out, and in its place, the aerodynamic front end of the new minivan appears. Ford's agency is J. Walter Thompson, Detroit.

neous," he said. "I would be very surprised if U.S. expendable industrial base is not beefed up.... I think it was a mistake to ever stop it."

Except for covering a \$1-million life insurance policy on teacher-astronaut Christa McAuliffe given to her by Caroon & Black Inspace Inc., an insurance broker, the space underwriters come out of last week's disaster unscathed. Neither the orbiter nor its cargo, which included a TRW-built TDRS space

tracking satellite for NASA use, was insured. However, the loss of Challenger may inject another major dose of uncertainty and risk into the space insurance business, which will decrease insurance capacity and increase insurance costs.

Waylan said that GTE has insurance for the launch of GSTAR II aboard Ariane in March, but not for the launches of Spacenet III-R and GSTAR III. "It's up in the air now," he said. "Whether one can get insurance on those launches is unknown at this time. What one would pay if it were able is also unknown. This doesn't help the situation and it was bad before."

Brian Stockwell, president of Caroon and Black Inspace, said the impact may be "rather less than people might think." Two major underwriters he spoke to, he said, were saddened by the disaster, but were not surprised by it, figuring a shuttle loss of some kind was inevitable. They indicated a willingness to insure future shuttle launches if NASA is able to figure out what caused the explosion and correct it.

Robert Wold, president of Wold Communications, who just bought a transponder from American Satellite Co. on ASC-1, fears that the shuttle loss will cause premiums on transponder life insurance to go up. The cost of the insurance, which has already doubled in the last year as underwriters attempted to recoup some of their launch losses, "is going to be out of sight," he said. □

ten, Netherlands Antilles (BROADCASTING, Jan. 20). According to the statement: "Our [TOC, NAB and INTV] policy rationale recognizes, and we hereby affirm, that cable is a full participant with broadcasting in the delivery of television programming, and an independent supplier of nonbroadcast video programming... Our policy rationale for new must-carry rules is not based upon characterizations of broadcast television as a 'chosen instrument' in the provision of video services."

In addition, it continued, "we believe a rule can be designed to recognize cable's constitutional rights as set forth by the *Quincy* court. A new rule can be carefully tailored to the public benefits of local signal carriage, while accommodating the view that cable operators must have some reasonable latitude in the exercise of their editorial discretion. Finally, we agree fully with Mr. Mooney that our industries have much in common, particularly in connection with preserving fundamental First Amendment freedoms."

At a press briefing in Washington last week, Mooney called the statement "historic," adding, however, that the broadcasters still haven't established a solid public policy rationale for any new must-carry rule. Indeed, Mooney said later, after examining the NAB, TOC and INTV filings, that he was "deeply disappointed." He characterized the comments as the "same old shrill [argument] for broadcaster primacy," although he thought the TOC comments were "much less belligerent."

Furthermore, Mooney felt there was a "remarkable discrepancy" between the comments and the statement. "I want to know which is the real position of the broadcasting industry. If it's the statement, then we can talk; if it's the comments it's going to be a short conversation."

During the briefing, Mooney said he agreed to meet with representatives of the NAB, TOC and INTV this Friday. Nonetheless, he emphasized that "unless we can agree on whether and why the government ought to put must carry back in, it's hard to justify jumping immediately to the specifics of a new rule. Again, I am willing to sit down with them to explain all this, but however conciliatory both sides want to be, it should be understood, too, that you can't just run off, willy-nilly, and settle a regulatory issue as important as this one merely because you want to be nice, and for no other reason."

Mooney specifically took issue with the broadcasters' research on A/B switches contained in their filings. He said it "rather eloquently illustrates the fact that nothing in a cable hookup prevents a cable subscriber from receiving UHF signals directly from the air, even without an A/B switch. If a cable hookup isn't preventing direct, over-the-air reception, I really don't know what a lot of this controversy is about, and maybe the broadcasters can explain that one to me."

NCTA General Counsel Brenda Fox, who reviewed NCTA's filing, also thought the INTV, NAB and TOC comments fell short of meeting any public-interest rationale.

"They've come up with proposals but they haven't really met the responsibility of identifying for the commission why any of their proposals are necessary," Fox said.

As for the INTV proposal, she continued, "there is no integral relationship between copyright and must carry in the law. It was the judgment of Congress that the Copyright Act not interfere with communications policy. They left communications policy to the FCC. Communications policy is the bailiwick of the FCC and the FCC can't interfere with the compulsory license," Fox continued.

The broadcaster comments were viewed by Community Antenna Television Association President Stephen Effros as a "major smokescreen with very little substance." He also argued that the filings do not "offer any public-policy rationale and don't even truly deal with the constitutional concerns." And Effros, who will be joining Mooney at Friday's meeting, said: "If they say what they say in their comments on Friday, then forget it."

Despite NCTA's and CATA's harsh criticism, the broadcasters were encouraged at least by Mooney's remarks concerning their joint statement. "Jim Mooney's recognition of our statement as historic is a good sign," said Werner K. Hartenberger of the Washington communications law firm of Dow, Lohnes & Albertson. Hartenberger represents TOC members Cox Communications and Multimedia Broadcasting Co., and was chief architect of the TOC filing. Mooney's decision to meet with the broadcasters, Har-

tenberger felt, was also a favorable move. "You have to look at what people do and not just what they say," he said. Hartenberger expects the TOC and NAB proposals to serve as the starting point of their discussions with NCTA. As for convincing cable of the merits of their proposal, Hartenberger said, "maybe it will take just a little more persuasion."

**Must-carry comments flood into FCC with no surprises; broadcasters push for 'may carry' at least, while cable says any form is unconstitutional; NTIA and Justice oppose any new rules, support repeal of compulsory licenses**

If broadcasters and cable operators are poised to cut a deal on must carry, they didn't betray that in the torrent of comments that poured into the FCC last week.

Indeed, judging from the comments, cable interests and broadcasters are miles apart. Cable interests were generally arguing that no form of must carry would be constitutional. Broadcasters did not agree, and many provided specific proposals, most of which consist of emasculated versions of the

former rules or would work off the "may-carry" motif proposed by the Association of Independent Television Stations.

The news from federal executive agencies was particularly downbeat for broadcasters. Both the National Telecommunications and Information Administration and the Department of Justice opposed new rules. NTIA said there was "virtually no way" any new must-carry rules could withstand constitutional review. Justice asserted that INTV's proposal lay beyond the reach of the FCC's statutory authority. As if offering a consolation prize, NTIA did suggest that the FCC consider providing procedures for broadcasters to file petitions seeking limited must-carry protection. "If it can be demonstrated on a case-by-case basis that the absence of such protection is causing severe, irreparable financial injury, and such injury is plainly diminishing the services available to the public, the FCC may take action," NTIA said. Both agencies, however, also supported repeal of cable's compulsory copyright license.

On another track, the Community Antenna Television Association petitioned the FCC to defer considering the comments in

the proceeding until the Supreme Court ruled on the pending appeal of *Quincy*, in which the appellate court ruled that the must-carry rules were unconstitutional. "It would be an unfortunate waste of time and effort for the commission to attempt to promulgate any rules, or even consider the promulgation of such rules based on the guidelines articulated by the Court of Appeals if those guidelines are subsequently changed in some way by the Supreme Court," CATA said.

In its comments, the National Association of Broadcasters finally put a concrete proposal on the table. It would require systems with 13 or more "useable" channels to carry the signals of full-power and satellite TV stations licensed to communities within 50 miles. No cable system would have to devote more than 40% of its useable channels to that carriage, except that all new stations would have to be carried during the first two years of continuous, on-air operation. Cable operators would not be required to carry more than one affiliate of the same national network and would give preference to the affiliate whose community of license is closer to the cable headend. Cable systems hav-

## How they're lining up at the FCC

Even if the broadcast and cable industries reach a must-carry compromise, they will have to find three votes of support at the FCC to give that agreement any substance. The votes can't be counted now.

The only commissioner who has thus far given any support to the concept of must carry is James Quello. Commissioner Mimi Dawson has signaled an interest in exploring the "may-carry" proposal of the Association of Independent Television (see story, above). She also is said to be open to the possibility of reaching a "reasonable compromise." But the signals from Chairman Mark Fowler and Commissioner Dennis Patrick, the remaining two votes at the commission, have been consistently negative, and a 2-2 vote is sufficient to defeat a proposed rule.

Early in the going, Fowler, Dawson and Patrick issued a joint statement explaining why they had chosen not to appeal the *Quincy* case, in which the Court of Appeals in Washington ruled that the must-carry rules were unconstitutional. They said they believed the decision represented a "positive step" toward recognizing full First Amendment protection for the electronic media (BROADCASTING, Sept. 30, 1985). They also said the decision took a "first step" toward a "true marketplace" for the distribution of programming by cable systems, but that they believed that the mass media marketplace would not be set entirely right until cable's compulsory copyright license was eliminated. "At this point, we cannot conceive of a new set of rules which would accomplish the commission's policy goals and would meet the constitutional test outlined in the *Quincy* decision," the majority said. "Accordingly, we believe that the better course is to seek an equitable realigning of free marketplace forces rather than another false equilibrium of intrusions on the rights of cable operators, broadcasters and copyright holders."

After prodding from Congress, the FCC launched its combined notice of inquiry and notice of proposed rulemaking on the subject, with Fowler insisting on the inclusion of an "examination of the communications policy implications of cable's compulsory license in light of the *Quincy* case." At that time, Dawson said she believed the INTV proposal held "the most valid hope for resolution of this issue" (BROADCASTING, Nov. 18, 1985). Dawson also noted that the majority, in its statement explaining why it

had chosen not to appeal *Quincy*, had asserted that the marketplace was out of balance. "I for one am committed to balancing that disequilibrium," Dawson said.

Patrick sent out a different kind of signal at the Western Cable Show. In a speech there, Patrick said the court had placed a "heavy burden" on parties attempting to justify a new rule. "I do not expect that the commission will again make the same mistakes for which the court chided us in *Quincy*," Patrick said. "We should not adopt new rules without a firm basis for concluding that material harm to local broadcasting would result without government intervention; we should not adopt rules without first determining that regulation is necessary to protect the public interest. We should not adopt a rule that is broader than necessary or has an anticonsumer impact. I put you on notice, therefore, that this is one commissioner who will not vote to adopt a new must-carry rule simply because it results from an industry compromise. The commission's ultimate focus is, and must be, on the public interest, not on the desires of cable operators or broadcasters. The public interest is fully served when local broadcasting is available off-air and when the media have full First Amendment rights. We must have a strong basis for concluding that these goals are in conflict with each other, and with a free market, before we contemplate compromising cable's First Amendment rights."

One theory last week had it that Patrick, despite the tough talk, can be counted as a vote for an industry compromise. The theory holds that Patrick will be there for the industry to protect his prospects of assuming the chairmanship when Fowler moves along.

Diane Killory, Patrick's senior adviser, disagreed with that assessment. "Dennis will make his decision based on the merits of the case," Killory said.

It's also said that Fowler has offered the assurance that he'll be willing to consider an industry compromise, as long as that meets the strictures of *Quincy*. Tom Herwitz, legal assistant to Fowler, said the chairman will have no position until he has reviewed the comments in the proceeding. "We'll have to see whether there's anything there that doesn't attract flies," Herwitz said.

ing at least 13, but no more than 36, useable channels would only be required to carry the signals of stations receiving at least a 1% share in noncable households. Signals also would be required to be carried on the same channel they are broadcast, unless technically infeasible, and in their entirety on the tier of service which is available at the cable system's minimum charge. The systems also would be required to carry multichannel sound, second-language audio and program-related teletext in the vertical blanking interval.

NAB also said it believed its proposed rule was "likely" to withstand constitutional review. "The design of the rule follows the road map to constitutionality provided in the *Quincy* decision, which leaves ample room and suggests deference for the commission to take the steps NAB urges," NAB said.

NAB also said A-B switches were "woefully inadequate" as a substitute for cable carriage. It said empirical evidence established that for many viewers, off-air reception doesn't exist because of terrain obstructions, and where off-air reception is feasible, a switch is useless without an outdoor antenna and often other equipment as well. It also said that an NAB-sponsored study by the ELRA Group of 610 cable households showed that only 1% now have an outdoor antenna and an A-B switch; only 2% use rooftop antennas in conjunction with their cable TV receivers, and more than half have never had an outdoor antenna.

The Television Operators Caucus—whose members include A.H. Belo Corp., Cox Communications, Gannett Co., Multimedia, Outlet Communications, Post-Newsweek Stations, Storer Communications, Taft Broadcasting and Group W—suggested a rule that would require carriage of television stations licensed to communities within 50 miles. It would exempt cable systems with 12 or fewer "activated" channels. Must-carry signals would occupy no more than 40% of a system's activated channel capacity; cable systems would not be required to carry duplicated network-affiliated or noncommercial educational stations, and cable systems having from 13 to 35 activated channels would not be required to carry the signal of any station that does not have "minimal viewership" of a 1% share of the viewing audience in noncabled homes. New stations would not have to satisfy that standard for two years from commencement of operations under program-test authority, and cable systems would be restricted from seeking or accepting consideration for carriage.

The TOC members said their proposal satisfied the constitutional concerns raised in *Quincy* and furthered the "substantial government interest" in making broadcast service available to all. "The commission has implemented this congressional directive with respect to television broadcasting through an allocations plan which relies on local stations obligated to provide programming which responds to the needs and interests of their communities," TOC said. "The TOC must-carry proposal insures that where cable television has become part of the national television distribution system, local viewers

continue to have effective access to the local stations which serve them."

The TOC also said its proposal was "narrowly drawn to minimize its impact on cable operators' First Amendment rights, in response to the *Quincy* court's" objections to the overbreadth of the former must-carry rules.

In its comments, the Association of Independent Television Stations again defended the constitutionality and desirability of its "permissible signal carriage rule," aka, the "may-carry" proposal. That rule, based on the FCC's supposed authority to determine which signals may be carried under cable's compulsory copyright license, would "permit" cable companies to carry TV signals under the compulsory license, as long as the system carries on its basic tier the "entire signals of all local television broadcast stations without discrimination or charge" (BROADCASTING, Oct. 8, 1985).

INTV asserted that the FCC had full authority under the Communications Act and the copyright law to adopt the proposed rule, and included an opinion by David Ladd, former register of copyrights, concluding that adoption of the INTV proposal would be consistent with the copyright act.

INTV also argued that the proposed rule would meet *Quincy's* First Amendment concerns because it would not require cable operators to carry any local signal. INTV also asserted that the rule, which the association said should also require carriage of program-related multichannel sound, would further the FCC's communications policy objective of maximizing the public's access to local TV programming through "an equitable realignment of free marketplace forces rather than another false equilibrium of intrusions on the rights of cable operators, broadcasters and copyright holders."

NBC said it believed that must-carry rules were "entirely consistent" with the First Amendment. "We advocate an approach to First Amendment concerns regarding cable in which cable is treated according to what it actually does in the particular function being examined or regulated," NBC said. "It is NBC's position that all originators of speech, whether printed or electronically transmitted speech, are entitled to full First Amendment freedoms. Where, as here, a service is acting solely as an antenna service, it should be accorded the level of First Amendment protection appropriate to that function. In performing this function, cable systems fall into the category of instrumentalities that retransmit broadcast stations, including a myriad of other devices that convey the speech of others, such as television and radio receivers, satellite dishes and other, less sophisticated antennas. Therefore, as a matter of sound public policy and to carry out its public interest mandate, the commission should reinstitute must-carry rules."

The ABC Television Affiliates Association proposed a rule that would require carriage of stations licensed to communities within 50 miles of the cable system's community; exempt cable systems with 12 or fewer channels and fewer than 1,500 subscribers; apply only to TV stations broad-

casting a weekly average of at least 12 hours a day; apply only to those local stations that achieved a specified level of viewer acceptance in noncable homes in the local cable community, with the exception that all local stations would have to be carried during their first two years of operation; require that those stations be carried on a nondiscriminatory basis at no charge, and require carriage of program-related multichannel TV sound, teletext and material transmitted in the vertical blanking interval. The association also opposed any "across-the-board" exemption from carriage of duplicating network-affiliated stations.

"If the legal and public policy rationale for a signal-carriage requirement is grounded in the commission's long-standing policy objective of fostering the widest possible diversity of local television service—and, indeed, it should be—then that objective would be manifestly obstructed by a signal-carriage rule that exempted any class of local stations—whether network affiliate, educational or independent—whose programming is, in fact, responsive to local needs. For that reason, we do not believe any local station—network affiliate, educational or independent—should arbitrarily be written out of the rule. To conclude otherwise would only serve to penalize a station—and its viewers—for the station's decision to affiliate with a commercial or public broadcasting network.

"We recognize that among the concerns raised by the *Quincy* court with the old must-carry rules was the failure of the rules to take into account the 'degree of duplication' of programming. But the court—contrary to what many seem to have assumed—did not confine that concern to duplicated 'network' programming, nor did the court suggest—again, as some have assumed—that a carriage rule that did not exempt local stations affiliated with the same network would be constitutionally deficient. Indeed, what the court did say is that if the purpose of a signal carriage rule is to preserve 'localism,' the rule must be drawn to assure carriage only of those stations that are, *in fact*, providing service in response to local needs."

CBS proposed a "secondary transmission authority rule." Under that rule, a cable system would be permitted to carry broadcast signals only with the written secondary transmission authority of the originating broadcaster, but no such authority would be needed for local signals if the cable system chose to carry, "without channel change, charge or alteration," all of those local signals in their entirety. "Inasmuch as teletext and multichannel sound are valuable enhancements to and form an integral part of main-channel programming, the proposed secondary transmission rule would require transmission of these signals as a part of the entire broadcast signal," CBS said. "However, CBS proposes a conjunctive rule providing cable systems the conditional right to delete these enhancements where they would cause system interference curable only by significant capital expenditure," CBS said.

The Smaller Market UHF Television Sta-

tions Group—consisting of 12 network-affiliated UHF's—believed INTV's proposal would do the trick, as long as cable systems that refused to carry local TV signals provided an A-B switch to their subscribers, "and take reasonable steps to insure that the subscriber's television set is properly connected to both VHF and UHF antennae." As an alternative, the group said the FCC could require all cable systems in a given Arbitron ADI or Nielsen DMA to "carry all signals of the television stations with cities of licenses within the counties or independent cities of said ADI or DMA. This rule should at least be applied to network affiliates, so that the cable system is carrying the network affiliate of its own ADI or DMA. The purpose of such a rule would be to prevent a cable system, which is selling 'local avails' on the street against the TV station selling its own inventory, from deciding under the guise of 'editorial discretion' to give its viewers network programming, but from some noncompetitive network affiliate in another market."

In a joint filing, the Corporation for Public Broadcasting, the National Association of Public Television Stations and the Public Broadcasting Service once again urged the FCC to adopt a rule requiring carriage of the "entire signal" of all public TV stations providing Grade B service to all or part of a cable system's community. But they also would allow exceptions. Cable systems would not be required to carry any public television station that "simultaneously broadcasts all the same programming broadcast by another local public TV station carried by the cable system. In addition, cable systems with 12 or fewer channels would not be required to carry more than three local public TV stations if they need channel capacity to carry programming from nonlocal program sources."

Donrey Media, licensee of KOLO-TV Reno, and owner of four cable systems, recommended a rule that would "require all cable systems to carry a local affiliate of each national network, if available; one local independent station, and one educational station."

In its comments, however, the National Cable Television Association said it "generally" opposed the reimposition on cable TV systems of "any" form of broadcast signal carriage regulation. "In our view, signal carriage regulation directly impinges on the First Amendment rights of cable operators and programmers and therefore raises substantial constitutional issues," NCTA said. "It is apparent that none of the proponents of signal carriage regulation have put forward a proposal for a new must-carry rule, or even a rationale for a new rule, which would be consistent both with the cable industry's established First Amendment rights and with the commission's essential public interest mandate."

CATA panned INTV's proposal. "To attempt a blatant 'end run' just to reinstate rules that the court has clearly labeled as unconstitutionally unconstitutional is beneath the quality and dignity of this commission," CATA said. "In addition, the commission lacks the jurisdiction to adopt such a posture

in the first place."

CATA said the copyright act conferred no jurisdictional authority on the FCC. And Section 624 (f) of the Communications Act, as modified by the Cable Communications Policy Act of 1984, specifically prohibits any federal agency from imposing requirements regarding the provision or content of cable services, CATA said. CATA also urged the FCC to adhere to "its own stated intention" that this be an inquiry to determine if there is any imminent danger to over-the-air broadcasting. "If there is, then the inquiry can continue to look for possible ways to ameliorate any proven danger consistent with the Constitution," CATA said. "If there is no proved danger, the inquiry should be ended immediately. CATA has long maintained, as have many other cable representatives, that broadcast stations, in the main, will be carried by cable systems regardless of the existence of mandatory rules. . . . Surely there will be some exceptions. Not every station is ordained to exist and make a profit. But that is not the question. The issue is the broadcasting system as a whole, and there is simply no evidence that it is endangered."

Time Inc.'s American Television & Communications Corp. said the imposition of any new mandatory carriage rules would unconstitutionally infringe on the rights of cable operators to exercise editorial control over the programs and other information they choose to transmit to their subscribers.

The California Cable Television Associ-

ation opposed new rules as well. "The commission's localism goals are generally better met by cable operators' local origination, access and regional nonbroadcast programming than by many of the local broadcast stations which must-carry rules would require to be carried," the association said. "Cable operators will, in all likelihood, carry any local broadcast channels which offer programming of value to the community. Without must-carry rules, there will be added incentive for local broadcasters to earn cable carriage by producing unique local programming. New rules would not foster localism, but merely protect local broadcasters regardless of the quality of their programming."

The Turner Broadcasting System said any new rules would have to satisfy the "strict" constitutional standards of *Quincy*. "The must-carry proposals and arguments proffered by broadcast interests to date are an instant replay of their historic arguments and fail to meet these standards," TBS said.

Tele-Communications Inc. put it succinctly: "TCI firmly believes that the Constitution precludes the commission from adopting any form of mandatory signal carriage under the newspaper mode of First Amendment analysis the judiciary has correctly determined appropriate to cable television."

The North Carolina CATV Association urged termination of the proceeding: "Any new must-carry rules, whatever their form, would be constitutionally impermissible under the First Amendment." □

## Rubenstein named CPB president

The board of directors of the Corporation for Public Broadcasting, after meeting in executive session in Washington last Thursday, announced during its Friday (Jan. 31) board meeting that former Mutual Broadcasting System president, Martin Rubenstein, had been selected to succeed Edward Pfister as CPB president.

The latter resigned his post eight months ago following the CPB board of directors decision, at a meeting in San Francisco, to withdraw its support of a trade delegation to the Soviet Union. At that time Pfister cited fundamental differences between himself and a majority of CPB board members.

Last week, CPB Chairman Sonia Landau said that "at least six" candidates had been interviewed by the CPB board search committee and that the 50-year-old Rubenstein was chosen for the \$86,200-a-year position for his "outstanding background" and "excellent leadership skills," she said.

Rubenstein met with the full CPB board Thursday morning and was informed later that night of his selection. He said on Friday that he would "devote the initial part" of his new tenure "to learning," and that he would look for "help and support" from the CPB board. He told BROADCASTING he has "a feel and dedication" for the noncommercial medium. "I've always had a high regard for public broadcasting," he said, adding that he viewed this new position as a "unique opportunity. I'm now hopeful of making a contribution to its growth as we go into the 21st



Rubenstein

century."

The new CPB executive was born in Brooklyn, N.Y. He received a BA in political science from Brooklyn College and graduated from Columbia University Law School in 1961. He spent 17 years with ABC, becoming vice president and general manager of ABC News in 1969. After leaving the commercial network—where he had a reputation as a planner and bargainer—Rubenstein joined the Mutual Broadcasting System in March 1978 as executive vice president for administration. He became president and chief executive officer in 1979, a job he held until his departure in 1984. Rubenstein has most recently been a Washington communications consultant. □

# ENTERTAINMENT TONIGHT YEAR 6

These stations have already chosen ET as the only alternative to the game show gamble.

KNBC	Los Angeles	WDSU	New Orleans	WIS	Columbia, SC
WFLD	Chicago	WGRZ	Buffalo	WEVV	Evansville
WCAU	Philadelphia	WSPA	Greenville	WPTA	Ft. Wayne
KRON	San Francisco	WTVN	Columbus, OH	KLAS	Las Vegas
WNEV	Boston	KTVY	Oklahoma City	KTSM	El Paso
WXYZ	Detroit	WBRC	Birmingham	KWTX	Waco
WJLA	Washington, DC	KUTV	Salt Lake City	WEEK	Peoria
WFAA	Dallas	WKZO	Grand Rapids	WJBF	Augusta
KPRC	Houston	WGAL	Harrisburg	WEVU	Ft. Myers
WPXI	Pittsburgh	WHAS	Louisville	WSFA	Montgomery
WSB	Atlanta	WAVY	Norfolk	WTOV	Wheeling
KING	Seattle	WRGB	Albany	KARD	Monroe
WTVT	Tampa	KTUL	Tulsa	WBAK	Terre Haute
WSVN	Miami	KATV	Little Rock	KOAM	Joplin
KSTP	Minneapolis	WPEC	West Palm Beach	WCTV	Tallahassee
KMGH	Denver	WKRG	Mobile	KSWO	Wichita Falls
WRTV	Indianapolis	WBIR	Knoxville	KRCR	Chico
KTSP	Phoenix	WJXT	Jacksonville	KERO	Bakersfield
WFSB	Hartford	WOWT	Omaha	KRCG	Columbia-Jeff.
KGW	Portland, OR	WSET	Roanoke	KMID	Odessa
KGTV	San Diego	WCSH	Portland, ME	WLBZ	Bangor
WESH	Orlando	KHON	Honolulu	KOBI	Medford
WKRC	Cincinnati	WAND	Champaign	KPVI	Idaho Falls
WDAF	Kansas City	KVOA	Tucson	WTOK	Meridian
WSOC	Charlotte, NC	KDEB	Springfield, MO	KREX	Grand Junction

**ENTERTAINMENT**  
TONIGHT / THIS WEEK



DOMESTIC TELEVISION  
AND VIDEO PROGRAMMING

## Radio sales picking up after slow start

**First-quarter predictions put national spot up slightly over year ago; bigger gains for network**

Radio sales experts predict that this year's first quarter will turn in only a single-digit percentage increase in national spot sales over the same period a year ago, due to an extremely slow January start, while the network radio business continues to boom, maintaining its double-digit percentage growth.

Although January was sluggish, data from Radio Expenditure Reports shows national spot business in December soared 16.7% over December 1984 to \$81,463,000. For 1985, national spot sales totaled \$900,954,900—up 9.3% over 1984. But when RER adjusts 1984 data to compensate for variance in the number of standard broadcast weeks between 1984 and 1985, that increase comes to 11.4%.

"We saw a lot of doom and gloom in the first couple weeks of the quarter, but we have picked up our pacing," said Bob Ferraro, executive vice president of Blair Ra-

dio. At the beginning of January, the company's sales pace compared to the same time last year was off by 16%. Blair business has since picked up, and now its bookings are down just 4%. Ferraro predicts only about a 3% industrywide first-quarter increase.

The biggest drop in regional sales activity compared to a year ago comes from Blair's Dallas office, while its Philadelphia office, which also covers Baltimore and Washington, posted the largest gains. Ferraro said an extra salesperson was added in Philadelphia last week to handle the extra volume. Of Blair's big-three offices, New York and Los Angeles are down in bookings while Chicago is up significantly.

Things are beginning to pick up, with February on an even keel with last February and March running a little ahead, said Dave Recher, executive vice president of Eastman Radio. Recher said there is more spot airline business this quarter, especially with air fare wars, and with several airline companies—including Western, People Express and United—expanding into new markets.

"The adult-oriented business for the first

quarter is very good while the young-adult business is off," said Ed Kiernan, president of CBS Radio Representatives. Some key buys for his firm include: Businessland; Apple Computers; several automotive companies including Chevrolet, Dodge, Nissan and Toyota, and ABC Television. He sees the industry finishing the first quarter up about 6%-7%.

"It is the most competitive atmosphere I have ever seen," said Kiernan. He observed that stations want to "get out of the box" early this year with their national sales billings. "They don't want to play catch-up in the fourth quarter," he said. Kiernan also noted that there appears to be more negotiating for rates than in previous years.

Masla Radio's president, Jack Masla, said that thus far he's very "disappointed" in the first quarter. January was a "wash-out," he said, projecting only a slight increase for the quarter. However, Masla said he saw a couple of "bright spots" on the horizon. "Spot television is going through the roof, which could benefit spot radio because advertisers are unleashing bigger overall ad budgets," he said. Masla also said that import quotas on Japanese cars being shipped to the U.S. are expected to be lifted on April 1, which could lead to increased advertising activity.

Ken Swetz, president of the Katz Radio Group (comprising Christal Radio, Republic Radio and Katz Radio), agreed that the first quarter was off to a very slow start. "The business isn't happening yet," said Swetz, noting that agencies and advertisers were getting a later-than-usual start in instituting their radio buying plans for the quarter coming out of the December holiday period. He added that the sales pace during the year-end holidays had also been extremely sluggish. Swetz projected the Katz group to be up about 6% for the quarter.

Swetz said that he plans to be spending a large measure of his time this year on building Republic Radio's client base. (Republic was formerly RKO Radio Sales before Katz Communications acquired it in March 1984.) He said his three-year goal for Republic, which now represents stations in some 61 markets and bills \$30 million annually, is to bill in excess of \$80 million. Additionally, Jerry Kelly has been replaced as head of Republic by 13-year Katz Radio veteran Jerry Cregan ("In Brief," Jan. 27).

One burgeoning area in national spot radio is Spanish-language sales. Although January was a soft month, Eduardo Caballero, president of the New York-based Caballero Spanish Media rep firm, said he is projecting a 15% increase in billings for his company during the first quarter, with February and March looking strong. For the year, he is forecasting a 22% rise in billings over 1985.

There will be several major advertisers coming into the Hispanic advertising market

**Over  
\$70,000,000  
in sales and closings in  
radio properties alone in 1985.**

Representing such clients as

The Boston Globe  
Duffy Broadcasting  
Eastman Radio Inc.

Narragansett Capital Corporation  
Ronette Communications Corporation  
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**Katz Radio**



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**Katz Radio Group. The best.**

much more aggressively than in the past, he said. According to Cabellero, that list includes General Foods, Beatrice Foods, General Motors for its Chevrolet division, Pepsi-Cola and J.C. Penney.

Caballero currently represents 90 Spanish-language stations in the top 35 Hispanic markets and an additional 25 outlets in "marginal" markets. His newest major-market addition is WIND(AM) Chicago, which just switched from news/talk to Spanish.

Looking back at 1985 business on a regional basis—advertising dollars being spent by agencies in those areas—was Ellen Hulleberg, acting president of McGavren-Guild Radio, who, based upon rep data supplied to RER, said sales in the East were up 6.7% over 1984; the West up 9.4%; the Midwest up 11.2%, and the South up 16.3%.

Network radio is carrying over its strong 1985 sales performance into 1986, according to executives canvassed by BROADCASTING. The network radio executives also note that all upfront advertisers from last year have returned to the medium this year. (The upfront season for network radio traditionally runs from November through January).

Network radio business in December registered an impressive 25% jump over December 1984 to \$27,057,851, said Radio Network Association President Bob Lobdell, who relies on financial data collected confidentially each month from different network companies by the accounting firm of Ernst & Whinney. (Participating network radio companies are: Capital Cities/ABC; CBS, NBC, Satellite Music Network, Transtar Radio Networks, the United Stations Radio Networks and the Westwood One Radio Networks, which acquired the Mutual Radio Network in December 1985.) Looking back at 1985, network radio business climbed 14% over 1984 to \$328,708,708.

Among the largest network radio advertisers in the first quarter are Sears, Roebuck, especially for its automotive centers and new "Discover" charge card, AT&T, Warner-Lambert and Hormel. Besides those companies, other "basic" network radio advertisers that are expected to be on at various times throughout the year include Anheuser-Busch, Procter & Gamble, Whirlpool, General Motors, Chesebrough-Ponds for Pizza Quick and Ragu spaghetti sauce, Johnson & Johnson, and the U.S. Army.

Business categories that remain somewhat a problem for network radio, said Lou Severine, vice president/sales for the ABC Radio Networks, are airlines and soft drink companies because, he said, they tend to invest more in local and regional spot buys.

Severine, who oversees sales for the six ABC radio networks and the Talkradio service, reported that ABC Radio signed nearly 30 upfront clients. He expects the networks to finish the quarter 8%-10% higher than the comparable period a year ago with radio overall up anywhere from 8% to 12%.

"A lot of major advertisers are expanding their ad dollars," said Warren Schultz, director of eastern sales for the NBC Radio Networks, noting that J. C. Penney has returned to network radio after several years. New to the medium this year, according to Schultz,

are Frank & Stuff, a prepared dinner product; Bausch & Lomb, and Cafferdine, a caffeine-based products.

Schultz said the major long-form program advertisers in 1986 for shows that are distributed by NBC Radio Entertainment include: Dr Pepper, Levi-Straus and Heineken for *Live From the Hard Rock Cafe*, which, said Schultz, is the beer company's only network radio buy. (Stations of NBC's Source network have right of first refusal for NBC's various youth-oriented long-form radio shows.)

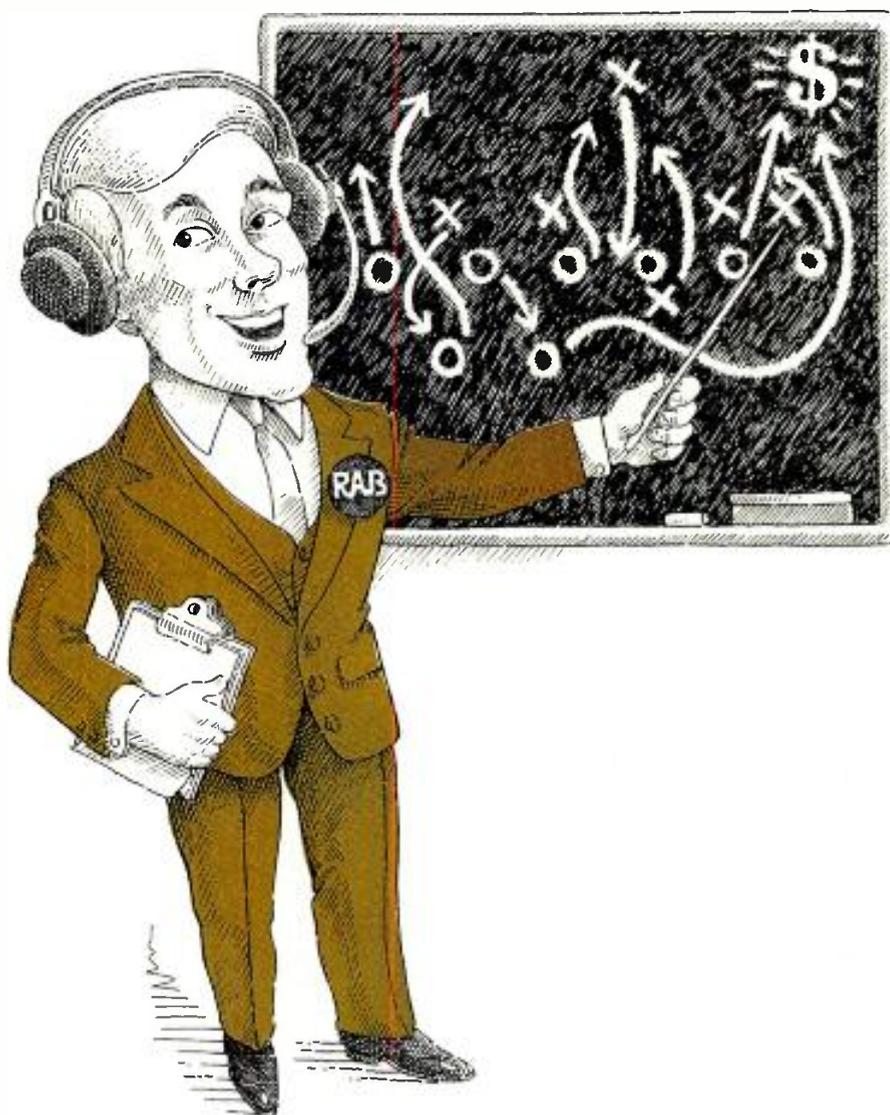
"The first quarter is showing continued

signs of growth and vitality. It hasn't stopped since the second quarter of 1984," said Steve Youlios, vice president/sales for the CBS Radio Networks.

He said that February is already sold out for both the CBS Radio Network and its young adult, RadioRadio network, with March avails "very tight." Youlios also observed that many first-quarter advertisers have longer flight schedules this year, extending into the second quarter.

Overall, the Radio Advertising Bureau is projecting that radio advertising sales in 1986 will reach \$7.5 billion. □

## "It's what you learn after you know it all that counts."



### RAB opens MSC confab

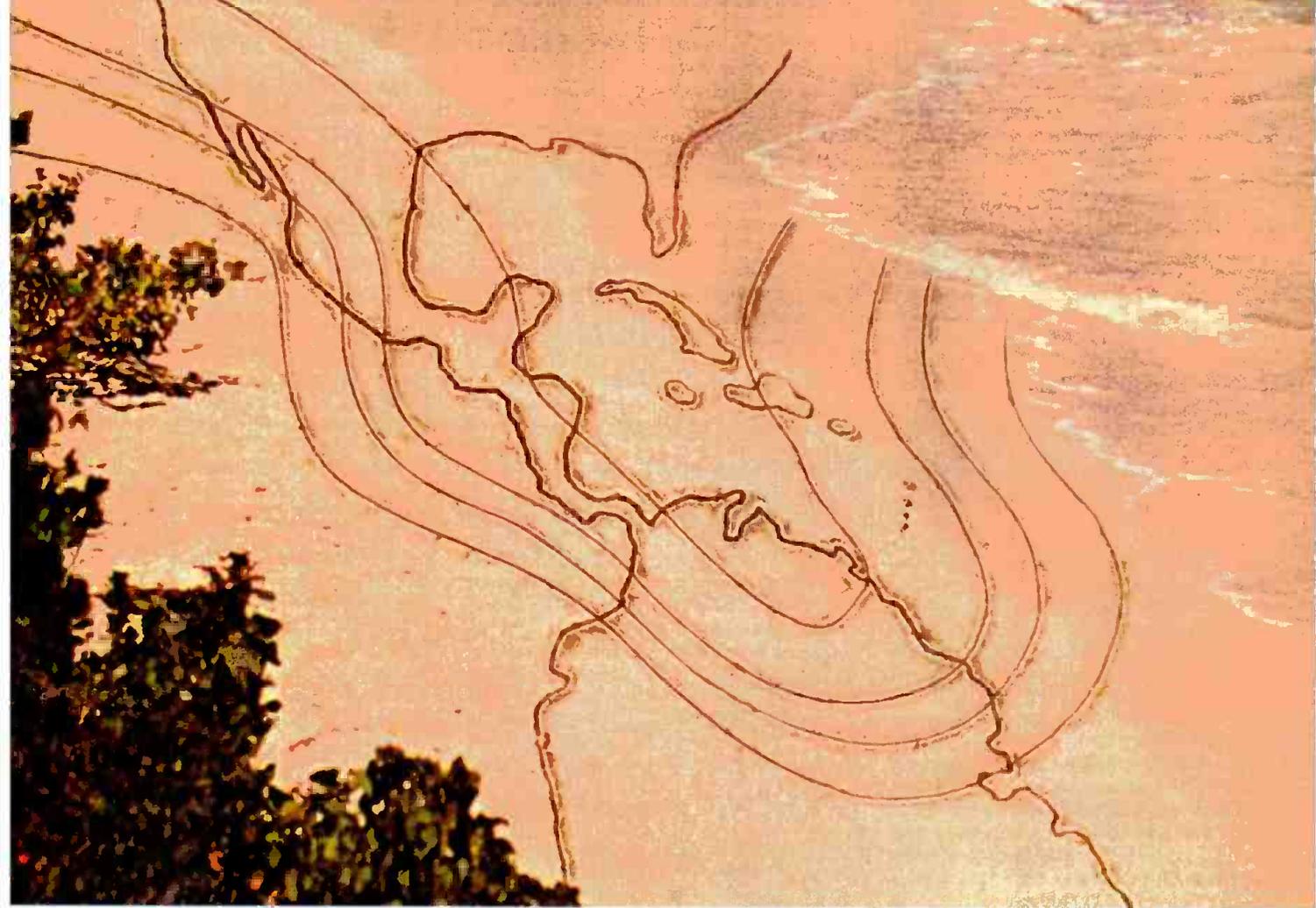
Education beyond education is theme for sixth annual conference

"It's what you learn after you know it all that counts" has been tagged as the official theme for the 1,000 radio executives—the prede-

termined attendance cap—attending the Radio Advertising Bureau's sixth annual Managing Sales Conference (MSC), which is currently under way at the Amfac hotel adjacent to the Dallas-Fort Worth airport.

This year marks the first time the MSC is

# Now there's a new footprint in the sand.



## Introducing Westar VI-S. The U.S. communications satellite that also delivers to the Caribbean, Central and South America simultaneously.

Western Union launched the domestic satellite era in 1974 and virtually changed the way businesses communicate. Now we're ready to launch a whole new communications era with Westar VI-S, the most powerful U.S. C-Band satellite in the sky.

With its enhanced footprint, you not only can send your programming and data anywhere in the United States, you can also reach the Caribbean, Central America and the northern part of South America.

That means you can transmit a soccer game to Chicago and Caracas simultaneously. Or hold a teleconference between New York, San Juan and Mexico City. All in one hop.

### Higher power, lower cost.

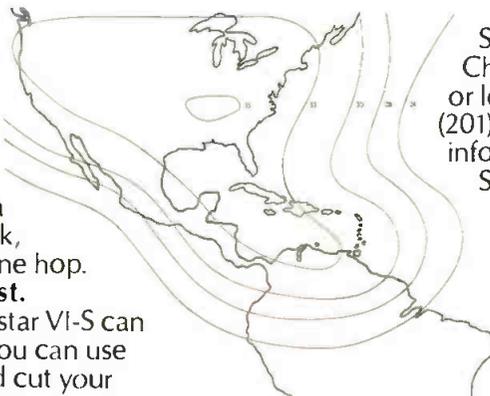
The high power signal of Westar VI-S can bring your costs down-to-earth. You can use smaller, less expensive dishes. And cut your

transmission costs in half.

With the addition of VI-S, the Westar System continues to offer the most complete services in the sky and on the ground, out of most major U.S. gateways.

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For more information about the services aboard, including Skydata, Video and Radio Services, T-1 Channel Service, Voice Channels and Full Transponders for sale or lease, call our Westar Marketing Group, (201) 825-5000, today. Or write for a Westar information kit, Western Union, One Lake Street, Upper Saddle River, NJ 07458.



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Catch Our Rising Star

court suit charging them with discrimination on racial (Asian) and national origin (Korea) grounds, and the subject of a complaint Kim filed with the Equal Employment Opportunity Commission. The issue has now mushroomed into a controversy in which elements of the San Francisco bay area's large Asian community and members of the state's congressional delegation are involved.

The dispute is not the first of its kind in which Kim and the station have been involved, according to the suit Kim filed in state superior court in San Francisco. In 1976, three years after he had joined the station as a part-time announcer, the suit says, Kim filed an EEOC complaint accusing KNBR of discrimination in firing him while retaining an employe of less seniority in what he said was described as an effort to trim costs. That dispute was resolved when Kim was reinstated.

Then, after nine more years as a general assignment reporter, handling, he says, "major stories and, according to the suit, "receiving many citations for his excellent work," he was again threatened with dismissal. His suit alleges that management, in negotiations with the American Federation of Television and Radio Artists last summer, agreed to make "certain concessions" in return for the union's acceptance of the station's plan to remove Kim and another reporter. Christine Ray. Again, Kim complained to the EEOC and, the suit says, the offer was withdrawn.

But on Oct. 11, the suit adds, the station assigned him to the graveyard shift—on which he says he has little to do but read 60 seconds of the news on the hour, carrying out duties "normally performed by persons with an engineering background"—and replaced him in his daytime news job with a caucasian. That caused Kim to file yet another complaint with the EEOC.

William Dwyer, who has been the general manager of KNBR throughout Kim's tour there, said the decision to assign Kim to the all-night job "is not racial discrimination." He said Kim was picked to fill a spot that had become vacant when the person who had held it for a number of years left the station. Because of the litigation, Dwyer said, "there's not much I can say." But, he added, "The case will be argued, and we'll abide by the decision."

While the federal agencies and the court involved have yet to focus on the issue, it has attracted considerable attention in the Bay area. Newspapers, including those edited for the Asian community, have carried stories on Kim's dispute with KNBR, and Tom Kim (no relation), executive director of the Korean Community Service Center in San Francisco, published in *Asian Week* a long telegram he sent to the station charging that Kim's demotion "is an affront and injustice to one and all." The group Chinese for Affirmative Action wrote the station to express "serious concerns" about the matter. Representatives Sala Burton (D-Calif.) and Barbara Boxer (D-Calif.) have written the station, calling for Kim's reinstatement. And Senator Alan Cranston (D-Calif.) has written to the EEOC to note his interest in the case. He has also brought the matter to the FCC's attention. □

## Washington Watch

**Evergreen FM.** In initial decision, FCC Administrative Law Judge Edward Kuhlmann has granted application of Group Y Communications Investment Partnership for new FM in Evergreen, Colo., denying competing applications of Payne Communications, Evergreen Broadcasting, Best Evergreen Broadcasting, Lord Broadcasting, Evergreen Ventures, Interstate Broadcasting System of Colorado, Evergreen Communications, Janet Hunter Driggs, and EverGreen Radio. Group Y prevailed on integration grounds. Group Y is limited partnership whose general partners are Samuel J. and Anna D. Yacovazzi. Samuel Yacovazzi is currently general manager of WHIO-AM-FM Dayton, Ohio.

□

**Nonduplication protection.** FCC has ruled that TV station may get network program nonduplication protection against signals previously exempted from that requirement by demonstrating that those signals have not been significantly viewed in community for at least two consecutive years. FCC did that in case granting NBC affiliate KCST-TV San Diego nonduplication protection against network's KNBC(TV) Los Angeles.

□

**Filing advice.** FCC has announced that petitions for rulemaking seeking to amend FM or TV tables of allotments and proposing more than two channel substitutions will "not be favorably entertained" unless accompanied by "showing of significant and overriding public interest benefits."

□

**Franklin FM.** In summary decision, FCC Administrative Law Judge Thomas Fitzpatrick has granted application of Northeast Communications Corp. for new FM in Franklin, N.H. Northeast, sole remaining applicant after settlement agreement, also owns WFTN(AM) Franklin and WABK-AM-FM Gardiner, Me.

□

**L.A. call.** Senator Paul Simon (D-Ill.), who has called for television networks and cable industry to establish voluntary parental warning system for violent TV programming, visited Los Angeles studios of ABC, CBS and NBC to get first-hand look at programming standards divisions. Simon has said he will decide at some point whether to introduce bill requiring warnings. (Aide said Simon was in California on other business as well and that networks did not pay for trip.)

□

**Upheld.** FCC has upheld staff action denying complaint by Anti-Defamation Association of Emigres from Post-1917 Russia alleging that 1983 program, *The Russians Are Here*, aired by Public Broadcasting Service, ran afoul of fairness doctrine and personal attack rule. Complaint said program questioned Russian emigres' loyalty to U.S.

□

**NAB speaker.** NBC News chief diplomatic correspondent, Marvin Kalb, will address National Association of Broadcasters' conference of state association presidents and executive directors Feb. 26-28 at Hyatt Regency Capitol Hill in Washington. Kalb is dinner speaker Feb. 27.

□

**Second thought request.** National Black Media Coalition has petitioned FCC to reconsider its repeal of rule giving minority groups and public broadcasters applicants advantage in seeking permits to build stations on 14 clear channels. NBMC says reconsideration is warranted because commission did not explain why it deleted provision "which has provided substantial improvement in the number of minority-owned stations, and which promises to provide further such improvement in the future." Rule at issue blocked authorization of new or expanded AM operations that would not deliver service to unserved areas, but made exceptions for minorities and public broadcasters. NBMC, in its petition, suggested two alternatives to action commission took. Under one, commission would, as it did, eliminate geographical factors "it now considers outdated" but substitute "other factors which are more likely to increase diversity and bring service rapidly and at minimum expense into operation." Under other, commission would "retain some form of eligibility criteria" of 14 clear channels or, if it considers them too crowded, on another set of 14.

□

**FM grant.** Reversing initial decision by FCC Administrative Law Judge James Tierney, FCC Review Board has granted application of Comstock Broadcasters Inc. for new FM in Sparks, Nev., denying competing application of Pepper Schultz. Tierney had granted Schultz's application, finding it superior on integration grounds. But board said "Schultz's staffing and financial proposals of legal record are untenable." Robert Carroll, president of Reno advertising agency, is president and 51% owner of Comstock. He has no other media interests.

# THE BEST OF GANNETT 1985

## Television

### Television News Station of the Year



Minneapolis-St. Paul, MN—**"W\*USA-TV showed a complete approach to broadcast journalism. Its top-notch efforts were a solid step above the others."** Judges' comment

#### ONGOING STORY

**Steen Miles, Al Ashe, Willis Boyd—WXIA-TV**

Atlanta, GA—for "Jo Jo the Monkey," four stories which showed the human side of a bureaucratic battle over the life of a Vietnam veteran's pet monkey.

#### SPOT NEWS

**Steve Carro—WLVI-TV**

Boston, MA.—for "Bomb Explosion," dramatic photography of a bomb blowing up in a policeman's face.

#### INVESTIGATIVE DOCUMENTARY

**Ward Lucas and John Fosholt—K\*USA-TV**

Denver, CO.—for "The Telephone Bandits," which documented organized crime involvement in using the telephone to defraud both businesses and individuals.

#### RE-CREATION OF A MAJOR LOCAL STORY

**Paula Woodward and Dan Wood—K\*USA-TV**

Denver, CO.—for "Officer Down," which re-created the shooting of a police officer by fugitives.

#### REPORTING OF A MAJOR STORY

**W\*USA-TV**

Minneapolis-St. Paul, MN—for "Galaxy Flight 203," coverage of the crash of a chartered plane filled with Minneapolis people returning from a gambling junket in Nevada.

#### COVERAGE OF A SOCIAL ISSUE

**Holly Echols, Mark Frykland, Mac Troy, Chris Lee, Clare Rabe—KOCO-TV**

Oklahoma City, OK—for "Black Alcoholism," a documentary which focused on the No. 1 health and social problem in the black community.

#### SPECIAL COVERAGE

**Ron Talley and Nick Hankoczy—KPNX-TV**

Phoenix, AZ—for "Vietnam Vets," which recorded the reaction of local Vietnam veterans who saw themselves on film 10 years after the war ended.

#### SERIES

**Jim Beneman and Kyle Eppler—Gannett News Service Television (GNS/TV)**

Washington, D.C.—for "Cuba and the Marielitos," a five-part series on the return of 1,500 "undesirables" to Cuba.

#### SPECIAL CITATIONS

**Bob Cashen, Jack Ahearn, Jay McSpadden, Phil Monahan—KOCO-TV**

Oklahoma City, OK—for "Fanning's Remains," reports covering a year which cast doubt on the identity of the remains of a Vietnam MIA returned for a military burial.

**Paul Douglas and Bob Durland—W\*USA-TV**

Minneapolis-St. Paul, MN—for "The Tornado Chasers," a five-part series on why tornadoes can't be predicted with more accuracy.

## Radio

### Radio News Station of the Year

**KSDO AM 130** —San Diego, CA  
INFORMATION STATION

**WDAE** —Tampa-St. Petersburg, FL  
AM 1250

**BEST SERIES—KSDO-AM**—San Diego, CA—for a series on stolen cars.

**SPOT NEWS—WDAE-AM**—Tampa-St. Petersburg, FL—for staff coverage of Hurricane Elena.

**BEST NEWSCAST—KSD-FM**—St. Louis, MO

**BEST FEATURE—KSDO-FM**—San Diego, CA—for "San Diego Minute," which puts listeners on the air to talk about what matters to them.

**PUBLIC AFFAIRS—K\*USA**—St. Louis, MO—for a special "Gloria Sawyers' Journal" program on sexual abuse of children.

## MCTV beats cable to the punch in Cleveland

"Wireless cable" service debuts in city carrying cable programming

Cleveland is not yet wired for cable, yet the people in the city are now able to sign up for cable programming.

After two years of planning, Metropolitan Cablevision Corp., a start-up company backed by Viacom International and TA Associates, introduced at a press conference in the city last week a multichannel television (MCTV) or "wireless cable" service that could compete, if not preempt, conventional cable service in the city.

For some upfront charges amounting to \$75 and a monthly subscription fee of \$18.95, Metropolitan Cablevision is at the outset offering homes within the range of its microwave transmitters six channels of service—Showtime, ESPN, MTV, Score (sports channel), and superstations WTBS(TV) Atlanta and WOR-TV New York. Metropolitan Cablevision intends to increase the services without increasing the price as it acquires additional channels and nails down the services' distribution rights.

James Theroux, founder and president, Metropolitan Cablevision, was decidedly bullish about prospects for the MCTV venture. "I think in any business there are dangers," he said. "But the market is so huge, the breakevens are so low and our investors—Viacom and TA—are so solid, I can feel very confident that we are here to stay. The only question is how big we are going to be, and only time can answer that."

MCTV operators use a combination of television channels in the microwave band (2 ghz) allocated to the multipoint distribution service, the instructional television fixed service and the operational fixed service to broadcast programming to subscribers. Because the channels are outside the conventional UHF and VHF bands, subscribers must be equipped with special antennas and receivers.

Metropolitan Cablevision launched its service, which is marketed as MetroTEN, using six ITFS channels leased from the Educational Television Association of Metropolitan Cleveland, the licensee of non-commercial WVIZ-TV there. It now has under lease two other channels—another ITFS channel from ETAMC, which it will use to broadcast either VH-1 or Hit Video USA, and an MDS channel from Viacom International.

There are about 30 ITFS, MDS and ITFS channels available in each market. To expand its service in Cleveland, Theroux said, Metropolitan Cablevision will secure as

many of the channels as it can. The company, for instance, has been talking with Larry Brandt and Krisar Inc., who won in an FCC lottery the rights to Cleveland's two four-channel MDS blocks, he said. Kriser, headed by George Bott, has close ties with the Galesi Group, which has MCTV ambitions of its own in Oklahoma City and several other markets.

Before a home can pay its monthly subscription fee and receive service, it must pay a one-time membership fee of \$35 and a one-time installation fee of \$40. The payment of the installation fee is spread out over five months, mitigating its impact. A MetroTEN membership carries a number of benefits besides access to the MCTV service, including a membership to a local home video chain.

From MetroTEN's transmission site southwest of the city, Metropolitan Cablevision can transmit its service throughout the Cleveland metropolitan area which encom-

passes some 800,000 homes. According to Theroux, Metropolitan Cablevision plans to zero in on the 200,000 homes within Cleveland proper not yet served by cable.

Because the reception of microwave signals requires a line of sight between the transmission and receive antennas, Metropolitan Cablevision estimates that as many as 60,000 of the 200,000 Cleveland homes may be blocked from receiving MetroTEN directly. However, it said service could be provided to homes without line of sight indirectly through "cable extensions," some of which may require permission from the city to cross public rights of way.

Theroux declined to share any financial information on his company or any of its projections for penetration and revenues. Theroux talked only in generalities. "We think we have a good product at a good price and we have a very professional service organization," he said. "We think we have all

## Bottom Line

**Refinance request.** In filing with Securities and Exchange Commission, Rupert Murdoch is seeking approval of plan to refinance \$1.45 billion in Metromedia debt. Under refinancing plan, \$300 million in cash and \$1.15 billion in preferred shares in new company, Fox Television Stations Inc., would be offered in exchange for Metromedia debt. Preferred shares would carry dividend rate of 13% during first year, 14% during second and 15% each year after that. In SEC prospectus, Murdoch said he planned to deduct dividend payments from federal income tax. Also, FCC Mass Media Bureau gave Murdoch until March 16 to consummate acquisition of Metromedia TV stations. Original order approving acquisition was released Nov. 27, 1985; it gave Murdoch 60 days to consummate transaction. Murdoch requested additional time to arrange financing.

**Coalition question.** Recently proposed sale of Outlet Communications to group led by Chairman Bruce G. Sundlun, (BROADCASTING, Jan. 20) has taken on new look. Chicago-based Pritzker family and Shearson Lehman Brothers, who offered more than \$300 million in acquisition financing to management group after it had missed initial Jan. 1 deadline, were no longer part of proposed purchase. It was rumored that management group has now obtained support from Morristown, N.J.-based Wesray Corp. No confirmation of rumor was available from Outlet parent company, The Rockefeller Group, or from Howard Stark, who brokered contingent spin-off sale of Outlet's KSAF-TV San Antonio, Tex., to H&C Communications, or others involved in proposed \$600-million deal. More than one informed source said "book" on properties has now been distributed to other prospective bidders within past two weeks.

**Sum of parts.** First securities analysts reports are out on newly merged Capital Cities/ABC Inc. Barry A. Kaplan of Bear Stearns noted that for those with faith in future performance of company, warrants would provide biggest return—roughly 2.9 million warrants were issued by Capcities, allowing holder to buy share of CC/ABC stock at \$250 until July 29, 1988. Warrants will be redeemed for next few months by company at \$30 each, but are already trading on market at \$33. Richard J. McDonald of First Boston Corp. said key attractive feature of previous Capital Cities Communications was company's ability to regularly generate excess cash for acquisitions and share repurchases. He noted that ABC had not managed similar feat, in part because of "the extraordinarily high level of capital expenditures at ABC. . . . We anticipate that Capital Cities will focus intently on reducing the level of cash being invested in plant and equipment to match depreciation expenditures more closely." Both analysts estimate 1986 CC/ABC earnings at \$10 per share (making current stock price roughly 21 times projected earnings), but Kaplan noted that current fiscal year earnings will be held down by severance payments; "additional write-offs of redundant and nonproductive assets," and advertising marketplace that, he said, would allow only a "2%-to-3% increase in network revenues for 1986 following what we estimate was a 13%-to-14% decline in 1985."

# The rep VS. the conglomerate.

*By Jerry Schubert, President, Eastman Radio.*



The selling of America's radio stations is in the throes of change. Most of the industry's major rep firms have caught the mergermania fever that is sweeping the business community.

They are fast becoming "Conglomerates" whose main selling efforts are packaging stations into so-called "networks."

## **Is the "Conglomerate" the future?**

We wonder if the packaged or commodity approach to selling radio is indeed the way to go.

It's not that we're against networks. Eastman is a member of Supernet because it does provide some ease of buying advantages for agencies and can deliver some benefit in reaching specialized audiences.

But we try to keep the concept of a network in perspective. For at Eastman, we have reservations about the impact of this approach on the quality stations across the country. Stations that have more to sell.

As we see it, the faceless network will submerge the identities of the individual stations.

The faceless network will blur the competitive differences between stations.

The faceless network will make the sale on price, not value. (How do you sell value if, as in the case of one Conglomerate, you handle fifteen stations in one market?)

## **Eastman's view of the future.**

With more network selling, we see the need for a rep firm to sell value, not just numbers.

We see the need for a firm to represent the best stations in all markets.

We see the need for a firm to train its people to know its markets, its stations and to know how to sell value instead of price.

Since that has always been our approach, we see Eastman as that firm.

## **Eastman. The largest independent Rep.**

If your station wants to be sold independently by a Rep firm instead of supermarket style by a Conglomerate. Eastman is not only your best choice, it's your only choice.

Today, we're the only major independent radio Rep firm with the people and resources to represent you to the nation's largest agencies and companies.



**EASTMAN RADIO**

## Fifth Estate Quarterly Earnings

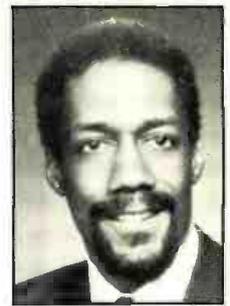
Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
American National	Second	\$1,434	104	\$64	9	\$0.03
A.H. Belo	Fourth	\$107,605	11	\$9,839	8	\$0.85
	Year	\$385,151	9	\$23,818	-56	\$2.05
Walt Disney	First	\$504,153	18	\$34,716	8	\$1.04
Financial News	First	\$3,664	97	\$204	NM	\$0.02
General Electric	Fourth	\$8,730,000	9	\$660,000	1	\$1.45
	Year	\$28,290,000	1	\$2,336,000	2	\$5.13
Robert Halmi	Second	\$1,626	-42	(\$425)	NM	(\$0.02)
LIN Broadcasting	Fourth	\$47,985	11	\$10,395	12	\$0.38
	Year	\$171,671	15	\$35,788	23	\$1.40
Meredith Corp.	Second	\$129,345	7	\$13,889	5	\$1.47
MGM/UA	First	\$163,285	-4	(\$26,911)	NM	(\$0.54)
Park Communications	Fourth	\$32,129	7	\$5,219	3	\$0.38
	Year	\$113,712	7	\$15,207	8	\$1.10
RCA	Fourth	\$2,568,100	5	\$94,400	-8	\$1.00
	Year	\$8,972,100	3	\$369,100	8	\$4.04
Rogers Cablesystems	First	\$99,494	18	\$37,686	NM	\$1.32
Scientific-Atlanta	Second	\$118,092	8	\$4,674	14	\$0.20
Twentieth Century-Fox	First	\$197,761	17	\$2,195	NM	NM
Unitel Video	First	\$4,181	34	\$7	-94	\$0.00
Westinghouse	Fourth	\$3,219,700	11	\$183,100	14	\$1.12
	Year	\$10,700,200	4	\$605,300	13	\$3.52

\* Percentage change from same period year before. \*\* Earnings per share. Parentheses indicate loss. NM means not meaningful.

Net income for **A.H. Belo's** previous fiscal year included \$36.6-million pre-tax gain on sale of assets. Operating income was down 8% for fourth quarter, to \$27.5 million, and was down 7% for full year, to \$84.5 million. Company said **KXTV**(TV) Sacramento, Calif., and **WVEC-TV** Hampton, Va., showed "strong revenue gains"; **WFAA-TV** Dallas and **KOTV**(TV) Tulsa, Okla., "were up slightly," while **KHOU-TV** Houston had lower revenue than in preceding year. □ Pre-tax income for **Disney** rose 15% to \$65.5 million. Interest expense dropped 39% to \$11.6 million. Revenue for filmed entertainment division jumped 61% to \$125.7 million and division's operating income grew 49% to \$22.9 million. □ In first quarter of previous fiscal year, **Financial News Network** had loss of \$1.1 million. Company attributed increased revenue "primarily . . . to additional advertising fees from the expanded 24-hour programming format and the continued implementation of a fee to cable systems carrying FNN." □ **Robert Halmi** had net income of \$17,000 in second quarter or previous year. □ Call for redemption of convertible debentures by **LIN Broadcasting** reduced fourth-quarter and year-end interest expense by \$2.2 million and \$5.4 million, respectively. Conversion of virtually all of debentures into common stock contributed to reduction in earnings per share of four cents in fourth quarter. □ Income from operations for **Meredith Corp.** increased 18% to \$19.4 million. □ **MGM/UA** had net income of \$1.7 million in first quarter of previous year. In most recent quarter, revenue from television programs dropped 61% to \$12.7 million. Company noted: "The decrease is due mainly to a reduction in program licensing to network television." Operating income declined 93% to \$1 million. General corporate and administrative expense doubled to \$8.2 million and interest expense gained 46% to \$22.7 million. □ Operating cash flow for **Park Communications** was \$7.2 million in fourth quarter, up 7%, and \$22.6 million for full year, up 11%. □ **RCA** said earnings of NBC increased 54% (to \$336 million) while revenue increased 12% (to \$2,655,000,000). RCA's income before special provisions, which included \$81.4 million for "the phase-out of product lines in the Broadcast Systems Division" and before taxes, was \$509.5 million for year, up 1%, and \$152.3 million for fourth quarter, down 8%. □ Fiscal results for **Rogers Cablesystems** are reported in Canadian dollars. Company had net loss of \$6 million in previous first quarter. Net income in most recent quarter was boosted from net loss of \$3.3 million by \$41 million offering of "sale of shares in subsidiary companies." Operating cash flow rose 37% to \$36.3 million. □ Earnings before income tax for **Scientific-Atlanta** was \$8.1 million, up 14%. □ **Twentieth Century Fox Film Corp.** has no publicly traded stock. Company had net loss of \$12.4 million in first quarter of previous fiscal year. Company attributed improved results "primarily to an increase in domestic syndication revenue recognized on television product." Working capital decreased \$30.6 million during three months ending Nov. 30, 1985. □ "Cash flow from operations" for **Unitel Video** increased 33% to \$1.2 million and earnings from operations was \$131,000, down 8%. Company cited increased production costs and depreciation from opening last year of two West Coast facilities as contributing to net income decline. □ Operating profit for **Westinghouse** increase 20% in fourth quarter, to \$239.1 million, and 22% for year, to \$742.1 million. Fourth-quarter and year-end results included pre-tax gain of \$26 million from sale of certain cable systems, not included in larger Group W Cable sale. Group W Broadcasting and Cable had improved revenue, income and operating margin for year.



Theroux



Dorsey

the factors in place to get people to subscribe."

Metropolitan Cablevision is able to offer potential subscribers service at "a good price," Theroux said, because the capital costs per subscriber—around \$300—are significantly lower than they are for cable.

Conventional cable—the coaxial variety—has been a long time coming. A local company, North Coast Cable, has been awarded the city's franchise, but it has yet to come to terms on a franchise contract or to secure necessary financing. Will MetroTEN preempt cable in the city? "We are only focusing on one customer at a time and are doing our best to bring cable [programming] to them," said Theroux. "I really can't speculate what effect it will have on North Coast Cable."

The MetroTEN service will be scrambled using Zenith's Z-TAC addressable scrambling system, which is used extensively in cable systems. According to Theroux, the Z-TAC receivers/descramblers handle UHF and VHF signals as well as microwave channels and can be operated by remote control.

Although Theroux would not say how much money has been invested in Metropolitan Cablevision, it is apparently a significant amount. Aside for the transmission equipment and an inventory of reception equipment, he said, it has had to acquire and install a computerized billing system from CableData and a telephone system from Rolm. It has also hired a staff of about 30, he said.

Theroux, who holds an MBA from Harvard University and a PhD in mass communications from the University of Massachusetts, learned most of what he knows about pay television while with Warner Amex Cable Communications Inc. He served as senior manager of its system in Cincinnati and was director of business affairs and operations manager at the Columbus, Ohio, system.

The number-two man at Metropolitan Cablevision is Julius C. Dorsey, vice president-marketing. He's the former director of consumer marketing for Holiday Inns Inc. and the former national marketing manager of new products at McDonald's Corp.

In addition to TA Associates and Viacom, Metropolitan Cablevision's investors include Theroux; group broadcasters Norman Wain and Bob Weiss, and casters Edward Ginsberg and Richard McLaughlin.

Theroux said he was attracted to Cleveland because of its poor prospects for cable. There are other cities in the same shape as Cleveland. Is Theroux interested in moving into them with MCTV? "I can't discuss that," he said. □

OUR NEWEST PLUM IS A STAR.



PLUMS.  
OUR PROPERTIES AND OUR PEOPLE.



**TRIBUNE**  
**BROADCASTING**  
Company

# Stock Index

	Closing Wed Jan 29	Closing Wed Jan 22	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N Capital Cities	214	209	5	2.39	19	2,779
N CBS	114 3/8	111 1/2	2 7/8	2.57	25	2,676
O Clear Channel	17 1/2	16 3/4	3/4	4.47	26	51
O Gulf Broadcasting	3/4	1/4	1/2	200.0	33	30
O Jacor Commun.	5 3/8	5	3/8	7.50	30	30
O LIN	37 3/4	34 5/8	3 1/8	9.02	26	996
O Malrite	13 1/8	12 1/8	1	8.24	16	109
O Malrite 'A'	12 3/4	12 1/4	1/2	4.08	15	53
O Price Commun.	9 1/4	9 5/8	- 3/8	- 3.89	54	54
O Scripps Howard	51	50	1	2.00	30	526
O SunGroup Inc.	4 1/2	4 1/2				6
N Taft	83	83 1/4	- 1/4	- 0.30	16	750
O TVX Broadcast Group	12	12			50	70
D United Television	26 1/8	25 3/8	3/4	2.95	79	286

	Closing Wed Jan 29	Closing Wed Jan 22	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N A.H. Belo	51	52 1/8	- 1 1/8	- 2.15	25	589
A Adams Russell	26 3/4	27	- 1/4	- 0.92	17	164
A Affiliated Pubs	40 3/8	53	- 12 5/8	- 23.82	16	494
N American Family	35 5/8	32 7/8	2 3/4	8.36	17	1,067
O Assoc. Commun.	31	30 3/4	1/4	.81	147	147
N Chris-Craft	55 1/8	53 1/2	1 5/8	3.03	39	351
N Gannett Co.	59 7/8	59 3/8	1/2	.84	19	4,803
N GenCorp	70 7/8	69	1 7/8	2.71	40	1,551
O Gray Commun.	116	117	- 1	- 0.85	20	57
N Jefferson-Pilot	48 1/2	47 3/8	1 1/8	2.37	7	1,426
N John Blair	24 1/8	23 3/4	3/8	1.57	193	193
O Josephson Intl.	7	7 1/8	- 1/8	- 1.75	33	33
N Knight-Ridder	42 7/8	40 3/4	2 1/8	5.21	73	397
N Lee Enterprises	41 3/4	41 1/4	1/2	1.21	18	537
N Liberty	34	34			14	345
N McGraw-Hill	48 3/8	47 3/8	1	2.11	16	2,438
A Media General	72 3/4	73 3/4	- 1	- 1.35	15	512
N Meredith Corp.	64 3/8	66	- 1 5/8	- 2.46	12	609
O Multimedia	28 5/8	27	1 5/8	6.01	314	314
A New York Times	48 5/8	48	5/8	1.30	17	1,947
O Park Commun.	23 1/4	23 1/4			21	320
N Rollins Commun.	26 1/2	26 1/8	3/8	1.43	31	387
T Salkirk	22 1/4	23 1/8	- 7/8	- 3.78	48	180
O Stauffer Commun.	113	114	- 1	- 0.87	18	113
A Tech/Ops Inc.	26 1/4	22 1/2	3 3/4	16.66	18	61
N Times Mirror	53	50 1/8	2 7/8	5.73	13	3,422
N Tribune	53 7/8	50 5/8	3 1/4	6.41	18	2,183
A Turner Bcstg.	13 3/8	13	3/8	2.88	31	291
A Washington Post	121	119	2	1.68	14	1,551

	Closing Wed Jan 29	Closing Wed Jan 22	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>CABLE</b>						
A Acton Corp.	2	1 3/4	1/4	14.28	11	11
O AM Cable TV	1 7/8	2	- 1/8	- 6.25	6	6
N American Express	58	51 1/4	6 3/4	13.17	18	12,856
N Anixter Brothers	21 1/2	20 1/2	1	4.87	22	391
O Burnup & Sims	6 3/4	7 3/8	- 5/8	- 8.47	4	60
O Cardiff Commun.	1/16	3/16	- 1/8	- 66.66		
N Centel Corp.	46 3/8	47	- 5/8	- 1.32	10	1,281
O Comcast	22 5/8	22 1/8	1/2	2.25	39	449
N Gen. Instrument	19 1/8	18 1/2	5/8	3.37	617	617
N Heritage Commun.	21 1/8	21	1/8	.59	41	307
O Jones Intercable	8	8 1/4	- 1/4	- 3.03	33	83
T Maclean Hunter 'X'	14 7/8	14 3/4	1/8	.84	20	548
A Pico Products	3	2 7/8	1/8	4.34	10	10
O Rogers Cable	11 3/8	11 1/8	1/4	2.24	259	259
O TCA Cable TV	27 1/2	27	1/2	1.85	34	183
O Tele-Commun.	35 3/4	35 3/4			397	1,680
N Time Inc.	60 3/4	62 1/8	- 1 3/8	- 2.21	17	3,804
O United Artists Commun.	27	26 1/2	1/2	1.88	36	553
N United Cable TV	37 1/4	37	1/4	.67	59	563
N Viacom	52 3/4	53 5/8	- 7/8	- 1.63	20	936

	Closing Wed Jan 29	Closing Wed Jan 22	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>SERVICE</b>						
D BBDO Inc.	50	48	2	4.16	17	322
O Compact Video	8 1/8	7 3/8	3/4	10.16	35	35
N Comsat	37 1/4	34 3/4	2 1/2	7.19	11	674
O Doyle Dane B.	19 3/4	18 3/4	1	5.33	13	104
N Foote Cone & B.	49 1/2	47 1/4	2 1/4	4.76	12	186
O Grey Advertising	193	192	1	.52	12	116
N Interpublic Group	44 3/4	42 3/8	2 3/8	5.60	15	487
N JWT Group	33	32	1	3.12	18	298
A Moviela	7 1/2	7 3/4	- 1/4	- 3.22	12	12
O Ogilvy Group	46 3/4	44	2 3/4	6.25	16	427
O Sat. Syn. Syst.	8 1/4	7 3/4	1/2	6.45	31	47
O Telemation	5 1/2	5	1/2	10.00	5	6
A Unitel Video	6 3/8	5 1/2	7/8	15.90	18	13
N Western Union	11 1/2	11	1/2	4.54	280	280

	Closing Wed Jan 29	Closing Wed Jan 22	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMMING</b>						
O American Nat. Ent	213/16	213/16			14	6
O Barris Indus	20 1/4	18 3/8	1 7/8	10.20	53	176
N Coca-Cola	83	77 1/8	5 7/8	7.61	16	10,875
N Disney	118 1/4	115 3/4	2 1/2	2.15	22	3,870
N Dow Jones & Co.	44	43	1	2.32	21	2,836
O Financial News	913/16	8 1/8	111/16	20.76	103	103
O Four Star	5 3/4	5 3/4			6	4
A Fries Entertain.	11 3/8	11 3/4	- 3/8	- 3.19	19	38
N Gulf + Western	52 1/8	49	3 1/8	6.37	15	3,319
O King World	39 1/4	35 3/4	3 1/2	9.79	38	399
A Lorimar	44	47 3/4	- 3 3/4	- 7.85	11	337
N MCA	47 1/2	47 3/8	1/8	.26	29	3,560
N MGM/UA	23 5/8	23 3/8	1/4	1.06	1,173	1,173
N Orion Pictures	11	11 1/4	- 1/4	- 2.22	103	103
N Playboy Ent.	9 1/8	9 5/8	- 1/2	- 5.19	85	85
O Reeves Commun.	12 3/4	12 1/2	1/4	2.00	158	158
O Republic Pictures 'A'	11 3/8	10 1/4	1 1/8	10.97	81	33
O Republic Pictures 'B'	10 1/4	9	1 1/4	13.88	73	7
O Robert Halmi	3 1/8	2 7/8	1/4	8.69	34	53
O Sat. Music Net.	21 1/2	17	4 1/2	26.47	146	146
O Telepictures	20 1/4	22 1/8	- 1 7/8	- 8.47	22	267
N Warner Communications	38 1/2	39	- 1/2	- 1.28	2,344	2,344
O Westwood One	45 1/2	45	1/2	1.11	42	150

	Closing Wed Jan 29	Closing Wed Jan 22	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
N 3M	89	89			15	10,178
N Allied-Signal	45 1/2	45 1/2			9	7,282
N Arvin Industries	22	20 3/8	1 5/8	7.97	10	342
O C-Cor Electronics	6	6 1/2	- 1/2	- 7.69	18	18
O Cable TV Indus.	3 1/8	3 1/8			31	9
A Cetec	7 3/8	7 1/4	1/8	1.72	17	16
O Chyron	7 1/4	6 7/8	3/8	5.45	23	73
A CMX Corp.	1 1/4	1 1/8	1/8	11.11	4	4
A Cohu	11 1/4	10 1/4	1	9.75	11	20
N Conrac	16 3/8	16 3/8			19	98
N Eastman Kodak	46 7/8	47 1/2	- 5/8	- 1.31	14	10,589
N General Electric	69 7/8	67	2 7/8	4.29	13	31,835
O Geotel Inc.	1 3/8	1 1/4	1/8	10.00	22	4
N Harris Corp.	26 7/8	25 7/8	1	3.86	15	1,081
N M/A Com. Inc.	12 7/8	13 5/8	- 3/4	- 5.50	13	560
D Microdyne	5 7/8	6 1/8	- 1/4	- 4.08	73	26
N Motorola	40	36 1/2	3 1/2	9.58	40	4,766
N N.A. Philips	39	37 3/4	1 1/4	3.31	11	1,125
N Oak Industries	1 3/4	2	- 1/4	- 12.50	53	53
N RCA	61 7/8	61 7/8			16	5,550
N Rockwell Intl.	35	34 3/4	1/4	.71	8	5,220
N Sci-Atlanta	11 3/4	12	- 1/4	- 2.08	16	273
N Sony Corp.	20 1/4	20 1/8	1/8	.62	15	4,676
N Tektronix	55 3/4	56	- 1/4	- 0.44	14	1,139
N Varian Assoc.	28	26 1/4	1 3/4	6.66	23	601
N Westinghouse	44 1/2	42 7/8	1 5/8	3.79	13	7,772
N Zenith	18 3/4	18 5/8	1/8	.67	937	433
Standard & Poor's 400	231.30	229.79	1.51	0.65		

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

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING'S OWN research. Notes: \* 3-for-2 stock split, Jan 27.

## Good times, just like old times, for 'Today'

**NBC's morning show is back on top of the ratings after being second to ABC's 'Good Morning America'**

The sun is also rising on the *Today* show. NBC's 34-year-old early morning news and information program is undergoing a rating resurgence that is helping to lift it back into contention with ABC's *Good Morning America*, the six-year-old upstart that beat *Today* for 163 consecutive weeks. The recovery of *Today* also mirrors the turn-around at the network that is likely to result in NBC's first prime time season victory in its history.

The early morning news race is one of the most closely watched ratings battlegrounds in network television—sacking the competition by even a fraction of a rating point is often reason enough to break open a bottle of bubbly. And no wonder: The prize of first place can mean as much as \$25 million annually in advertising revenue and the difference between a profitable or money-losing operation.

But there is a growing sense—both inside and outside NBC—that the *Today* show is undergoing a renaissance that could boost it into another era as the leading morning news show, a title *Today* indisputably held for more than three decades. Whether that will happen depends on whether *Today* can maintain the momentum it picked up during the fourth quarter of 1985 and the first month of 1986.

"Nobody is even questioning whether

we're going to beat *Good Morning America*," said Steve Friedman, *Today's* executive producer. "They're questioning when, and by how much. That is a major change."

Friedman's penchant for braggadocio is understandable in light of *Today's* recent advances in household ratings, desirable young adult demographics and coveted "upscale" viewers. Until the third quarter of last year, *Today* trailed *GMA* in the quarterly ratings—the agreed-upon yardstick among all three networks for analyzing trends. But in the fourth quarter of 1985, after six months of insurgent attacks that made themselves felt but did not stick, *Today* tied *GMA* with an average 5.0 rating and 23 share.

During the closing weeks of 1985 and the opening weeks of 1986 the news has been more encouraging for *Today*. As of Jan. 17, *Today* had beaten or tied *GMA* over the preceding six consecutive weeks to edge out *GMA* by an average of five share points. For the week of Jan. 20-24 *Today* achieved a 5.8/25, its highest weekly rating in exactly six years. And despite a dead heat in fourth-quarter household ratings, *Today* skimmed off the cream demographics by placing first among adults 18-49 and 35-54 in addition to increasing its delivery to households with incomes of \$40,000-plus by nearly 33%.

What has happened on the set and off camera at *Today*, according to Friedman, is a synthesis among the show's cast—Friedman refers to it as a "family"—that is actually not recent, but a one-year-old develop-

ment finally beginning to make itself felt by the viewing public. Friedman believes the turn-around began in the spring of 1983 when *Today* traveled to San Antonio, Tex., to produce an out-of-doors show on the banks of the San Antonio river, which winds through the city. "That's when [hosts] Bryant [Gumbel] and Jane [Pauley] jelled as people who are working together to make sure the whole thing works."

Friedman puts a lot of emphasis on the family aspect of *Today*: Gumbel and Pauley, John Palmer ("at the news desk"), critic Gene Shalit and weatherman and good-humor-man-in-residence Willard Scott. (Scott is also NBC's affiliate ambassador at large, as anyone who has ever spent any time at an annual affiliates meeting can testify. He circulates among the general managers, remembering all their names—even their spouses' names and favorite foods.)

After the San Antonio expedition, Friedman said, the show fell into place as Gumbel and Pauley got to know and like each other better. "Another key turning point was when Jane was gone having the twins for three months and we didn't fall into third place. That led me to believe we hit rock bottom. The third turning point was Moscow, which put Bryant at a higher point than he was before and completely erased the lingering sports, I-wonder-if-he-can-do-it image. It has been on a steamroller ever since."

Perhaps a major factor in *Today's* comeback is a series of well-publicized road shows where the show pulls up stakes and broadcasts from location. Over the past two years *Today* has visited Moscow, Rome, Geneva and Vietnam, done a whistle-stop train tour of five Southern cities and made the 1986 New Orleans Super Bowl its base of operations—putting up 70 of 100 *Today* staff members at local hotels—for three days. The road shows have reaped a promotional windfall that has seen imitations at the *CBS Morning News* and left *GMA* searching for an equally compelling—but less costly—audience-building program.

(The cost of the road shows is enough to make even a jaded network bean counter shudder. Friedman said the Rome trip cost \$750,000 and a trip planned for South America next week is budgeted at \$1.3 million. And the show will also be taking a cruise on a ship down the Eastern seaboard later in the spring. "We've always had a travel budget," Friedman pointed out, "but now they're bigger, more ambitious projects.")

However, Friedman stressed that putting on "special events" may attract an audience, but it will not keep one. "Drawing attention to a program that is no good does no good. What we did was draw attention to a good program and people saw it for those special events and stayed with it."

Not surprisingly, it costs sponsors consid-



**Special delivery.** The 20th anniversary of the National Geographic Society's specials on television was celebrated at the White House, with President Reagan receiving a videocassette of "Chesapeake Borne," the 1986 season premiere of the documentary series. *National Geographic Specials* has aired on the Public Broadcasting Service since 1975, when it moved from commercial TV. The specials are co-produced with WQED(TV) Pittsburgh and underwritten by Chevron. Above, Reagan receives an original painting of the skipjack featured in "Chesapeake Borne," a documentary about the largest North American estuary, the Chesapeake Bay. He is shown with (l-r) Gilbert Grosvenor, president of the National Geographic Society; John Barber, Chesapeake artist, and Dennis Kane, vice president, television, National Geographic Society.

erably more to advertise on *Today* than it did a year ago and nearly double what it cost two years ago. Friedman recalled that in the first quarter of 1984 a 30-second spot on *Today* averaged \$8,000. At present, according to NBC's vice president of sales, Bob Blackmore, that same :30 goes for between \$13,000 and \$14,000. Given that NBC has 10 minutes of advertising time in *Today* per episode (affiliates get all the spots in the 7-7:30 and 8-8:30 segments, leaving NBC about one hour's worth of advertising time to clear for a two-hour show), that multiplies out to \$1.3 million-\$1.4 million a week, or \$68 million-\$73 million annually. So the difference between an \$8,000 spot and a \$13,000 spot can mean \$25 million annually.

With the arrival of Larry Grossman as

president of NBC News and Tim Russert as vice president, Friedman says the network is giving more promotional support to the show. Promotional spots have increased 30% over the past year with an additional 10-second promo inserted in prime time five to six days a week and an extra promo at the end of *Meet The Press* on Sunday. And NBC's higher prime time ratings haven't hurt, either: "When you add NBC's prime time resurgence, that helps. [Viewers] leave their station on NBC and see our promos. People catch us by mistake."

Grossman and Russert, Friedman said, have also helped stamp out some of the previous "internal wars" that erupted at NBC News over resource allocations that only aggravated the *Today* show's "orphan" status within the news division. Friedman said that

not too long ago an NBC News reporter, if he or she showed enough cunning, could duck out of a *Today* show assignment in favor of the big story on the *Nightly News*. But no more. Now, said Friedman, there's a more equal sharing of priorities.

Friedman freely volunteers plenty of theories as to why *Today* has grown and *GMA* has not—among them that audiences may be tiring of a personality-dominated show like *GMA* in favor of a more overtly group effort like *Today*. Friedman also hasn't written off the competition. "You can't take *GMA* for granted," he said. "They have a big star in David Hartman." But right now coach Friedman and his players seem to have the ball. They know their show is hot, and *GMA*, they believe, is on the defensive. "The key in the morning race is not what *Today* does,"

## Bears also win for NBC

*Super Bowl XX* drew the third-highest rating in *Super Bowl* history and easily gave NBC its 12th win of the season, as it scored a 21.1 rating and a 32 share, according to Nielsen's National Television Index for the week of Jan. 20-26. CBS had a 16/24 for the week and ABC a 14.4/22.

NBC increased its season-to-date average for the broadcast year by 0.9 rating points. It now has a 17.9/28, compared to a 16.9/26 for CBS and a 15.1/24 for ABC.

The *Super Bowl XX* victory for NBC contributed to the second-highest weekly win for a network this season. ABC had the season's highest-rated weekly victory this season during the fifth week (Oct. 21-27), with a 22.2/34 for its coverage of the *World Series*. NBC capitalized on the *Super Bowl* rating, and the rating for the week's second-ranked program, the bowl's post-game show (35.4/39), by scheduling the hour-and-a-half premiere of *The Last Precinct* after the post-game show. *Precinct* attracted a 23.9/35 from 9:37 to 11:07, and ranked eighth for the week. NBC had eight of the week's top 10 programs.

ABC turned in a strong performance on Wednesday, as *Dynasty* ranked fifth for the week with a 24.2/35, its second-highest rating this season. ABC attributed the increase in ratings to a change in storylines that will renew the rivalry between Linda Evans (Krystal) and Joan Collins (Alexis). *Dynasty's* season-to-date average coming into the night was 22.3/34. Wednesday was also *MacGyver's* premiere performance, from 8 to 9, which scored a 17.7/26.

HUT levels remained the same as a year ago—64.5; combined network ratings were up 1%, from last year's 51.1 to 51.6, and combined network shares were also up 1%, from 78.2 to 78.6.

■ CBS swept all time periods on Monday with its regular schedule. NBC's broadcast of a special from 9 to 11, *An All Star Tribute to*

*Martin Luther King*, honoring the birthday of the slain civil rights leader, scored a 12.7/20.

■ ABC had its highest Tuesday of the season with regular programming. Three of the network's programs for that night finished in the top 20, led by *Who's the Boss* (21.3/32), which finished 14th. An *NBC News Special: A.I.D.S.* from 10 to 11 had an 11.8/20.

■ Each of ABC's three hour-long shows won its time period on Wednesday. From 8 to 9, *MacGyver* did not face that period's usual winner, NBC's *Highway to Heaven*, as NBC pre-empted the show for part two of a special, *Missing: Have You Seen This Person?* (17/25).

■ NBC's Thursday schedule included three of the week's top 10 shows. Even so, on CBS from 9 to 10, *Simon and Simon* (21.2/31) outperformed its season-to-date average from the previous week (17.7/26) by 3.5 ratings points. CBS's *Knot's Landing* (20.6/33) took the 10 to 11 time period.

■ CBS won Friday, powered by the 11th-ranked *Dallas* (22/34) from 9 to 10. *Twilight Zone* (14.2/22) placed third from 8 to 9, and *Falcon Crest* (18.5/30) was second from 10 to 11. NBC's second-place finish for the night was highlighted by *Miami Vice* (24.1/39).

■ NBC's Saturday comedy block delivered that night by almost six ratings points for that network. *Golden Girls* was ninth for the week, with a 23.8/37, and a *Remington Steele Special* earned a 17.2/30.

■ CBS delayed some of its Sunday night powerhouse lineup until after the *Super Bowl*, and the move seemed to have paid off. A repeat of *Murder, She Wrote*, from 10 to 11, ranked 10th for the week with a 22.5/34. Its normal lead-in, *60 Minutes*, did a 20.9/29 from 9 to 10. A repeat of "Single Bars/Single Women" on the *ABC Sunday Night Movie* scored an 11.8/18.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Super Bowl XX	NBC	47.2/68	24.	Falcon Crest	CBS	18.5/30	47.	Crazy Like A Fox	CBS	14.5/21
2.	Super Bowl, post-game	NBC	35.4/49	25.	Spencer: For Hire	ABC	18.4/31	48.	St. Elsewhere	NBC	14.4/24
3.	The Cosby Show	NBC	33.6/48	26.	Scarecrow & Mrs. King	CBS	18.2/28	49.	Twilight Zone	CBS	14.2/22
4.	Family Ties	NBC	30.3/44	27.	MacGyver	ABC	17.7/26	50.	Hardcastle & McCormick	ABC	13.7/20
5.	Dynasty	ABC	24.2/35	28.	Prince of Bel Air	ABC	17.5/27	51.	Muppets Special	CBS	13.4/20
6.	Miami Vice	NBC	24.1/39	29.	A Team	NBC	17.3/26	52.	Equalizer	CBS	13.3/22
7.	Cheers	NBC	24.0/35	30.	Remington Steele	NBC	17.2/30	53.	Knightrider	NBC	13.1/20
8.	The Last Precinct	NBC	23.9/35	31.	Cagney & Lacey	CBS	17.0/29	54.	Benson	ABC	12.8/21
9.	Golden Girls	NBC	23.8/37	32.	Have You Seen This Person	NBC	17.0/25	55.	Martin Luther King Celebration	NBC	12.7/20
10.	Murder, She Wrote	CBS	22.5/34	33.	Hill Street Blues	NBC	16.7/27	56.	Different Strokes	ABC	12.5/19
11.	Dallas	CBS	22.0/34	34.	TV Bloopers & Prac. Jokes	NBC	16.7/24	57.	NBC News special—AIDS	NBC	11.8/20
12.	Night Court	NBC	22.0/32	35.	Magnum, P.I.	CBS	16.3/23	58.	Single Bars/Single Women	ABC	11.8/18
13.	Moonlighting	ABC	21.8/31	36.	20/20	ABC	16.2/26	59.	Airwolf	CBS	11.7/19
14.	Kate & Allie	CBS	21.5/31	37.	Webster	ABC	16.1/26	60.	Lady Blue	ABC	11.6/18
15.	Who's the Boss	ABC	21.3/32	38.	Mary	CBS	15.8/24	61.	Murder With Mirrors	CBS	11.6/18
16.	Simon & Simon	CBS	21.2/31	39.	Disney Living Seas	NBC	15.7/25	62.	He's the Mayor	ABC	9.9/15
17.	Newhart	CBS	21.0/31	40.	Riptide	NBC	15.7/23	63.	Grease II	ABC	9.2/13
18.	60 Minutes	CBS	20.9/29	41.	Play Square	CBS	15.3/22	64.	Moyer: Black Families	CBS	8.1/14
19.	227	NBC	20.8/34	42.	Miss Teen USA	CBS	15.2/44	65.	Pros and Cons	ABC	7.0/9
20.	Hotel	ABC	20.8/34	43.	Mr. Belvedere	ABC	15.2/24	66.	Fall Guy	ABC	6.0/10
21.	Knots Landing	CBS	20.6/33	44.	Love Boat	ABC	15.0/28	67.	Ripley's Believe It Or Not	ABC	5.9/8
22.	Growing Pains	ABC	20.6/30	45.	Redd Foxx Show	ABC	14.9/24				
23.	Bob Hope Special	NBC	18.8/30	46.	Blacke's Magic	NBC	14.7/21				

\*indicates premiere episode

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Friedman said confidently, "it's what *GMA* does in response to being the second-place program." □

## Lopsided score doesn't send viewers away

**NBC, advertisers pleased with Super Bowl ratings results**

NBC's coverage of the Super Bowl on Jan. 26 appeared to prove that the event itself, the subject of intensive promotion, is popular enough to sustain viewer interest in even the most one-sided of contests. From about the end of the second quarter there appeared little doubt that the Chicago Bears were going to win and win big. Indeed, they went on to pound the New England Patriots by a final score of 46-10, which set a new Super Bowl record for largest margin of victory. Yet the game was the third-highest-rated Super Bowl, averaging a 48.3 rating and a 70 share and, with the continued growth of the U.S. household base, was able to deliver more homes per average minute than any previous football game, almost 40.5 million. At deadline, NBC was estimating (but did not have a

final figure) that viewers watching all or part of the game totaled between 115 million and 120 million. Last year's Super Bowl XIX had held the record, with 116 million viewers.

To the amazement of many network and advertising executives, the game's viewership did not plummet in the fourth quarter, even though the Bears entered that period with a 44-3 lead. From 8:30-9 p.m., the last full half-hour of the game (which ended at 9:05), the program still pulled in a 46.9/64, only 1.4 rating points off the average rating and six points of the average share. Considering the game's overall delivery, that drop was seen as insignificant. "It attests to the power of the event itself which is bigger than the game," said Mike Moore, senior vice president, group executive, media programming, Benton & Bowles.

Some major advertisers did not expect the game to deliver as well as it did. "It averaged two rating points higher than we thought it would," said Jerry Solomon, who heads the Busch Media Group of D'Arcy Masius Benton & Bowles. "We are very happy about it," said Solomon, referring to the game's rating performance. Final figures were not available at deadline, but preliminary indications are that Busch's cost per thousand viewers in its target demographic of 21-to-49-year-old males was under \$19 during the game. "That

is damn good for sports," said Solomon. Busch bought two Super Bowl spots and two pre-game spots.

NBC generated gross revenue totaling slightly more than \$39.5 million from the game and wrap-around coverage, including \$27.5 million from 25 minutes of commercial time in the game itself which sold for \$550,000 per 30 seconds; \$5.4 million from 18 minutes in the two-hour pregame show which sold for an average \$150,000 per 30; \$2.45 million from seven spots in the 15 minutes before kickoff which sold for an average \$350,000 per 30, and \$4.2 million from 12 30-second spots in the postgame wrap-up that also averaged \$350,000 each.

The game's advertisers "have got to be ecstatic," declared Robert Blackmore, senior vice president, advertising sales, NBC Television. He said those he'd talked to were pleased.

Blackmore said that the game reached 80% of men aged 18 or over with an income of \$45,000-plus and 75% of all men over the age of 18. Being an "event," he added, the game also reached more than 30 million women over the age of 18. To reach that many women in prime time, he said would cost \$250,000. In effect, he said, Super Bowl advertisers were "reaching the biggest men's audience in TV for \$300,000" per 30. □

## Syndication Marketplace

■ According to Robert Jacquemin, senior vice president of **Walt Disney Domestic Television**, *The Wonderful World of Disney* and the 25-title film package "Magic I" have been cleared in 60 markets covering 60% of the country. The two packages, which debut in the fall of 1986, have been on the market for three months. Jacquemin also said that the company's new first-run entry, the animated strip *Duck Tails*, "has continued the momentum generated by the two packages," and is now in more than 30 markets covering 40% of the country. Along with 15 of the top 20 markets, clearances for the two packages include all of the Metromedia stations (cleared sequentially, not as a group), WOIO-TV Shaker Heights, Ohio (Cleveland); WGPB-TV Pittsburgh, and two Atlanta stations (which split the two packages)—WATL-TV and WVEU-TV. *Duck Tails* clearances include seven of the top 10 markets and all the Metromedia stations. Jacquemin said that the *Duck Tails* sales have been accomplished without the aid of sales material, which will be ready in 6-8 weeks. A sales team for the show will be mobilized then. Jacquemin said the sales material was not ready because a "decision to sell the show was made at the last minute" while at the NATPE convention. Jacquemin said that other first-run releases are currently in the "final stage of negotiation" and will be announced shortly. ■ **Paramount** was scheduled to launch the *Entertainment Tonight* newswire today (Feb. 3), providing a daily closed-circuit feed of entertainment news and features not used on the show to all stations carrying *Entertainment Tonight/This Week*. The material will have a 24-hour window and can be used on local news and talk shows. ■ **Raymond Horn Productions** has cleared *Alexander Goodbuddy's Good News Magazine* in 17 markets. The children's show features the character, Alexander Goodbuddy, in his travels to such places as the Grand Canyon, as well as learning experiences, such as the recounting of how Thomas Edison became a famous inventor. Raymond Horn, who also syndicates *Essence* and *American's Black Forum*, is a former reporter, news director and station manager. *Alexander Goodbuddy's Good News Magazine* is produced by International Television Inc., a subsidiary of Philip Crosby Associates. Sales of the 26 episodes are on a barter basis with stations and the producer each getting three minutes. Clearances include WJAC-TV Johnstown, Pa.; KNAZ-TV Flagstaff, Ariz.; KSCH-TV Stockton, Calif.; WSJU-TV San Juan, P.R., and WKBK-TV Alpena, Pa. ■ Bob Keeshan, known to millions of children as Captain Kangaroo, will host a series of animated and live-action inserts called "Know Your Body,"



Goodbuddy

for *Kideo TV*, syndicated by **LBS Communications**. The series of inserts will be produced by DIC Enterprises and the American Health Foundation. Keeshan will play himself in the series. *Kideo TV* is produced by LBS Communications, Mattel and DIC Enterprises. ■ **Orbis Communications** has cleared more than 75% of the country with *Defenders of the Earth*, an animated strip produced in conjunction with Marvel Productions and King Features Entertainment. Four heroes are featured in the afternoon show—Flash Gordon, Mandrake the Magician, Lothar and the Phantom. They are joined by four new teen-age "Defenders." Sales are on a barter basis with four minutes for stations and two minutes for Orbis. Recent clearances include WCCB-TV Charlotte, N.C.; WIII-TV Cincinnati; WLYH-TV Lancaster, Pa., and WDBB-TV Tuscaloosa, Ala. ■ **Worldvision** says it has cleared the seven-hour mini-series *Sins* in major international markets such as Canada, France, Italy, Brazil, Germany, Mexico, Puerto Rico, Spain, Venezuela and Belgium. *Sins*, which stars Joan Collins, made its network debut last night (Feb. 2) on CBS. ■ **Fremantle International**, whose main NATPE thrust was aimed at international sales, says it cleared 10 countries with three series including *The Campbells*, a just-completed CTV-Scottish TV co-production; 10 specials, including the two-hour *An All-Star Celebration Honoring Dr. Martin Luther King* (seen on Jan. 20), and 13 features and animated specials. A leading buyer was Mexico's Televisa, Brazil's TV-Globo and France's La Cinq.

## MSN reincarnated

**Programing from defunct cable network is showing up, however, on Learning Channel and FNN**

The Modern Satellite Network may be gone, but some of its informational programing will continue to be telecast on The Learning Channel and the Financial News Network.

After nearly seven years of operation, MSN, the creation of the St. Petersburg, Fla.-based Modern Talking Picture Service Inc., ceased to exist as a discrete cable service on Dec. 31 when it subleased its remaining satellite time (two hours a day) on Satcom III-R, transponder 22, to the Home Shopping Network. HSN, which promotes and sells merchandise to cable viewers, now beams its service 24 hours a day over the transponder to 10.5 million cable homes.

In place of MSN, MTPS formed Modern Satellite Services to supply MTPS programing to TLC and FNN. MTPS distributes programing through a variety of media for a host of client-sponsors—companies, trade groups, professional societies, fraternal organizations and government agencies. Much of the programing complements the programing of TLC and FNN.

Starting Feb. 3, FNN will offer three hours of MTPS programing a week, and, starting the following day, TLC will telecast three hours of MTPS fare a week. The series slated for two networks: *Business View*, *Consumer Inquiry*, *Modern Life* and *Let's Travel*. Each comprises a variety of programs and producers. Under a separate agreement, MTPS will represent TLC in the acquisition of additional programing.

The client-sponsors pay MTPS to distribute their programing, and MTPS through MSS will, in turn, pay TLC and FNN for time on their networks. At a press conference at TLC headquarters in Washington last Monday, Robert J. Schuman, executive vice president, TLC, said TLC expects to receive between \$250,000 and \$500,000 from MTPS over the next three years, depending on how much MSS programing TLC actual-

ly carries. He said TLC has talked with MTPS about carrying as much as 15 hours a week.

According to Patrick Manders, MTPS director of communications, MTPS decided to shut down MSN because it had become increasingly difficult to explain how MTPS's programing fit with HSN's. "It got to a point where the match wasn't there any more," he said.

As a part of TLC and FNN, MTPS's programing will reach a larger audience. On transponder 22 with HSN, it reached 10.5 million. On TLC (Satcom III-R, transponder 16), it will reach 6.5 million homes and, on FNN (Satcom III-R, transponder 4), it will hit another 19.2 million—more than 25.7 million.

MTPS, which is 47 years old and which claims to be the "world's largest distributor of sponsored film and video programs," is a subsidiary of the publicly-traded KDI Corp. It maintains 21 tape and film libraries and sales offices in New York, Washington, Chicago and San Francisco. Its principal outlets are schools.

The programing that MTPS distributes is a mixed bag. Some of the titles (with sources) that will appear on either TLC or FNN: *Teens and Teeth* (American Association of Orthodontists); *About Air Bags* (Insurance Institute for Highway Safety); *We Are the Parcel People* (United Parcel Service); *Acid Rain: No Simple Solution* (Edison Electric Institute), and *Frozen in Time* (U.S. Olympic Committee). □

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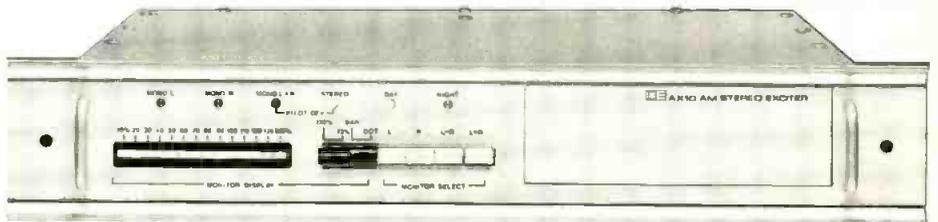
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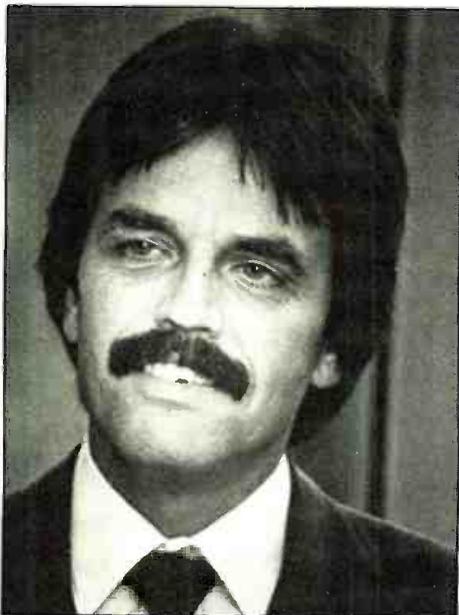


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# TELECASTINGS



## More television for France

The French government last week (Jan. 28) awarded a franchise for channel 6, the country's second fully commercial television channel and sixth TV channel overall. The station, expected to begin broadcasts in February, will be required to devote at least half of its 10 hours of programming to musical programs, and will air music videos and films directed toward young people. The franchise was won by a consortium comprising the Gaumont, movie production and distribution company; Publicis and Agence Gilbert Gros, both French advertising agencies, and NRJ, a private radio station. The station, along with a new commercial TV station on channel 5 that was awarded last month, will broadcast from French radio towers until France's direct broadcast satellite, TDF-1, is launched at the end of the year.

## SIN in the morning

The SIN television network has introduced a new, four-hour morning talk show. *Mundo Latino* (*Latin World*) airs weekdays at 7 a.m. NYT and features a magazine format with news and weather reports, introductions of new talent, stars, authors and artists, coverage of current events and inclusion of exercise classes, cooking tips and travel features.

*Mundo Latino* will be presented live from

Miami and Los Angeles and will also carry special reports from New York and Washington, plus live segments via satellite from the Mexican *Hoy Mismo* talk show. The hosts are Jorge Ramos and Lucy Pereda in Miami, Jesse Losada and Sari Bermudez in Los Angeles and Luca Bentivoglio in New York. Hector Azulay is the executive producer, with Miguel Dagnery as West Coast producer and Francisco Suarez as Miami producer. SIN News Director Gustavo Godoy is in charge of all news broadcasts.

"We are very excited about this project," said Rosita Peru, SIN vice president and programming director. "This will be the first U.S.-produced morning talk show for Spanish-speaking viewers."

## Hot stuff

A new four-part series, *Brown Sugar: Eighty Years of Black Female Superstars*, began airing on the Public Broadcasting Service on Jan. 31. Hosted by actor Billy Dee Williams, the program (which is closed captioned) looks at American black female performers—their careers and off-stage personal lives. Through vintage film clips, still photos, recordings and interviews with past and present performers, *Brown Sugar* begins at the start of the 1900's through the Roaring Twenties ("The Beginnings"), followed by "The Depression Years"; "The War Years Through the Fifties," and "The Reckless Six-

ties to the Present." The programs include profiles of, among others, Ma Rainey, Bessie Smith, Ethel Waters, Billie Holiday, Lena Horne, Eartha Kitt, Aretha Franklin, the Supremes, Donna Summer and Tina Turner.

## New news

WJLA-TV Washington has restructured its early evening news, according to station's president and general manager, Thomas Cookerly, to give "all viewers—suburban residents, inner-city dwellers, homemakers, businesspeople—the local, regional, national and international news they need to know in the most usable way." Last Monday (Jan. 27), the station began starting its local news at 5 p.m., when it runs head-to-head with local news on NBC-owned WRC-TV (NBC) and CBS-affiliated WDM-TV (CBS). WJLA-TV formerly began news at 5:30 p.m. Its local news hour is now followed at 6 p.m. by a "fast-paced, no-nonsense" half hour of local news, said Cookerly. That is followed by *ABC World News Tonight With Peter Jennings*, which becomes the first network newscast of the night. (CBS and NBC outlets begin their network news at 7 p.m.) At 7-7:30 p.m., WJLA-TV will run *Jeopardy*, which had been airing at 5-5:30. Cookerly estimated the station would know in about three months whether the new format is successful. Currently, WDM-TV leads the market in news ratings, while WJLA-TV and WRC-TV battle over second place.

# Journalism

## Hubbard shares his Conus vision

### SNG operator expects 100 stations on line by next year; says it can provide better service than networks

The founder of Conus Communications said the Ku-band satellite news gathering consortium gives television stations that belong to it the ability to chase down breaking news anywhere in the country and to call the shots in deciding what stories to cover and how to cover them.

Speaking at a luncheon of the Media Institute in Washington last Wednesday, Stanley S. Hubbard said the Ku-band SNG vans of the Conus stations "can go virtually anywhere on the North American continent" and beam live pictures to any members of the consortium. "We can be just as portable anywhere in the U.S. as an ENG [microwave] vehicle can be in Washington...or New

York or Seattle or San Francisco."

Before the advent of Ku-band satellites and Conus, said Hubbard, who is also president of Hubbard Broadcasting, a Minneapolis-St. Paul-based group broadcaster, television stations "had to rely on the networks...to get any kind of coverage outside their own markets... There is nothing wrong with that, but stations want to use the networks only to the extent they can't do things themselves."

Conus stations can react more quickly to news events, Hubbard said. When an oil rig tipped over in Mississippi last year, he said, the Conus station in Baton Rouge, La., WBRZ(TV), was "on the air live, feeding the Conus stations while the networks...[were] scrambling around trying to figure out what to do."

In addition to extending the reach of sta-

tions, Conus puts them in control. "What it is going to do is allow the television stations to make the decisions and not someone in New York," Hubbard said. "In New York...all those...ladies and gentlemen who work for the three networks eat at the same restaurants, they all read the *New York Times* and the *Washington Post*...they all think alike. And what Conus is going to do is make it possible for people...[at television stations] who don't think alike to have input and let [them] decide."

Hubbard suggested that a number of television stations interconnected by satellites may do a better job at reporting the news than the networks. The networks, taking "the path of least resistance," turn to experts in Washington in New York for comment on stories, he said. The Conus stations, on the other hand, can just as early seek out ex-



perts throughout the country for the story, he said.

There are Conus stations affiliated with each of the broadcast networks. In exchanging news among themselves, Hubbard said, the stations "are crossing network lines"—a CBS station in one market may supply news to an ABC station in another. But Hubbard said the practice doesn't bother him. "I don't care if the station I'm sending a program to is ABC, CBS or NBC. Who cares? I want to deal with stations willing to stick their necks out and willing to be leaders."

On Jan. 15, Conus took control of its two new high-power Ku-band transponders on RCA Americom's new Satcom K-2, Hubbard said. RCA Americom launched the satellite over the objections of NBC, which like RCA Americom is owned by RCA, he said.

NBC feared that the satellite was so powerful it would facilitate the distribution of non-NBC programming to NBC stations and hurt its business, said Hubbard, but RCA went ahead anyway. "RCA said very wisely, 'This is going to happen whether RCA does it or not and we are in the satellite business and

we might as well make it happen.'"

The Conus consortium now comprises 34 stations, Hubbard said. And by this time next year, he added, Conus's ranks will have swelled to 100 stations. "It's opening up a whole world and we haven't even scratched the surface." □

## 1985 news salaries: up for TV, flat for radio

### Those are among results of annual RTNDA broadcast pay survey

As salaries for key positions in television news increased, pay for similar jobs in radio was nearly unchanged in 1985. TV anchors and news directors, on the average, were paid twice as much as their radio counter-

parts. These are among the findings of an annual Radio-Television News Directors Association survey conducted by Vernon A. Stone, director of the school of journalism at Southern Illinois University.

Out of 750 questionnaires sent to commercial TV stations, Stone received responses from 60% (453). Forty-eight percent (405) of 850 commercial radio stations responded.

Television anchors received an average annual pay of \$34,100, an increase of 11% over 1984 salaries, and median pay of \$26,000, a 5% increase. Typical radio anchors averaged \$15,184, a 3% increase. The median pay was \$13,000, up 4%.

TV news directors received an average 6% increase to \$37,544 and a median pay of \$35,360 yearly, up 9%. Their counterparts in radio raised their annual pay by an average of 2% to \$18,096. The radio news directors median of \$15,600 was the same as 1984.

The RTNDA survey found that market size is a major factor in news salaries. "Big markets mean big money for the stars of TV news," wrote Stone in the survey report. Highest paid anchors in top 25 markets received a median \$130,000 in 1985. The median yearly figures for highest paid anchors in the other markets were: \$84,916 in ADI's 26-50; \$43,888 in ADI's 51-100; \$27,300 in ADI's 101-150, and \$23,452 in ADI's 151-212. Typical TV anchors in the 25 largest markets received a median yearly pay of \$69,940, compared to the \$19,500 received by anchors in markets 151-212. TV news directors in the largest markets were paid a median \$54,548 while those in ADI 151-212 were paid \$27,560 a year.

Salaries for radio news personnel also varied greatly by market size. The median yearly salary was \$16,900 for typical reporters in major markets (more than one million population), \$20,800 for the highest paid reporters; \$19,500 for typical anchors, \$27,352 for highest paid anchors, and \$27,456 for news directors. Comparable figures for small markets (population of 50,000 or less) were: \$10,400 for typical reporters, \$11,596 for highest paid reporters, \$10,400 for typical anchors, \$11,700 for highest paid anchors and \$13,000 for news directors.

In past RTNDA salary surveys, pay in the South has been lower than in the rest of the nation. The 1985 results, according to Stone, revealed that regional factors are now "minor and inconsistent." Median annual salaries at Southern TV stations of \$28,496 for typical anchors, \$41,600 for highest paid anchors and \$37,440 for news directors were higher than in the East, West and Midwest. "Now," Stone said of television news salaries, "the paychecks typically are at least as large in the states from Texas to Virginia as elsewhere." □

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## Component digital TV recorder tops SMPTE show

**Two sessions are scheduled on DTTR's; Ampex move for different standard expected to be topic of debate**

The 20th annual winter TV conference of the Society of Motion Picture and Television Engineers is scheduled to begin at Chicago's Marriott hotel this Friday, Feb. 7, and the heart of the two-day event will be a pair of half-day, in-depth sessions on the recently standardized component digital television recorder.

TV audio technology, postproduction techniques and new developments in video recording are among the other major topics to be discussed by the more than two dozen paper presentations and panels at the meeting, whose theme is "Tools and Technologies for Tomorrow's Television." An equipment exhibit with 29 companies covering 9,000 square feet will also be held, while a dozen standards group meetings are scheduled for the week of the conference.

The two sessions covering the digital TV tape recorder (DTTR), on the afternoon of Feb. 7 and the morning of Saturday, Feb. 8, are arranged as an overall tutorial, reviewing in detail the digital system that is now nearing completion in a several-year-long international standardization process.

(An aspect of the DTTR topic that will likely come up in conference discussions, although not formally mentioned by the 13 DTTR papers, is the market impact of a new nonstandard composite digital spot player to be introduced by Ampex at the National Association of Broadcasters convention in April [BROADCASTING, Jan. 20]. The Ampex system, while sharing the standard DTTR's 19 mm videotape cassette and other major mechanical systems, does not use its component signal format.

(The decision by Ampex to develop a composite digital system has brought both criticism and approval. Network engineers from ABC and NBC, for instance, expressed some support for the move because of the growing need to replace older spot players and the relative ease with which a composite digital unit could fit into existing broadcast facilities. Others, however, such as CBS, Canadian Broadcasting Corp. and the European Broadcasting Union [which worked closely with North American groups to develop the international standard for the component DTTR], view the product as an unacceptable alternative, incompatible with and detrimental to the standardized system.)

Opening the Friday afternoon session on the DTTR "D-1" standard, as it is designated, will be Frederick Remley of the University of Michigan in Ann Arbor, chairman of the SMPTE standards group that worked on the DTTR agreement. John Baldwin of England's Independent Broadcasting Authority



Chicago Marriott

will begin the paper presentations with a background history of digital TV recording, and is to be followed by a talk on user requirements by CBS's William Nicholls and an overview of the standard recorder by Bernard Dickens, also of CBS.

The two-and-a-half-hour session will close with reviews of the DTTR magnetic media by 3M's Arthur Moore and Michael Sharrock and of the D-1 cassette and format by several Sony Corp. representatives, including Peter Dare and Takeo Eguchi.

The Saturday morning DTTR session, to be four hours long, gets under way with descriptions of the design of the electrical part of the standard by Jurgen Heitmann of Robert Bosch, the system's error correction and detection by John Watney of Ampex and the formatting and coding of audio signals by Kenneth Davies of Canadian Broadcast Corp. John Wilkinson of Sony Broadcast then reviews the format's error control, followed by Richard Brush of Ampex on the DTTR's shuffling algorithm, Roland Mester of Bosch on the use of simulation techniques to optimize the DTTR standard and Rolf Hedtke, also of Bosch, on measurements and diagnostics in a DTTR.

A 50-minute discussion featuring Baldwin of IBA, Davies of CBC, Dickens of CBS, Eguchi of Sony, Watney of Ampex and Remley as moderator, will conclude the program.

The TV audio technology topic will begin the conference's first day, Feb. 7. The three-hour Friday morning program opens with Carl Eilers of Zenith describing the BTSC multichannel TV sound system and Leslie

Tyler of DBX reviewing the DBX audio companding system used with BTSC. Robert Unetich of ITS Corp. covers transmission system issues related to second audio program channel (SAP) performance, Douglas Dickey of Solid State Logic reviews production facilities for multichannel sound and Robert Orban of Orban Associates discusses audio processing for stereo sound transmission.

The session ends with a panel discussion moderated by Edmund Williams of NAB and including panelists Randy Hoffner of NBC, Larry Ocker of WTTW(TV) Chicago, Steven Sarafian of Sony Broadcast and Dickey of Solid State Logic.

The conference ends the afternoon of Feb. 8 with two consecutive sessions, one on TV postproduction techniques and a second on new developments in video recording. The single postproduction paper covers Quantel's Harry digital cel recorder and SMPTE digital standards in edit suites, and is followed by an hour-long panel discussion moderated by Robert Vavra of Video Corp. of America-Technicolor and with panelists from Edit Chicago, Lake Shore Post Production, Editel, Optimus, Swell Pictures and Post Pro Video.

Video recording developments cap the day, with presentations from a representative of NHK (Japan Broadcasting Corp.) on its use of small format videotape recorders, speakers from Matsushita on the new MII half-inch format videotape recorder's use of PCM audio recording and Hitachi representatives on development of a high-definition digital VTR. Hitachi will also review a new small-format VTR using the 8 mm cassette developed by the company for the broadcast market and already in use by a Japanese broadcasting organization.

An equipment exhibit held at the Marriott in conjunction with the conference will include Sony, Ampex, 3M, JVC, Hitachi Denshi, NEC America, Harris Corp. and Quantel. Grass Valley Group will show its new Kaleidoscope digital video effects system, first introduced at SMPTE's annual convention last October, and Colorgraphics Systems will show a new option for its ArtStar II system to directly control Beta-format VTR's for single frame animation.

Other production and VTR system manufacturers present include Panasonic, which has on hand its MII VTR's; Ramsa audio products and Computer Products Division's videodisk recorders; For.A Corp.; Image Video; Intergroup; Comprehensive Video Supply; Hotronic, and Alpha Video & Electronics.

Audio system exhibitors include Adams-Smith, which will show its new double-system audio-video editor; AVC with Harrison Systems stereo TV consoles; Lexicon; Graham-Patten Systems; Kintek; New England

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Digital Corp., and Pinzone Communications, which will display its VIMCAS stereo-multichannel audio encoding system. Others exhibiting are Maxell, Merlin Engineering Works, Research Technology International and Recor Tech Inc.

Two informal gatherings for attendees are scheduled at the conference: a Friday afternoon luncheon featuring as guest speaker Michael Sherlock, executive vice president, operations and technical services, NBC, and a Friday evening reception, sponsored by Eastman Kodak.

SMPTE standards groups will begin meetings in conjunction with the conference starting this Tuesday, Feb. 4, when committees on component studio implementation, component analog system design and filter requirements gather. On Wednesday, the working groups on component analog standards and on digital video standards will meet and Thursday meetings are scheduled for the committee on television video technology, working groups on stereo-multichannel audio recording for TV and on high-definition electronic production and a component analog subgroup on camera-recorder interface. The parent standards committee meets Friday, as do groups on direct-read-after-write videodisks and on digital control for TV.

In related standards news, SMPTE recently selected Birney Dayton, director of engineering for the Grass Valley Group, as the new chairman of the committee on new technology, replacing Kerns Powers of RCA Labs, who relinquished the post after filling the maximum two terms as chairman. □

## BrightStar (America) joins program distribution field

**Former Wold executive, Gary Worth, to run domestic companion service to international BrightStar**

Syndicated programmers have another place to turn for the domestic and international satellite distribution of their programming: BrightStar Communications of America Inc.

BCA is yet another arm of Samuel Broadcasting Group, an international distributor of programming, a manufacturer of satellite earth stations in Europe and half owner of BrightStar Communications Ltd., a trans-Atlantic satellite carrier. Heading BCA as president and chief executive officer is Gary J. Worth, the former president of Wold Communications, a pioneer in satellite distribution of television.

In a telephone interview with BROADCASTING last week, Worth said BCA intends to compete head-to-head with other satellite carriers to distribute syndicated programming domestically. Wold now has about 70%—"the lion's share"—of the business; Group W's TVSC, about 25% and several others, the remaining 5%, he said.

In addition, Worth said, BCA plans to transmit programming across the Atlantic Ocean and the Caribbean Sea, importing mostly European programming for U.S.

broadcasters and cable programmers and exporting U.S. programming to Europe and parts of the Middle East, Africa and Latin America.

"The growing European appetite for American programming can now be satisfied because of the tremendous growth of independent commercial broadcasting there," Worth said. "And just as satellites are used... in this country to distribute programming to TV stations and cable systems, so too satellites will transport American programming overseas... in a timely and cost-effective manner."

According to Worth, there should be plenty of business to go around. In the upcoming years, he said, syndicated programming distributed around the world via satellite will "expand greatly"—at the rate of 40% or 50% a year.

BCA's international operation will be built upon BrightStar Communications. BrightStar was formed in 1983 by Visnews, an international television news consortium headed by Reuters, and Western Union. After the financially troubled Western Union backed out of the venture last year, Visnews began looking for another partner and found Samuel Broadcasting.

BrightStar leases a transponder on one of Intelsat's satellites over the Atlantic and currently uses it to provide transmission services between the U.S. and England for CNN, NBC, BBC, the European Broadcasting Union and others. According to Worth, one of BCA's duties is to manage Samuel's interest in BrightStar.

As things now stand, BCA's principal customer is Samuel. For Samuel, BCA will transmit overseas the Financial News Network and other programming for which Samuel has the foreign distribution rights.

Worth said that BCA is spending around \$10 million to get all the pieces of its domestic operation in place. BCA's plans call for teleports with tape playback facilities in New York and Los Angeles and for full-time transponders on domestic C-band and Ku-band satellites to complement BrightStar's Intelsat transponder.

Worth said BCA is negotiating to buy a teleport in the New York area, but would not say which one. If all goes well, he said, BCA will move into the facility and have it in full operation for domestic service in 30 to 60 days. BCA intends to upgrade the teleport with the addition of an Intelsat earth station, which will give it direct access to

BrightStar's transponder on the Intelsat system, he said. For the first few months of operation, until the Intelsat earth station is ready and BrightStar moves its transponder to another satellite farther west, BCA will pump its international feeds through Comsat's earth station in Andover, Me., he said.

BCA will have to build the Los Angeles facility and is now taking the first step in the construction process—procuring a "location," Worth said. Like its New York counterpart, the Los Angeles teleport, which is scheduled for completion in October, will have an Intelsat earth station as well as domestic ones, he said. The Intelsat antenna, he said, will be used to accommodate broadcasters and others that have secure transponders on Intelsat's birds over the Pacific Ocean.

BCA is looking at domestic satellite capacity on RCA Americom's Satcom K-2 (Ku-band) and on either AT&T's Telstar 301 or Telstar 302 (C-band), said Worth. Satcom K-2, which was launched by the space shuttle last November, is certain to become an important conduit of broadcast programming. Among its planned users are NBC-TV and USTV, Hubbard Broadcasting's incipient broadcast programming service. Most broadcast stations will have an earth station aimed on the bird at all times as a result of an RCA satellite dish giveaway program. Wold distributes its syndicated programming via Telstar 301.

BrightStar now leases its transponder on Intelsat's "spare" satellite at 359 degrees east longitude, Worth said. But within the next six months, he said, it plans to replace it with one on Intelsat's Major Path One satellite at 325.5 degrees. There are two basic reasons for the switch, he said. First, more countries have earth stations aimed at it, he said. BCA will be able to deliver programming not only to England, as it now can via the spare, but also to Israel, Italy, France, Spain, South Africa, Latin America and Portugal. Second, he said, BCA will be able to access Major Path One from New York because it's farther west than the spare.

In the distribution of American programming in Europe, BCA will work another arm of Samuel in Paris, Worth said. BCA will send material that is not time-sensitive to Paris on videotape and material that is timely via satellite, he said. Regardless of how it arrives, Samuel will uplink with one of two available regional European satellites, Telecom 1B and ECS-1, for distribution to



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January 20, 1986

broadcasters and cable systems, he said.

Samuel Broadcasting Group, headed by 37-year-old Ernest Samuel, has been distributing U.S. programming in Europe since 1978. Among the programs and series for

which he now holds "certain" foreign distribution rights are *Diff'rent Strokes*, *Who's the Boss* and *Gillette's World of Sports*.

Samuel plans to make FNN a part of his European Business News Network, which is

to begin operation in April. Also beginning in April, Samuel's French subsidiary, Tele-France Univers, will transmit AgraNews, a daily advertiser-supported agricultural news program, in Europe. □

## In Sync

### UHF spectrum debate

The FCC, setting aside last-minute objections of the land mobile radio industry, will allow a commission technical advisory group to conduct subjective studies of potential interference from mobile radio to the UHF television spectrum. The commission proposed spectrum-sharing between the two services last May and later formed the advisory committee to examine technical aspects of the proposal.

"The commission agreed to the conducting of the tests," said the FCC's William Torak, advisory committee chairman, although the land mobile community was not fully prepared to go ahead with the procedure. The results of the tests would be beneficial to the commission's work on the subject, Torak added, and he "strongly urged" mobile radio interests to participate in the effort.

Final details on how the study would be conducted were expected to be worked out in a committee subgroup this week, but, according to Ralph Justus of the National Association of Broadcasters' science and technology department, preliminary plans called for the tests to include five expert and 10 nonexpert viewers. The viewers would attempt to determine, after completing a battery of tests showing different types of interference to UHF broadcast stations, what level average viewers would term "acceptable."

The tests, to be conducted at CBS Technology Center in Stamford, Conn., would probably cost \$20,000-\$40,000, Justus said. No arrangement on financing the work has been made, although Torak indicated that funding was "the industry's call." Justus said broadcast participants' assumption was land mobile interests would "hold their share."

Mobile radio industry representatives had raised objections to the tests at the advisory group's meeting last Monday, Jan. 27, Torak explained, arguing that a series of preliminary tests completed recently by the engineering consulting firm, Carl T. Jones Associates of Springfield, Va., provided enough data on which the group could base its findings, making it unnecessary to conduct a fuller study.

Although mobile radio representatives did not provide data from the preliminary tests, Torak, deputy chief of the FCC's Spectrum Management Division, said the results "fully supported" the findings the commission has already included in its proposed rulemaking. The preliminary tests, along with the new study and FCC data gathered in the last 10 years, would all be considered by the commission in its final deliberations, he added.

A 60-day extension of the March 7 deadline now set for a final report to be submitted

to the commission has been requested to allow for the completion of the full study, Torak noted, and is now pending final review by the government's General Services Administration. The full advisory group has set its next meeting tentatively for late February, he said.

### Guided tour

The FCC has issued a four-page bulletin on radio frequency radiation aimed at alleviating uncertainty about how new rules put in place this month to limit human exposure may affect stations. "There have been a lot of calls and inquiries" and some concern among broadcasters as to how the rules will be applied, according to Robert Cleveland of the FCC's Office of Science and Technology.

The document outlines which stations (i.e. applicants for new facilities, modifications or station renewals) are required to consider whether RF radiation will have a "significant environmental impact," and also provides several examples of how the FCC will view "typical situations." In some of the cases shown, for instance, broadcasters can resolve exposure potential of high RF fields simply by fencing areas or posting warning signs; in other, more complex cases cited, stations instead must submit environmental assessments and consider more extensive modifications.

The document sets out this general rule regarding RF radiation: "Do not create high RF levels where people are or could reasonably be expected to be present, and prevent people from entering areas in which high RF levels are necessarily present."

Cleveland added that since the rules went into effect Jan. 1, he was not aware of any environmental impact statements filed by stations, but noted that stations are not required to notify the commission about potential exposure conditions at facilities until they are up for renewal or apply for modifications. One potentially complex situation that may arise, he added, could be at mixed TV and radio transmitter facilities where high RF radiation levels were caused by joint operations, but had to be dealt with by individual broadcasters because of the different renewal periods for TV and radio stations.

Cleveland also confirmed that the FCC tentatively plans to make a Portland, Ore., multiple transmitter operation the location of its next joint RF radiation study with the Environmental Protection Agency and expects the on-site investigation to begin in May. The FCC and EPA have previously conducted two such site surveys, in Seattle and Honolulu, both of which found excessive RF fields and the potential for human exposure greater than that allowed by current regulations.

### One more time

MultiComm, a satellite and FM subcarrier-delivered data network developed in January 1985 by Mutual Broadcasting's satellite services division, is now operating as a subsidiary of Amway.

The newly named MultiComm Telecommunications Corp. (MTC) had originally scheduled to begin the service last fall, but the start was delayed after Ada, Mich.-based Amway sold Mutual's radio network along with the Mutual trademark to Westwood One (BROADCASTING, Sept. 23, 1985). MTC will remain based in Arlington, Va., site of Mutual headquarters.

The MultiComm data network allows the service's customers to send and receive encrypted text and data using the company's suburban Washington, satellite communications facilities (now being developed into a full-fledged teleport) and the subcarrier frequencies of over 80 FM broadcast stations in top 100 markets around the country.

Current MultiComm customers include MaxNews Financial Network, a photographic resource firm, and, on a test basis, Dow Jones News Service.

### Paltex audio cache

London-based editing equipment maker Paltex has purchased Quantum Audio Labs for an undisclosed sum.

According to spokesman Dan Hair, Paltex and its U.S. arm in Tustin, Calif., plan to maintain, at least for now, the audio console line of the Glendale, Calif.-based Quantum, which marketed its gear to U.S. broadcast and postproduction customers. The deal, made at the end of last year, also provides for Quantum products to be marketed internationally by the firm.

Paltex established the U.S. California Paltex Corp. branch two years ago, Hair said, after buying the video division of Datatron Inc. Paltex will now work to develop an interface between its own editing controller line and Quantum audio mixers, he explained. The two companies will exhibit separately at the upcoming National Association of Broadcasters' equipment exhibition in Dallas next April.

### Auto monitor

Equipment manufacturer Conrac has developed a color monitor system that it says can cut monitor alignment time from 20-30 minutes to as little as 20 seconds.

The monitor system makes use of a newly developed photometer, or light measuring device, designed to quickly align the company's new microprocessor-based model 6545 studio color monitor. The portable photometer collects and stores color, brightness and contrast information in digital form when placed against the screen of any master reference monitor, then transfers the

stored digital data to the 6545 monitors begin aligned.

The photometer (model 6550) is priced at \$1,695. The picture monitor, which the firm said uses a precision in-line CRT with digital beam current feedback, is priced at \$5,490 for the 19-inch version and \$5,155 for the 13-inch version. Both units are expected to be available in April from the Covina, Calif.-based division of Conrac Corp. of Stamford, Conn.

A similar concept for automatic monitor set-up has also been developed by Sony Broadcast, which last spring showed a prototype of a system that aligned its BVM-1900 (using a PC-board retrofit) in 90 seconds. The Sony unit, which now claims to make the adjustments in 70 seconds, began deliveries in January.

According to Robert F. Griffith, Conrac vice president, marketing and sales, Conrac began designing the integrated monitor-alignment system two years ago and showed it privately to network engineers at last April's NAB equipment exhibit. The monitor, Griffith added, is pre-programmed for NTSC color standards and can switch automatically between NTSC or Pal B signals.

The company, which claims to have provided 60% of all broadcast monitors now in use, with a new-sales market share of 20%-30%, is also introducing two new nine-inch monochrome monitors for broadcast use as remote monitors or as VTR playback monitors with audio capability. The 2620 model costs \$620 and 2600 model costs \$450.

### **Bird in hand**

RCA will design and build the spacecrafts for two Japanese direct broadcast satellites to be launched in 1990 and 1991. The firm's Astro-Electronics division announced it has been awarded the major subsystem contract for two BS-3 satellites by NEC Corp. of Japan for an undisclosed amount.

NEC, the project's prime contractor, and RCA have worked together since 1981 for Japanese National Space Development Agency on the project, which is Japan's third-generation direct broadcast satellite, RCA said.

Each satellite will provide three broadcast channels to Japan and several surrounding islands: two carrying Japanese Broadcast Corp. (NHK) programs and a third carrying programs of a conglomerate of private businesses, Japan Satellite Broadcast Inc.

### **VCR jackpot**

Over 11.8 million videocassette recorders were sold to dealers in 1985, boosted at year's end by a record-breaking 1.9 million unit sales in December. The final 1985 figures surpassed industry forecasts by 300,000 units, according to the Electronic Industries Association, and showed a 56% increase over 1984 unit sales, with household penetration growing to 30%. EIA forecasts VCR sales for 1986 of 12.5 million units, with household penetration expected to increase to nearly 40%.

Color TV sales were also the highest in the product's 32-year history last year, EIA said. Nearly 17 million color sets were sold, 5.7% over 1984's 16.1 million unit sales. Projection TV sales were up in 1985 as well,

climbing 36% to 266,000 units sold.

Among several products on the decline, according to the trade group, were black-and-white sets, with sales off 24%, and color video cameras, losing 19% in sales to the growing market for combination camera-recorders.

### **British generation**

Aston Electronics has delivered its first Aston 4 character generator in the U.S., according to Pinnacle Productions, a Spokane, Wash., commercial production facility which will use the unit in its one-inch videotape edit suite. Aston, a British equipment manufacturer with U.S. offices in Olathe, Kan., first introduced the \$40,000-\$60,000 character generator last fall. The digital unit produces characters from over 1,500 typefaces without aliasing or diagonal stairstepping on characters from 10 to 100 TV lines high, according to the company, and features multiplane display, dual channel operation and a 4,000 color palette.

### **Forward to March**

ABC and the National Association of Broadcast Employees and Technicians, the union representing over 3,000 of the network's technical staff, have scheduled the next round of still-unresolved contract negotiations for March 4-14 in Washington. The talks first began last March, just prior to the expiration of the previous four-year agreement.

### **Wireless mod**

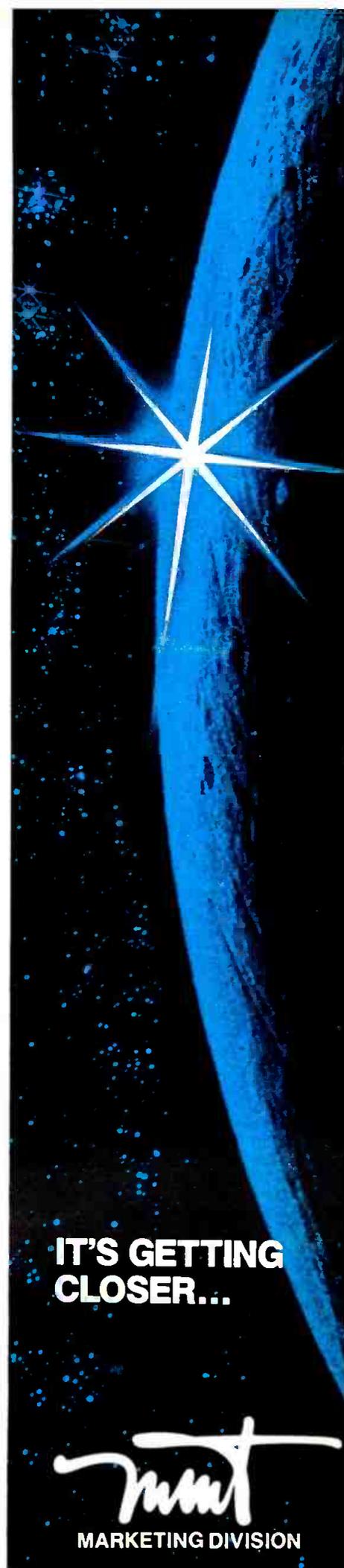
The FCC has proposed modifying the technical requirements for broadcast low-power auxiliary stations (LPAS) devices used as wireless microphones, as well as cueing and control communications devices.

The proposal would allow use of LPAS devices in the broadcast TV spectrum on a secondary, noninterfering basis and increase the authorized output power from 50 milliwatts to 250 milliwatts for use in the UHF spectrum, while 50 mw power limits would be maintained in the VHF band.

Also proposed would be the allocation in 25 khz bandwidth channels, allowing licensees to "stack" eight adjacent channels. Current restrictions on adjacent channel operations would be removed, with current distance preclusion criteria for co-channel operations kept in place.

### **FCC tapes**

A four-hour videotaped course to train non-engineers in basic electronic communications technology has been developed by the FCC. Originally designed for nontechnical FCC staff, the course and accompanying study guide cover basic electric and magnetic principles, antenna theory, cellular radio, television and other communications systems. The course is taught by Ralph A. Haller, deputy chief of the policy and rules division of the Mass Media Bureau, and is available from the Washington-based Prism Corp. for \$100 on two VHS half-inch videocassettes or for \$150 on four U-matic three-quarter-inch cassettes. Prism is located at suite 109, 4545 42d Street, N.W., Washington, D.C. 20016; phone, (202) 686-8250.



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# RIDING GAIN

## O N R A D I O

### Take two

LBS Radio, a new unit of LBS Communications, has delayed introduction of its shows as the company re-evaluates, and in some cases fine tunes, some of the planned programs.

The first of LBS's new shows, *Live from L.A.*, was slated to premiere last month ("Riding Gain," Nov. 11, 1985), but its principal advertiser, Diet Coke, dropped its sponsorship after the project underwent some format changes. The program was originally designed as a one-hour weekly celebrity/music call-in series targeted for contemporary hit radio stations. Several other shows for a variety of radio formats were slated to be rolled out during the first quarter.

However, LBS Networks President Phil Howort said LBS plans to go ahead with a new *Live from L.A.* series and will shortly announce other programs along with an updated schedule for their debut. "We will launch projects on a judicious and intelligent basis, depending on marketplace conditions," said Howort.

Additionally, Steve Saslow, senior vice president and general manager of LBS Radio, has left the company. Replacing Saslow in overseeing the new radio unit is John Reisenbach, vice president/marketing for LBS Networks.

### Try, try again

Three AM stations that opted for new programming concepts as a way to stem the migration of listeners to the FM band have abandoned their experimental approaches for safer ground, citing both growing costs and low ratings as major reasons for the changes.

RKO-owned KHJ(AM) Los Angeles was planning to drop its "Car Radio" format—traffic reports every 10 minutes interspersed with adult contemporary music and lifestyle reports—last Saturday (Feb. 1) for what RKO calls "smokin' oldies." RKO Radio President Jerry Lyman said the experiment with the Car Radio approach "was noble, but our conclusion is that innovation on AM in Los Angeles is a very expensive proposi-

tion." He said the company invested a lot of money into the station last fall, especially in outdoor advertising, but saw no significant ratings growth. Car Radio was launched in 1984.

The station, which has changed its calls to that of its co-owned FM, oldies KRTH, is now focusing its playlist on rock 'n' roll from 1955 to 1965. The format, according to Lyman, complements the one being aired by KRTH(FM). The difference, said Lyman, is that the FM station has a more expanded playlist of oldies, also drawing upon the 1960's and 70's.

The programming move was not without some shifts in managerial responsibilities at RKO's two Los Angeles outlets. Pat Norman, vice president and general manager, KRTH(FM), was named general manager for both stations, said Lyman. Ron Thompson, vice president and general manager, KHJ(AM), becomes the station manager for the new AM operation. Meanwhile, KRTH(FM) program director, Bob Hamilton, resigned his post to pursue station ownership and program consultancy interests.

This latest format change by RKO marks the second time in as many months that the company abandoned an experimental AM format. Late last year, RKO's contemporary rock KFRC(AM) San Francisco discontinued its seven-month old game zone format—game shows and contests programmed from 9 a.m. to 3 p.m. each weekday—due to poor ratings performance, and replaced it with music ("Riding Gain," Nov. 25, 1985).

In another development, Bonneville's KXLR(AM) San Francisco dropped its "Trendformation" format, launched last year, for "Lite Rock," and switched back to its old call of KORT. Its co-owned FM has the same call letters and format. According to Chuck Tweedle, station vice president and general manager, the audience for KXLR "was not large enough to make it successful in the long run without considerable extra resources and time." The station featured information on new events and emerging trends along with a combination of "light jazz" and "new age" music.

### AP action

Associated Press Network News is planning to air two, 10-part special series beginning later this month on smoking and air safety. The smoking series, *Smoke Signals*, is described as tracing the history of cigarette smoking from the "glamorous prop to cancer stick." It will also examine efforts of smoking victims to seek recompense from the tobacco industry. The series is scheduled to begin on Feb. 21.

*The Unfriendly Skies*, slated to start on March 7, will examine the airline disasters of 1985 and feature discussions of safety procedures with airline management. Both

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series will be fed to affiliates prior to the air date. Each segment is 90 seconds long.

### Historical spot

*This Day in History*, a new, daily, 60-second report on events both "familiar and obscure," has been added to the "Byline Magazine" package of features produced and distributed by the CBS Radio Stations News Service, the Washington-based news and syndicated programming arm of CBS Radio. The series is hosted by KCBS(AM) San Francisco morning news anchor, Stan Burger. It replaces *Lifestyle Report*.

The "Byline Magazine" package of 90-second programs consists of topical reports on health, travel, law, medicine, science, fitness, business, education, entertainment and commentary.

### In the blocks

DIR Broadcasting, New York, is readying a new, 90-second, daily (Monday through Friday) series for morning drive-time air play in a variety of formats. Set to premiere in March, the series, *Live From the Improvisation*, will feature short comedy routines from comedians who appear at the Los Angeles nightclub. The series will be disk-delivered to subscribing stations each week.

Also slated to debut in March is DIR's *Success in America* series, a one-hour, weekly, live talk program hosted by author-sportsman George Plimpton.

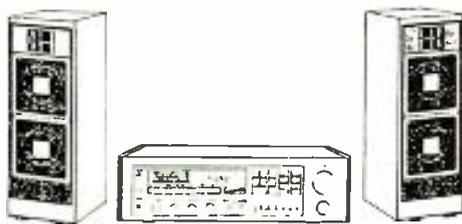
□

News/talk WEEI(AM) Boston has signed a three-year pact to carry Boston College foot-

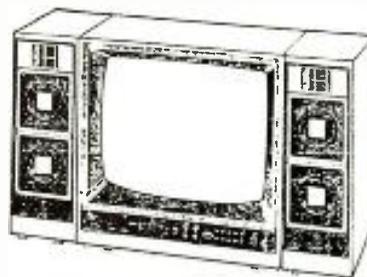


**On the air.** DIR Broadcasting, which was just acquired by Lorimar Inc., aired the first installment of its monthly, music/interview *Sassy Stars of Rock & Roll* series from Los Angeles on Jan. 16 with singer Pat Benatar (center). (The show originates live from different locations each month.) Benatar is pictured above with DIR Broadcasting President Bob Meyrowitz (left) and rock journalist and series host Lisa Robinson. A special broadcast of the series, with Sting featured, aired Jan. 26 from the Abbey Road Studio in London. The next program is slated to originate from the studios of contemporary hit WHTZ(FM) New York (licensed to Newark, N.J.) on Feb. 20 with Duran Duran's keyboard player Nick Rhodes.

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ball and basketball beginning next season. Negotiations were handled by Boston-based Kelley Communications Corp. Boston College football was previously aired over WRKO(AM) Boston while its basketball games are heard on suburban WDLW(AM) Waltham, Mass.

□

Los Angeles radio personality Rhonda Kramer and broadcast executive Kenny Green, owners of the four-year-old L.A. Network, a company that primarily provides area radio stations with traffic reports, are planning to syndicate a new, overnight celebrity interview and talk/call-in show, *James Bacon in Hollywood*, under the newly formed All-Star Radio Network.

The advertiser-supported series will be satellite-delivered via Satcom I-R, beginning Feb. 17. According to Green, the show will also originate live from a variety of locations.

News/talk WMCA(AM) New York hopes to syndicate nationally its new, two-hour weeknight real estate call-in series hosted by real estate expert H. I. (Sonny) Bloch. (Bloch is also host of *Real Estate Action Line*, a national weekly radio program carried by 52 stations and distributed by the Associated Press radio network). *Action Line America* makes its debut over WMCA tonight (Feb. 3).

The station also said that New York Mayor Edward Koch will begin hosting a one-hour monthly show fielding questions from listeners, beginning this Thursday (Feb. 6). WMCA currently airs monthly call-in shows hosted by New York Governor Mario Cuomo and New Jersey Governor Thomas Kean.

### High marks

Howard University's urban adult WHUR-FM Washington may be the first university-owned radio station in a major market to

achieve a first-place standing in the Arbitron 12-plus metro share ratings (Monday through Sunday, 6 a.m. to midnight), according to university officials. The station surpassed easy listening WGAY-FM for the top spot in the new fall 1985 Arbitron report, climbing from a 7.8 overall share and second place in the summer sweeps. WGAY was second with an 8.0, followed by MOR/talk WMAL(AM) at 7.1 and WHUR's chief rival, urban-formatted WKYS(FM), with 7.0. WHUR-FM was given to the university by Post-Newsweek in 1971 when FM was still radio's poor relative.

### Dallas report

The fall 1985 Dallas-Fort Worth radio report was reissued on Jan. 17 due to incorrect summer 1985 share trend data listed in the front portion of the book. Arbitron said no current survey audience estimates were affected by these errors.

## The Media

# Religious broadcasters meet in Washington

**Annual convention features equipment exhibit, workshops, and will be broadcast live via NRB Satellite Network; speakers include Jesse Helms, Billy Graham, Jesse Jackson, Pat Buchanan**

About 1,500 people had registered as of early last week—although 4,000 are expected—for the 43d annual National Religious Broadcasters convention, which began over the weekend, in Washington. Under the theme, "Changing Lives to Change the World," the conference attendees were hoping for another joint appearance by Ronald Reagan (who has attended the past four conventions) and George Bush, although as of last week, the President had not yet confirmed whether he would appear.

The Feb. 2-5 conference, expected to draw people from across the U.S. and 30 foreign countries, also includes about 1,300 exhibit personnel representing 300 organiza-

tions at NRB Media Expo '86 (about 20% ahead of last year, an NRB spokeswoman said). Expo '86, which NRB said is sold out, features equipment suppliers, TV and radio stations, wire services, religious programers and publishers in 100,000 square feet of exhibit hall space.

Intermixed with three religious musical concerts and 60 workshops, will be a congressional breakfast (Tuesday, Feb. 4), featuring a debate on "Religion and Politics" between TV evangelist Jimmy Swaggart and former congressman John Buchanan of People for the American Way. Additionally there will be speeches by a host of "high-wattage names" including evangelist Pat Robertson, the Rev. Billy Graham, Senators Jesse Helms (R-N.C.) and Al Gore (D-Tenn.), said Audrey Langdon, NRB convention news director. Robertson, the keynote speaker at the "anniversary banquet" Wednesday evening (Feb. 5), will receive the Hall of Fame award honoring "excel-

lence in broadcasting." Graham (who will receive the Award of Merit for TV Production, Feb. 3), will deliver a message entitled "Pray for Washington." Also on the conference agenda are businessman John DeLorean, singer Pat Boone and actor Dean Jones. FCC commissioners will be spotlighted at a luncheon (Feb. 4), at which White House director of communications, Patrick Buchanan, (who is to receive NRB's "Distinguished Service Award") is scheduled to address the group.

On Wednesday morning (Feb. 5), the Rev. Jesse Jackson will address the Black Broadcasters NRB committee; former ambassador to the United Nations, Jeanne Kirkpatrick, will be the keynote speaker at a "Breakfast in Honor of Israel" and later that afternoon, evangelist Jerry Falwell will debate Washington Rabbi Joshua Haberman on "The State of Israel in the Christian/Jewish Perspective."

The workshops scheduled during the four-day conference include sessions on getting higher billings in religious radio, cable television, black evangelical programs, children's television and "selecting and communicating" with broadcast engineers. There will also be discussion of: "How Would Jesus Have Used the Media?," "Capturing a Mass Audience," "Noncommercial Owners and Operators Fund Raising Alternatives for 1986" and "Christian Women: What is a Handmaiden Anyway?"

This year for the first time, NRB said, the NRB '86 Satellite Network, through the Dallas-based Success-N-Life Network and National Public Radio, will broadcast the convention live, "almost gavel-to-gavel" coverage, Langdon said. The signal will be uplinked from the convention in Washington to a satellite, with feeds available on channel 15 of Satcom IV transponder and carried by religious television stations and networks. □



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# America's deregulation gospel winning worldwide converts

## Technology seen fueling latest round of international telecommunications services from number of countries

With some variations, the theme sounded during much of a symposium on telecommunications in the North Atlantic region, last week, was the continuing deregulation of telecommunications, in the U.S. and abroad, as a result of the driving force of technology—an imperative, it was said, that could not be denied. The message of deregulation being sent from the U.S. to the rest of the world has become so fervent that one participant, a Britisher, said in an afternoon session he felt he had wandered into “imperial Rome.” And while a number of participants suggested it was only a matter of time before other countries began following the American exaltation of the marketplace, a European, Andrea Caruso, director general of Eutelsat, offered another opinion: “We in Europe are of the firm opinion that entry into the satellite operating business is not like selling apples and oranges.”

But the day-long symposium was not consumed with challenge and retort. The director general of Inmarsat, the international mobile satellite organization that provides communications services for ships and aircraft and that now is also confronted with the prospect of competition, suggested a manner in which Inmarsat could work with potential competitors for the benefit of users. “Ideology,” said Olof Lundberg, “is of limited practical utility when a ship is at risk in the Indian Ocean or an aircraft has inadvertently strayed into sensitive territory.”

The symposium, which focused on “the impact of new competition and the deregulation movement,” was co-sponsored by BROADCASTING magazine and the law firm of Arent, Fox, Kintner, Plotkin & Kahn. And many of the speakers, some with the government, others in private industry, expressed the view that policy makers had not exhausted their ideas for the changes to be made in the American telecommunications system when the decision was made to authorize the establishment of separate satellite systems that would compete with Intelsat. What's more, if deregulation had become a new religion in the U.S., as Caruso said it had, two visitors from Great Britain, one with British Telecom International, the other with Mercury Communications Ltd., appeared to be born-again capitalists.

One panelist, Veronica Ahern, of the law firm of Chadbourne & Parke, tried to sum up in one word the cause of the changes being made in the telecommunications structure: “Money.” She said companies will fail and others will survive. “It's economic Darwinism at its finest. But the reason people get into the business and stay in the business,” she said, “is money.” Other panelists stressed another word: “technology.” “Technology,” said Ambassador Diana Lady Dougan, “is driving us to think flexibly.” She also said the U.S. “focus is on pragmatism, on serving the end user. That nurtures diversity and innovative services.” All of which

seems to be adding up to trouble for Intelsat—and Comsat, the U.S. link to the global system.

For instance, Henry Geller, who headed the Commerce Department's National Telecommunications and Information Administration under President Carter, said that technology “does not end at the water's edge.” Fiber optics is being used in undersea cable while the emergence of domestic satellites, he said, “is exploding into the international field.” Geller believes U.S. policy favoring the establishment of separate satellite systems to compete with Intelsat “is correct,” although he also thought it “schizoid.” If experience with deregulation of the tele-



BROADCASTING Publisher Larry Taishoff

phone business is a guide, he said, the protection afforded Intelsat against competition—and which the administration's policy is intended to maintain—“will and should erode. In the long run, protection is not sustainable.”

But “the most difficult problem,” for Intelsat, in a day of increasing competition, Geller said, involves Comsat. In view of the “tailored” services separate systems and fiber optic cable propose to offer bulk users, he said, “Comsat becomes an obstacle.” For Intelsat must deal through Comsat. He also noted that carriers wishing to compete with Comsat may access the Intelsat space segment only through Comsat. “We are now at the point where the 1962 Act [Communications Satellite Act establishing Comsat] has to be examined,” he said. “We're in a time of transition, which is always messy.” Frank Urbany, who heads NTIA's Office of International Affairs (and who in passing disputed Geller's view that Intelsat cannot be protected in a competitive marketplace; the restrictions that would be imposed on the service separate systems can provide “are enforceable”) said the FCC “is moving away from balanced loading,” which assures Intelsat and Comsat of as much traffic as moves on submarine cables. That, he said, would be “the most dramatic departure.” And he indicated he thought it would be desirable.

It was Urbany who said that “technology is an imperative that cannot be denied,” in the U.S. or abroad. But Albert Halprin,

chief of the FCC Common Carrier Bureau, went further. He said the FCC has “an obligation” to follow what he said was “a congressional mandate” to promote the growth of services to their “maximum”—and then some. While some panelists spoke of other countries being persuaded by the American example to deregulate and embrace competition—William L. Fishman, of the law firm of Sullivan & Worcester, for instance, said: “There is a growing conviction in Europe of the need to organize themselves and move toward the private sector role in telecommunications”—Halprin indicated the U.S. is not letting it go at that. He said the State Department is communicating to other governments word of the deregulatory work the FCC is doing. And Halprin said that, despite budgetary problems, the commission itself is communicating with “sister agencies around the world” on the subject. He described the commission as “an advocate” of the market approach “in the international arena.”

Certainly the officials of the British telecommunications industry appeared to be among the converted. John Doherty, executive vice president of BT Inc., which until it was “privatized” last year had been a government corporation, said, with Ahern, that “money is the motivation—we're in business to improve the bottom line while providing the service customers require.” And he defended the concept of competition with a line that has become a cliché in the U.S.: “An additional ingredient will result in a larger cake with larger slices for all.” And David Harmer, Mercury's director of marketing, said the emergence of that company is a product of the “radical transformation from a monopoly to a competitive market” that has occurred in the United Kingdom. And he predicted that other countries would follow the same route for business reasons. “Thank you for leading the way.”

But not everyone was following the same drummer. Jacques Cauchy, of France Cables et Radio, a government-owned monopoly, said: “You can keep a state-owned monopoly only if you merit it.” And he indicated he thought Cables et Radio merits it. He said telephone service has been expanded greatly in the past dozen years, and its quality improved. He said small receive-only earth stations for television are available off the shelf and new services are being developed. And he cited one service—packet-switched network—in which costs were 50% less from France to the U.S. than from the U.S. to France. Furthermore, he suggested, countries are not monolithic in their attitudes toward economic systems: “Any country chooses the system most adaptive to its environment.”

And an attorney who has represented Intelsat suggested the U.S. complaints about “dumping” that greeted Intelsat's proposal to sell or lease unused transponders for a new domestic service may be instructive. Those attacks, said Bert W. Rein, of Wiley & Rein, “may signal a growing perception that the threat of new entry may be more apparent



Geller



Dingell



Urbany



Stowe



Halprin



Doherty



Harmer



Dougan



Gauchy



Ahern



Rein



Lovell



Webster



Caruso



Lundberg



Henry Rivera

than real unless the U.S. government undertakes to force new entrants into the market rather than acting as the proponent of a hands-off, deregulatory approach." He said entry into a satellite market characterized by overcapacity and sunk costs suggests "political/regulatory judgments, rather than business judgments, dictated the timing of separate system applications."

But the strongest rebuttal to the Americans' free enterprise and marketplace argument was expressed in a luncheon speech by the head of the new organization of governments that has been established to provide satellite communications service within Europe. Caruso said "deregulation" had become "a new religion." And with its corollary,

"competition," he said, it is seen "as an end in itself." But he said Europeans question the appropriateness of relying on entities apart from public or state-licensed bodies for promoting space telecommunications services. "We have wondered whether 'deregulation' and privatization of the use of space resources could be a more efficient way, both legally speaking and as regards the exploitation of the resources... to have as large a number of users as possible benefit from technological progress at a reasonable cost." The Europeans' answer, he said, is that "we must at all costs avoid chaos and wild speculation in our use of outer space."

Inmarsat's Lundberg also said talk limited to the benefits of competition was, as he

said, "simplistic." He said competition that undermined Inmarsat's viability would jeopardize the safety of ships and aircraft depending on it. But he suggested a means by which that danger could be avoided without, at the same time, denying entry into the market of other mobile satellite services. Since it would take years to develop a market, he said, Inmarsat could provide the satellite facilities needed to enable "those with ideas" to begin providing service with only marginal investments required. If a market develops rapidly, the separate system could succeed Inmarsat "quite soon," he said. If the market proves "thin," he added, the service could still be allowed to grow, although slowly. "In the end," Lundberg said, "we are

in a service industry. Inmarsat does not exist as an end in itself."

Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, also expressed distrust of "ideologies." But he does not object to the decisions taken by the administration and the FCC in reacting to changes in technology by authorizing separate systems. What does disturb him, he made clear in his remarks at the symposium, was the administration's failure to make its case for that step with other countries, or to show how those changes "could be integrated within existing international institutions." The result, he noted, was "a storm of controversy." Or, as Ron F. Stowe, of Satellite Business Systems, put it in one of the panel sessions: "Unilateralism is not cost free."

It was David Webster, of the Carnegie Endowment for International Peace and a former official of the BBC, who said much of what he had heard made him think of "imperial Rome." And although he normally is a booster of free enterprise, he said, the coming globalization of television gives him pause. He sees it adding a new dimension to the issue of "cultural dominance," a term that normally arises in connection with discussions involving developing countries. But Webster said: "Even advanced nations risk losing control over the development of their own systems of television communication, not only to their next door neighbors, but also across oceans." Whether that is good or bad, inevitable or manageable, he said, "depends on who you are and where you are." □

### Intersatellite laser links predicted to revolutionize telephone communications

A NASA official predicted last week that in 10 years, technically advanced communications satellites now being developed by the space agency will allow businesses to call anywhere in the world at a cost of no more than 10 cents a minute.

At an afternoon session, Robert Lovell, director of NASA's communications division, said the key to the 10-cent phone call is the development of satellites with on-board switching systems and intersatellite laser communications links. "I claim that these two technologies will have an impact on the future of the communications satellites as profound as Syncom," he said. (Syncom was the first geostationary satellite.)

A network of satellites with switches interconnected by lasers will be able to compete with terrestrial telephone networks, regardless of how inexpensive their long-distance circuits are, because it will enable users to bypass expensive switches of local telephone companies, Lovell said.

With the advent of advanced satellites in 1995, the communications satellite industry will, for the first time, begin making "a significant penetration in the telephony market," Lovell said. By 2005, he added, it will have captured between 15% and 20% of the nonresidential telephone business, which is expected to be \$100 billion.

Because of the wide bandwidth of the satellites' digital switches and lasers, Lovell

said, they will be able to handle wideband data and TV signals and telephone calls.

According to Lovell, NASA plans to launch in 1989 a satellite capable of switching signals and communicating with a space shuttle via laser so that "players" in the telecommunications industry can experiment with the technology. Those experiments, he said, will spawn the first commercial version in 1995.

The new satellites will spark an "explosion in the demand for transponders...like something you've never seen before," he said. Between 1995 and 2005, he said, several companies will launch advanced satellite systems containing 3,000 transponders to meet the demand.

In contrast to the explosive growth in transponders after 1995, Lovell said, there will be little or no growth before then. Between now and 1995, he said, the number of transponders used for cable and broadcasting will level off, while the number of Intelsat transponders may actually decline. The only growth in transponder demand will come from private digital networks, he said. □

## Changing Hands

PROPOSED

**WYAK-AM-FM Surfside Beach-Garden City, S.C.** □ Sold by Ellek Seymour to 21st Century Broadcasters Inc. for \$4.5 million, comprising \$3 million cash and remainder note. **Seller** owns 12 AM's and eight FM's. He has recently purchased WRJY(AM) Richmond, Va., and sold WSVS-FM Crewe, Va. (both "Changing Hands," Jan. 6) and is also selling two other AM-FM combinations, buying third AM-FM combination and AM station (see below). He bought WYAK-AM-FM last year for \$1,560,000. **Buyer** is Gardner Altman, Fayetteville, N.C.-based attorney with no other broadcast interests. WYAK is daytimer on 1270 khz with 5 kw. WYAK-FM is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Media Marketing Associates.**

**WVBS-AM-FM Burgaw, N.C., and WRCS(AM)-WQDK(FM) Ahsokie, N.C.** □ Sold by Ellek Seymour to Sand Communications Inc. for \$3,750,000, comprising \$3 million for Burgaw stations with \$2 million cash and \$1 million note, and \$750,000 for Ahsokie stations. **Seller** is also selling WYAK-AM-FM Surfside Beach-Garden City, S.C. (see above) and buying two other properties (see below). He bought Burgaw stations last year for \$1.3 million and Ahsokie stations for \$750,000. **Buyer** is owned by W.E. Tart, former owner of WANC(AM) Aberdeen, N.C. WVBS is daytimer on 1470 khz with 1 kw. WVBS-FM is on 99.9 mhz with 100 kw and antenna 922 feet above average terrain. WRCS is daytimer on 970 khz with 1 kw. WQDK is on 99.3 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Media Marketing Associates.**

**WUTQ(AM)-WOUR(FM) Utica, N.Y.** □ Sold by Bunkfeldt Broadcasting Corp. to Devlin/Ferrari Broadcasting Inc. for \$1.5 million. **Seller** is owned Dr. Rudolph Bunkfeldt, who has no other broadcast interests. **Buyer** is

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owned by Robert H. (Rick) Devlin and Jon Ferrari. Devlin is former general manager of WRKS(AM) and WOR(AM), both New York, and vice president of ABC Talkradio. Ferrari owns Ferrari Inc., New York-based advertising agency. WUTQ is daytimer on 1550 khz with 1 kw. WOUR is on 96.9 mhz with 16 kw and antenna 790 feet. *Broker: The Mahlman Co.*

**WPUT(AM) Brewster and WRVH(FM) Patterson, both New York** □ Sold by Putnam Broadcasting Corp. to Tri-Valley Broadcasting Corp. for \$1.4 million. **Seller** is owned by Richard Novik, who is also purchasing WKIP(AM) Poughkeepsie, N.Y. (see below). He is also applicant for new FM's in Poughkeepsie, N.Y., and Salisbury, Conn. **Buyer** is owned by Ronald E. Graiff and his wife, Winnifred. Graiff is vice president of engineering at LIN Broadcasting. **Buyer** is also applicant for new FM in Garden City, N.J. WPUT is daytimer on 1510 khz with 1 kw. WRVH is on 105.5 mhz with 1.8 kw and antenna 460 feet above average terrain. *Broker: The Mahlman Co.*

**KGMJ(FM) Eagle, Colo.** □ Sold by High Country Broadcasting Inc. to Resort Broadcasting Inc. for \$1.2 million, comprising \$350,000 cash and remainder note at 10% over five years. **Seller** is headed by Gloria D. Jones. It has no other broadcast interests. **Buyer** is equally owned by brothers, Harry and James Chabin, who also own KKIS(AM) Pittsburg and KINQ(FM) Walnut Creek, both California. KGMJ is on 101.5 mhz with 36.6 kw and antenna 2,210 feet above average terrain.

**WKIP(AM) Poughkeepsie, N.Y.** □ Sold by Seneca Broadcasting Corp. to WKIP Broadcasting Inc. for \$1.1 million cash including \$100,000 consultant fee. **Seller** is owned by Jerome Lipper, who has no other broadcast interests. **Buyer** is owned by Richard Novik, who is also selling WPUT(AM) Brewster and WRVH(FM) Patterson, both New York (see above). WKIP is on 1450 khz with 1 kw day and 250 w night.

**WFLB(AM) Fayetteville, N.C.** □ Sold by Our Three Sons L.P. to Ellek B. Seymour for \$959,000, comprising \$10,000 cash and assumption of notes. **Seller** is owned by general partners Manning M. Kimmel IV and David N. Aydelotte Sr. They have interest in WCBC(AM) Cumberland, Md., and WRHI(AM) Rock Hill, S.C. **Buyer** is also selling three AM-FM combinations (see above) and buying AM (see below). WFLB is on 1490 khz with 1 kw day and 250 w night. *Broker: Media Marketing Associates.*

**WAKS-AM-FM Fuquay Varina (Raleigh), N.C.** □ Sold by Wake County Broadcasting to Ellek Seymour for \$800,000, comprising \$160,000 cash and remainder note. **Seller** is owned by Joe Wilder, who also owns WBAW-AM-FM Barnwell, S.C. **Buyer** is also buying AM station and selling three AM-FM combinations (see above). WAKS is daytimer on 1460 khz with 5 kw. WAKS-FM is on 103.9 mhz with 2.1 kw and antenna 360 feet above average terrain. *Broker: Media Marketing Associates.*

**WTHP(FM) Thomasville, N.C.** □ Sold by Hi-Toms Broadcasting Inc. to Great American Media Inc. for \$940,000, comprising

\$50,000 cash and remainder notes and assumptions. **Seller** is principally owned by William C. Boyce who has no other broadcast interests. **Buyer** is owned by Donald W. Curtis (65%) and Thomas H. Campbell (35%). It recently purchased WDUR(AM)-WFXC(FM) Durham, N.C., and is also buying WIAM(AM)-WSEC(FM) Williamston, N.C. (see below). Curtis has interest in WPTF(AM)-WQDR(FM) Raleigh, WPTF-TV Durham and WEWO(AM)-WSTS-FM Laurinburg, all North Carolina. Campbell also has interest in WWOK(FM) Columbia, N.C. WTHP is on 98.3 mhz with 3 kw and antenna 250 feet above average terrain.

**WMBL(AM)-WMBJ-FM Morehead City, N.C.** □ Sold by Gregory Crampton to Radio Thomasville Inc. for \$750,000 cash, plus \$50,000 settlement agreement. **Seller** is trustee in bankruptcy for Bogue Broadcasting and has no other broadcast interests. **Buyer** is owned by Donald W. Curtis and Thomas H. Campbell who are also buying WTHP(FM) Thomasville, N.C. (see above) and WIAM(AM)-WSEC(FM) Williamston, N.C. (see below). Morehead City stations were originally purchased with high bid by Ellek Seymour, who was also trading in others stations last week (see above). He yielded to other bidder for \$50,000 settlement. WMBL is daytimer on 740 khz with 1 kw. WMBJ-FM is on 95.9 mhz with 3 kw and antenna 298 feet above average terrain.

**WIAM(AM)-WSEC(FM) Williamston, N.C.** □ Sold by Fargay Broadcasters Inc. to Caronet Broadcasting Inc. for \$700,000, comprising \$150,000 cash, \$350,000 note and

\$200,000 noncompete agreement. **Seller** is principally owned by William H. Farrior. It has no other broadcast interests. **Buyer** is principally owned by Donald W. Curtis and Thomas H. Campbell, who are also buying WMBL(AM)-WMBJ-FM Morehead City and WTHP(FM) Thomasville, both North Carolina. WIAM is daytimer on 900 khz with 1 kw. WSEC is on 103.7 mhz with 50 kw and antenna 400 feet above average terrain.

**KQBR(FM) Brainerd, Minn.** □ Sold by Midwest Radio Co. of Brainerd to Greater Minnesota Broadcasting Corp. for \$450,000, comprising \$90,000 cash and remainder assumption of liabilities. **Seller** is principally owned by James Lakoduk, who also owns KLXX(AM)-KBYZ(FM) Bismarck, N.D. **Buyer** is owned by Charles B. Persons, former owner of station. KQBR is on 1340 khz with 1 kw day and 250 w night.

===== CABLE =====  
**System serving Williamsburg, Ky.** □ Sold by King Mountain Cable Corp. to Communications Corp. of America for estimated \$1.5 million. **Seller** is equally owned by Robert McEvers, Bill Neighbert and Charles M. Tucker. It has no other cable interests. **Buyer** is Brentwood, Tenn.-based MSO with systems serving over 10,000 subscribers. It is headed by Vincent King, president. System passes 2,000 homes with 1,600 subscribers and 30 miles of plant. *Broker: John Barber & Co.*

*For other proposed station sales see ("For the Record") which begins on page 75.*

December 30, 1985

## The Findlay Publishing Company

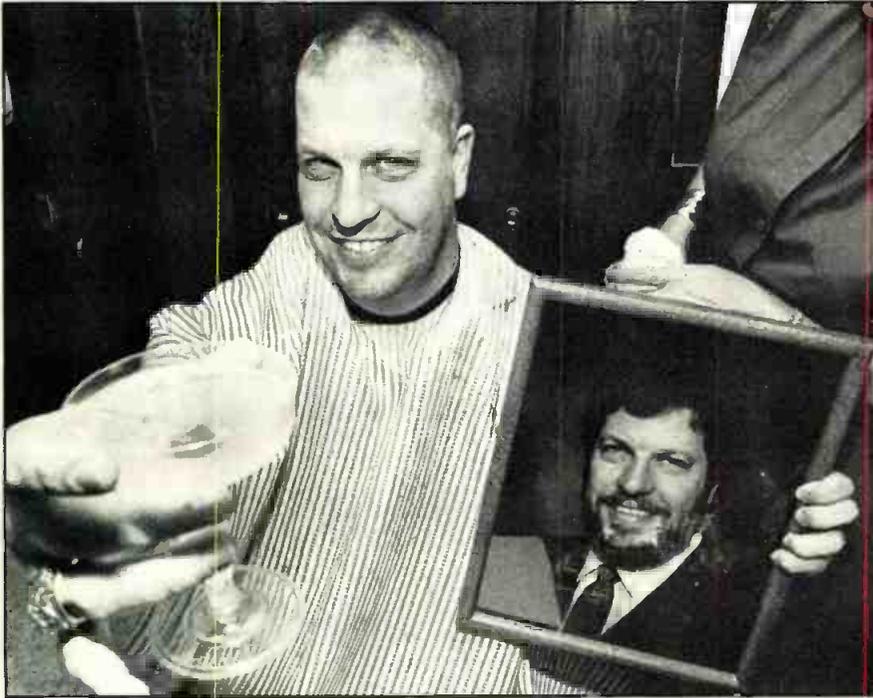
has completed the acquisition of the assets of radio station

**WMOH**  
Hamilton, Ohio  
from

**rakel Communications, Inc.**

*Todd Hepburn, VP of the undersigned, initiated this transaction and represented the seller in the negotiations*

**THE**  
**TED HEPBURN**  
**COMPANY** Cincinnati



**Ratings cut.** It's safe to say that country-formatted KLLI(AM)-KEND(FM) Lubbock, Tex., General Manager Buddy Howell (pictured above) lost his hair over the latest ratings. But in this case, it was because Howell made an agreement with his programming staff that he would shave his head if the combined 12-plus share of the two stations would hit 21.5 in the fall 1985 Arbitron report. The stations produced a combined overall share of 23.5 in Arbitron. Howell furthered vowed that if the combined total 12-plus share reading was the largest in Lubbock, which it was, he would also shave off his five-and-a-half-year-old beard. Howell made the bet with his staff after "fine-tuning" the country formats after a three-year ratings drop.

## Teleport audience gets update on separate systems

Some of the real-world difficulties that U.S. competitors of Intelsat are encountering in reaching necessary agreements with foreign partners were outlined last week by a National Telecommunications and Information Administration official, a former FCC commissioner and a congressional staffer. The obstacles that Intelsat (the International Telecommunications Satellite Organization) is said to be throwing up to block such agreements were mentioned. So was the natural reluctance of foreign PTT's (postal, telegraph and telephone systems) to cooperate. But difficult as those problems appear to be, the speakers suggested, they may be surmounted.

The speakers were members of a panel at the American Teleport Association's annual meeting last week in Washington, discussing the possible impact on teleports—a product of the new space age in telecommunications—of the changes appearing in the international telecommunications scene. And in sum, the speakers—Frank Urbany of the Commerce Department's NTIA, former FCC Commissioner Henry Rivera and Tom Cohen, minority staff counsel of the Senate Commerce Committee—indicated those changes are not an unmixed blessing for the emerging teleport business.

Urbany, for instance, noted the growing capacity of submarine fiber optic cable. The TAT 8 trans-Atlantic cable is to become operational in 1988, with a capacity of 40,000 telephone circuits, 10 times that of TAT 7. Then, too, he said, a cable with the capacity of TAT 8 will link the U.S. mainland and Japan by 1989, while the FCC has authorized two private companies to lay fiber optic cables across the Atlantic. Some of the capacity will be available to common carriers, but most of it will provide businesses with direct trans-Atlantic links. "Teleports shouldn't be happy" about those developments "but should take them into account," Urbany said.

And Cohen said Intelsat—whose satellites can be accessed from teleports—would lose in heavily traveled routes, such as the North Atlantic, the cost advantage he said it enjoys if the commission changes the rules that now require balanced loading of telecommunications traffic between satellites and undersea cable. And a commission staff study released two weeks ago has recommended abandoning that rule as part of a program of deregulating international telecommunications (BROADCASTING, Jan. 27). So teleports handling Intelsat Business Service, which links corporations' offices around the world, Cohen said, "may want other business to make up for IBS." He said Intelsat, under the balanced loading policy, does not have to compete for business on the heavy routes, and uses the revenues earned to subsidize service on thin routes.

On the other hand, Urbany said the emergence of separate satellite systems should be regarded as "good news" for the teleports.

Gerock H. Swanson

of Swanson Broadcasting, Inc. has contracted to transfer

**WBYU (FM), New Orleans, LA**

for

**\$7,000,000.<sup>00</sup>**

to

Thomas H. Stoner

of Stoner Broadcasting System, Inc.

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He also noted that Intelsat next year will upgrade its space segments with the series VI satellites, which will have a capacity of 40,000 voice circuits. All of which, Cohen said, would offer users a choice of services. The others speakers also mentioned the emergence of the private systems. But they all cited the difficulties those systems face in securing the foreign partners that U.S. policy requires them to have in order to seek technical and economic coordination of their plans with Intelsat.

Urbany said Intelsat management views the systems as "a threat to [the organization's] jugular—despite U.S. efforts to ease its concern." He said Intelsat "has lobbied extensively, and with deep pockets, within the U.S. and overseas" in an effort to block the U.S. separate systems from becoming operational. Rivera said the PTT's, which in most countries operate the telecommunications systems and would be sought by the U.S. systems as foreign correspondents, "are government owned, heavily unionized—and also contribute healthy profits to the government. So governments are trying to maintain the status quo." And Cohen said the PTT's "have their own agenda, something you'll have to learn."

Still, the panelists were not entirely bleak. Urbany said "winds of change are blowing" around the world regarding attitudes toward the regulation of telecommunications services. "Everyone is watching us," he said, adding that the deregulatory policy the U.S. is pursuing is having "a ripple effect." He noted that Japan has adopted legislation providing for competition, both domestically and internationally. The United Kingdom, he added, "is moving toward privatization" of telephone service. And the West German government will dispatch a commission to observe developments in the U.S. A telecommunications task force of the European Economic Community also plans to visit the U.S. for the same purpose.

Urbany and Rivera expressed the view that, "eventually," as Rivera put it, the PTT's would be obliged to open their markets to foreign competition. Rivera said multinational organizations are already "circumventing" barriers PTT's are seeking to erect, establishing main offices in countries less restrictive than others in their telecommunications policies. The Bank of America located its European headquarters in the United Kingdom rather than West Germany because of the former's more liberal policies regarding telecommunications. "If there can be a breakthrough in one country," Urbany said, "then others will have to consider whether they'll be disadvantaged" in adhering to an anticompetitive policy. And "if users in the U.S. have alternatives available to them, other countries will get in line." He suggested that is the reason members of the European community will visit the U.S. "They know they are in danger of lagging farther behind."

But, someone in the audience asked, will the private systems "go the way of DBS?"—an apparent reference to the fact direct broadcast satellite service has yet to become a reality, six years after the commission authorized it. Said Rivera: "It's anybody's guess." □

## Arledge relinquishes sports

**That division will now be run by Dennis Swanson; other CC/ABC changes include dividing O&O's into two groups headed by Lawrence Pollock and Ken Johnson**

The reorganization of top management at ABC appeared to be completed last week with further announcements concerning ABC Sports and the owned television stations of the new Capital Cities/ABC Inc.

ABC Sports will no longer be under the direct control of Roone Arledge who will turn over that responsibility to Dennis Swanson, who, since March, has been president of the ABC owned television stations. Before that Swanson was vice president and general manager of WLS-TV Chicago.

Arledge, as group president of ABC News and Sports, will be Swanson's immediate superior. The 54-year-old Arledge will also maintain his post as president of ABC News and will be executive producer of ABC's coverage of the 1988 winter Olympics.

The CC/ABC news release quoted Arledge saying that it was his decision to end his 17-year tenure as president of ABC Sports: "... this decision was a difficult one, and one which I have given a great deal of thought over the past year." When BROADCASTING asked Arledge two months ago whether he was prepared to give up either news or sports, he responded: "I really haven't thought about it, to tell you the truth... But right now there's been enough to keep me occupied with both" ("At Large,"



Arledge



Swanson



Pollock



Johnson

December 30, 1985

### Sudbrink Broadcasting

*has completed the sale of the assets of*

**WLAC-AM/FM**

**Nashville, TN**

*to a subsidiary of*

**Price Communications Corporation**

*The undersigned initiated this transaction and represented the seller in the negotiations*

**THE  
TED HEPBURN  
COMPANY** Cincinnati

**Public schooling.** Two \$11,000 fellowships for minority journalists in public broadcasting are available for 1986-87 within the Kiplinger Graduate Program in Public Affairs Reporting at Ohio State's school of journalism. Candidates for the fellowships must have a bachelor's degree and three years' experience in news and public affairs. Those selected will spend four quarters at OSU and receive an MA with a "specialty" in journalism. Funding for the scholarship comes from the Corporation for Public Broadcasting; all tuition and fees for the Fellows are waived by the university. Deadline for applications is April 1. Appointments will be made from among those from noncommercial television and radio "operations," and to "minority independent producers/reporters who have worked in public broadcasting or have a commitment to work in public broadcasting," the university said.

Dec. 2, 1985).

There was reported speculation that Cap Cities/ABC executive officers, including Chairman Tom Murphy and President Dan Burke, had some say in the decision, as they had in the other executive changes announced over the past several weeks. Specifically, reference was made to their desire to end reported losses at ABC Sports, which some inside the division put at more than \$40 million in 1985. Also *World News Tonight With Peter Jennings* was recently

overtaken in the ratings by *The NBC Nightly News* and is now in third place.

Although Swanson has spent most of his 27-year broadcasting career in journalism and station management, he will bring some sports acumen to his new post. Besides his oversight of sports at WLS-TV and his responsibilities as station manager at KABC-TV Los Angeles from 1981 to 1983, he had been a sportscaster for WMAQ-AM-TV-WKQX(FM) Chicago.

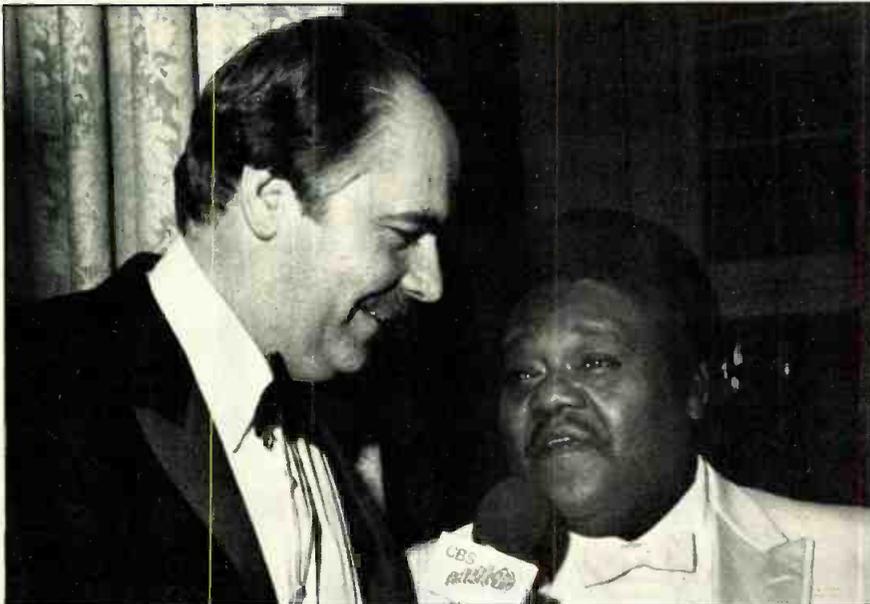
There are others besides Arledge whose responsibilities have involved both news and

sports, including Irwin Weiner, vice president, financial and talent affairs; Roger Goodman, creative director, and Ben Blank, creative director of graphics. Arledge was reported to have said last week: "How much overlap will continue will be worked out in the near future."

Previous speculation that the owned television stations of CC/ABC would be split into two regions proved to be correct as the company also announced last week that the O&O group would be equally divided into eastern and western divisions.

Appointed to head Owned Television Stations-East is Lawrence J. Pollock, formerly president and general manager of WPVI-TV Philadelphia. In addition to WPVI-TV, other stations in the eastern region are WLS-TV Chicago; WABC-TV New York, and WTVD-TV Raleigh-Durham, N.C. Pollock has been with Capital Cities for 22 years, 10 as vice president and general manager of WPVI-TV.

The western region will be headed by Kenneth M. Johnson, formerly president and general manager of KTRK-TV Houston. Other stations in that region are KABC-TV Los Angeles; KGO-TV San Francisco, and KFSN-TV Fresno, Calif. Johnson has been with Capital Cities for 24 years, 16 as vice president and general manager of KTRK-TV. □



**Walking to the Hall of Fame.** WCBS-FM New York personality Norm N. Nite (left) talks with singer Fats Domino, one of the 10 Rock & Roll Hall of Fame inductees, just prior to the two-hour WCBS-FM/CBS RadioRadio *Hall of Fame Radio Special* took to the air on Jan. 23 ("Riding Gain," Jan. 20). The show, which featured interviews with the presenters and inductees, originated live from the ceremony site at New York's Waldorf-Astoria hotel.

## Los Angeles to investigate cable operator

**Telecommunications department to examine charges of fraudulent practices by CommuniCom**

The Los Angeles Department of Telecommunications has launched a preliminary investigation into allegations against CommuniCom, the city's largest cable franchise holder, including charges that the company has engaged in fraudulent practices and forwarded misleading consumer complaint information to the city.

The allegations were brought before city officials by Randall Mitchell, a consumer service representative fired by CommuniCom in December. Department General Manager Susan Herman told the Board of Telecommunications Commissioners that her office has asked for documentation of Mitchell's charges. A CommuniCom spokesman said the company believes the allegations are without merit but declined further comment pending results of the probe. The CommuniCom franchise includes about 300,000 dwelling units in an area stretching from downtown to Venice Beach. It has been operating under protection of a federal bankruptcy court since early 1985.

In an unrelated development, the Los Angeles city council on Jan. 21 turned down a request by CommuniCom for a 225% monthly rate increase. The rate for a basic service converter would have jumped from \$2.10 to \$6.50 per month. Council members voting against the proposal argued that the increase was unjustified, in view of continuing consumer complaints against the firm

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and significantly lower rates charged by other Los Angeles franchise holders. CommuniCom maintains that its volume of consumer complaints has decreased steadily during recent months, but the Department of Telecommunications disputes that claim. The company has not indicated whether it will resubmit a modified rate increase request.

During a separate presentation before the Board of Telecommunications Commissioners, United Cable Television of Los Angeles President Bill Cullen predicted his company would begin serving subscribers within the East San Fernando Valley franchise area dur-

ing March, with 2,500 paying subscribers expected by the end of that month. Cullen attributed the most recent delay in system activation to unexpected problems in completing an investment partnership that will help fund the venture. He said that the "mez-zanine financing" agreement would be completed this week. United has already paid \$170,000 in penalties to the city for start-up delays and has been accruing fines of \$1,000 per day for failure to meet its most recent activation deadlines. An additional \$168,200 fine was to become due last Saturday (Feb. 1). The franchise, granted in 1984, encompasses about 160,000 homes.

Finally, Valley Cable Ltd., owner of the 160,000-home West San Fernando Valley franchise, has requested city approval for a transfer of ownership from Standard Broadcasting, its Canadian parent firm, to Hollinger Inc. The Board of Telecommunications Commissioners is scheduled to consider the request some time this month. Other Los Angeles cable ownership transfer requests pending before the city are Telesystems Co. (from Telesystems to Falcon Cable), Group W Cable (from Group W to Century Communications) and Jack Barry Cable (from Jack Barry to American Cable-systems Corp.). □

## For the Record

As compiled by BROADCASTING, Jan. 23 through Jan. 29, 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.

duk, who also owns KLXX(AM)-KBYZ(FM) Bismarck, N.D. Buyer is owned by Charles B. Persons, who has no other broadcast interests. Persons is former owner of station. Filed Jan. 17.

■ KOYN(AM) Billings, Mont. (910 khz; 1 kw-D)—Seeks assignment of license from R and R Broadcasting to Big Sky Communications Inc. for \$80,000. Seller is owned by William Palmer, who has no other broadcast interests. Buyer is group principally owned by Dale Owens. Owens was former owner of KSCR(AM) Renton, Wash. Filed Jan. 22.

■ WIOI(AM) New Boston, Ohio (1010 khz; 1 kw-D)—Seeks transfer of control of Shawnee Broadcasting Co. from Charles E. Smith, Frank C. Mynes and Tom Reeder (25% each) to Dee Mauk (25% before; 100% after) for \$60,000. Sellers have no other broadcast interests. Buyer is local insurance agent with no other broadcast interests. Filed Jan. 1.

■ WPUT(AM) Brewster and WRVH(FM) Patterson, N.Y. (AM: 1510 khz; 1 kw-D; FM: 105.5 mhz; 1.8 kw; HAAT: 460 ft.)—Seeks assignment of license from WRVH Broadcasting Co. to Tri-Valley Broadcasting Corp. for \$1.4 million. Seller is owned by Richard D. Novik, who is also app. for new FM's in Poughkeepsie, N.Y., and Salisbury, Conn. He is also purchasing WKIP(AM) Poughkeepsie, N.Y., (soon to be submitted), pending FCC approval. Buyer is owned by Ronald E. Graiff and his wife, Winnifred. Graiff is vice president of engineering for LIN Broadcasting Corp. It is also app. for new FM in Garden City, N.J. Filed Jan. 15.

■ WFLB(AM) Fayetteville, N.C. (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Our Three Sons L.P. to Ellek B. Seymour for \$959,000, comprising \$10,000 cash and assumption of notes. Seller is owned by general partners Manning M. Kimmel IV and David N. Aydelotte Sr. They have interest in WCBC(AM) Cumberland, Md., and

## Ownership Changes

### Applications

■ KKEN(AM) Kenai, Alaska (980 khz)—Seeks assignment of license from Kenai Broadcasting Co. to Kenai Broadcasting Co. for \$200,000 at 10.5% over five years. Seller, Dorothy Rogers, owns 50% of license and has no other broadcast interests. Buyer, John Lindauer, owns remaining 50% and will become sole owner of new company. He also owns KVAK(AM) Valdez, KLAM(AM) Cordova and KRXA(AM) Seward, all Alaska. Filed Jan. 22.

■ KPLM(FM) Palm Springs, Calif. (106.1 mhz; 50 kw; HAAT: 370 ft.)—Seeks assignment of license from RTC Broadcasting Corp. to R Group Broadcasting Corp. for \$1.8 million cash. Seller is owned by Rose Casalan and her husband, Nathaniel Montague, who have no other broadcast interests. Buyer is owned by Arthur L. Rivkin and his wife, Jeannie, who have no other broadcast interests. Filed Jan. 15.

■ WCKZ(AM) Austell, Ga. (1600 khz; 1 kw-D)—Seeks transfer of control of CP Communications Inc. from George and Ruth Purdy to Aubrey Smith for assumption of debts. Sellers have no other broadcast interests. Buyer is station's general manager and has no other broadcast interests. Filed Jan. 17.

■ WZRQ(FM) Columbia City, Ind. (formerly WKSJ[FM] 106.3 mhz; 1.8 kw; HAAT: 400 feet.)—Seeks assignment of license from IRP Inc. to Summit Broadcasting Inc. for \$750,000, comprising \$150,000 cash and \$600,000 note. Seller is owned by John R. Linn and Daniel F. Dudley. Linn and his wife, Barbara, have interest in WKAZ(AM)-WKLC-FM St. Albans, W. Va.; WABQ(AM) Cleveland, and are buying, subject to FCC approval, WRQN(FM) Bowling Green, Ohio. Buyer is owned by Myron Marmelstein (50%) and David Boomer (50%). Marmelstein has interest in Fort Wayne, Ind., cable system. Filed Jan. 14.

■ KQBR(FM) Brainerd, Minn. (1340 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Midwest Radio Co. of Brainerd to Greater Minnesota Broadcasting Corp. for \$450,000, comprising \$90,000 cash and remainder assumption of liabilities. Seller is principally owned by James Lako-

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WRHI(AM) Rock Hill, S.C. Buyer is individual with interest in five AM's and five FM's, who is buying eight more stations subject to FCC approval. Filed Jan. 15.

■ WMBL(AM)-WMBJ-FM Morehead City, N.C. (AM: 740 khz; 1 kw-D; FM: 95.9 mhz; 3 kw; HAAT: 298 ft.)—Seeks assignment of license from Gregory Crampton to Radio Thomasville Inc. for \$750,000 cash, plus \$50,000 settlement agreement. Seller is trustee in bankruptcy for Bogue Broadcasting, and has no other broadcast interests. Buyer is also buying WTHP(FM) Thomasville, N.C., and WIAM(AM)-WSEC(FM) Williamston, N.C. (see below). Station was originally purchased with high bid by Ellek Seymour, owner of Resorts Broadcasting. He agreed to allow Curtis to purchase station for settlement agreement. Filed Jan. 15.

■ WTHP(FM) Thomasville, N.C. (98.3 mhz; 3 kw; HAAT: 250 ft.)—Seeks assignment of license from Hi-Toms Broadcasting Inc. to Great American Media Inc. for \$940,000, comprising \$50,000 cash and remainder notes and assumptions. Seller is principally owned by William C. Boyce. It has no other broadcast interests. Buyer is owned by Donald W. Curtis (65%) and Thomas H. Campbell (35%). It recently purchased WDUR(AM)-WFXC(FM) Durham, N.C., and is buying WIAM(AM)-WSEC(FM) Williamston, N.C. Curtis has interest in WPTF(AM)-WQDR(FM) Raleigh, WPTF-TV Durham and WEWO(AM)-WSTS-FM Laurinburg, all North Carolina. Campbell also has interest in WWOK(FM) Columbia, N.C. Filed Jan. 15.

■ WIAM(AM)-WSEC(FM) Williamston, N.C. (AM: 900 khz; 1 kw-D; FM: 103.7 mhz; 50 kw; HAAT: 400 ft.)—Seeks assignment of license from Fargay Broadcasters Inc. to Caronet Broadcasting Inc. for \$700,000, comprising \$150,000 cash, \$350,000 note and \$200,000 noncompete agreement. Seller is owned by William H. Farrior. It has no other broadcast interests. Buyer is principally owned by Donald W. Curtis and Thomas H. Campbell (see above). Filed Jan. 13.

■ KLRZ(FM) Provo, Utah (94.9 mhz; 100 kw; HAAT: 4,580 ft.)—Seeks assignment of license from Equivox Inc. to Salty Broadcasting Corp. for \$1.6 million cash, including \$150,000 noncompete agreement. Seller is subsidiary of World Mark Corp., which is owned by Eric Rhoads. It also has interest in KEYY(AM) Provo, Utah, and KHAA(FM) Port Sulfer, La. Buyer is owned by Jerome Paul Maltz, president, who also has interest in KCKC(AM) San Bernar-

dino, KRCQ(AM) Indio and KZTR(FM) Camarillo, all California. Filed Jan. 14.

■ WHLF(AM)-WJLC-FM South Boston, Va. (AM: 1400 khz; 1 kw-D; 250 w-N; FM: 97.5 mhz; 29 kw; HAAT: 250 ft.)—Seeks assignment of license from Halifax Broadcasting Co. Inc. to Faver Broadcasting Income Fund Ltd. I for \$750,000, comprising \$225,000 cash and \$525,000 note at 10% over 20 years. Seller is owned by John L. Cole and family. It has no other broadcast interests. Buyer is owned equally by four general partners: William Orson Woodall, Ronald J. Verlander Jr., Stanley O. Sackin and Mark J. Dunaway. It is buying, subject to FCC approval, KYKZ(FM) Lake Charles, La.; WJPD-AM-FM Ishpeming, Mich., and WDVA(AM) Danville, Va. Woodall has interest in WGSW(AM) Greenwood, S.C. Group has interest in seven AM's and five FM's. Filed Jan. 13.

## New Stations

### Applications

■ \*Bakersfield, Calif.—Radio Bilingue seeks 90.1 mhz, 3 kw, HAAT: 128 ft. Address: 1044 Fulton Mall, Fresno, Calif. 93721. Applicant is nonprofit corporation headed by Francisco Hernandez, chairperson. It has no other broadcast interests. Filed Jan. 15.

■ Woodlake, Calif.—Robert A. Bennis seeks 104.1 mhz, 2.09 kw, HAAT: 1,683 ft. Address: 219 55th St., Virginia Beach, Va. 23451. Applicant is individual with interest in WFLI Lookout Mountain, Tenn.; CP for WFLI-TV Cleveland, Tenn.; WJTT(FM) Red Bank, Tenn.; WHYW-FM Braddock, Pa., where he is general manager; WMYK(FM) Elizabeth City, N.C., and WZAM(AM) Norfolk, Va. His father, William E. Bennis Jr.; mother, Barbara Brady Bennis; brothers, William E. Bennis III and Michael J. Bennis, and sister, Patricia Bennis Komorowski, have various interests in stations mentioned above. Filed Jan. 10.

■ Woodlake, Calif.—Connecticut Corridor seeks 104.1 mhz, 0.958 kw, HAAT: 2,797.8 ft. Address: 1707 9th St., New York, N.Y. 10021. Applicant is owned by N. Richard

Miller, president (19.440%); David S. Gottesman (11.509%); Allen L. Boorstein (6.065%); William Spier (5.754%); Leon R. Perkinson (5.288%), and 28 others with less than 5%. It has interest in app.'s for new FM's at Ellwood, Calif.; Reno, and San Clemente, Calif. Miller and his brother, Marshall C. Miller, have interest in app.'s for new TV's at Novato and Avalon, both California. Boorstein has interest in WXXA(TV) Albany, N.Y. Michael F. Hanson, 3.888% owner of applicant, has interest in WNCK(AM)-WNLK-FM Norwalk, Conn. Filed Jan. 13.

■ Lihue, Hawaii—Walter S. Tucker seeks 96.9 mhz, 100 kw, HAAT: 984 ft. Address: 5 Tara Mount, Jacksonville, Ariz. 72076. Applicant is individual with interest in KEZQ(FM) Jacksonville, Ark., and KBOX(AM) North Little Rock, Ark. He is general manager at both stations. Filed Jan. 13.

■ \*Lincoln, Neb.—Capital City Community Broadcasting Inc. seeks 88.5 mhz, 1.93 kw vert., 2 kw horiz.; HAAT: 384.7 ft. Address: 2731 Pear St., Lincoln, Neb. 68503. Applicant is nonprofit corporation headed by Arthur E. McWilliams Sr., executive director. It has no other broadcast interests. Filed Jan. 15.

■ Lyndon, Vt.—Vermont Broadcast Associates Inc. seeks 98.3 mhz, 0.19 kw, HAAT: 1,300 ft. Address: Box 1387, Lyndonville, Vt. 05851. Applicant is owned equally by Bruce A. James, president, and Richard H. Davis. Davis is operations director, sales manager and announcer at WYKR-(AM) Wells River, Vt. Filed Jan. 13.

■ Lyndon, Vt.—Peconic County Telephone Co. Inc. seeks 98.3 mhz, 0.062 kw, HAAT: 1,901.25 ft. Address: P.O. Box 2576, Montauk, N.Y. 11954-2576. Applicant is owned by Nanette Markunas, president (90%), and Joseph Albert (10%). It has also applied for new FM's at Fort Plain, N.Y., and Killington, Vt. Proposed facility would be collocated with WVTB(TV) St. Johnsbury, Vt. Filed Jan. 13.

■ \*Rutland, Vt.—Vermont Public Radio seeks 88.7 mhz, 1.5 kw vert., 0.632 kw horiz., HAAT: 1,328 ft. Address: 1079 Ethan Allen Ave., Winooski, Vt. 05404. Applicant is nonprofit corporation headed by Raymond Phillips, president. It has no other broadcast interests. Station will operate as satellite of WVPR Windsor, Vt. Filed Jan. 14.

■ \*Bellingham, Wash.—Northern Sound Public Radio seeks 91.3 mhz, 0.120 kw, HAAT: 334 ft. Address: 119 N. Commercial, Bellingham, Wash. 98225. Applicant is nonprofit corporation headed by Richard Baum, president. It has no other broadcast interests. Filed Jan. 15.

### TV's

■ Caldwell, Idaho—Safehouse Communications Inc. seeks ch.9; 100 kw vis., 1 kw aur.; HAAT: 371.2 ft.; average height above ground: 30 ft. Address: 1708 Broxon St., Boise, Idaho 83705. Applicant is owned by Carl Scott Bozman, who has no other broadcast interests. Filed Jan. 16.

■ \*Havre, Mont.—Northern Montana College seeks ch. 18; 1.204 kw vis.; HAAT: 54 ft.; average height above ground: 2,797. Address: Cowan Dr., Havre, Mont. 59501. Applicant is public educational institution headed by William C. Merwin, president. It has no other broadcast interests. Filed Jan. 15.

## Facilities Changes

### Applications

#### AM's

##### Tendered

■ KRKS (990 khz) Denver—Seeks CP to add night service with 390 w; instl DA-N, and make changes in ant. sys. App. Jan. 21.

■ KWAM (990 khz) Memphis—Seeks CP to increase night power to .45 kw and make changes in ant. sys. App. Jan. 27.

■ WVMR (1370 khz) Frost, W.Va.—Seeks CP to increase daytime power to 5 kw. App. Jan. 27.

##### Accepted

■ KSKO (870 khz) McGrath, Alaska—Seeks CP to increase power to 10 kw; change TL, and make changes in ant. sys. App. Jan. 23.

■ KTOR (1570 khz) Grover City, Calif.—Seeks MP to change TL and make changes in ant. sys. App. Jan. 27.

■ KPRM (870 khz) Park Rapids, Minn.—Seeks mod. of lic. to operate transmitter by remote control. App. Jan. 24.

■ WLRC (850 khz) Walnut, Miss.—Seeks MP to correct coordinates of TL and make changes in ant. sys. App. Jan. 27.

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■ WOSU (820 khz) Columbus, Ohio—Seeks MP to change TL. App. Jan. 27.

## FM's

### Tendered

■ \*KMRT (88.7 mhz) Wailuku, Hawaii—Seeks mod. of CP to change freq. to 90.7 mhz. App. Jan. 21.

### Accepted

■ KKJJ (104.3 mhz) Payson, Ariz.—Seeks CP to change TL; change freq. to 104.3 mhz. and change ERP to 100 kw. App. Jan. 27.

■ KCCT-FM (97.7 mhz) Yellville, Ark.—Seeks CP to change ERP to 3 kw. App. Jan. 23.

■ KFRY (101.9 mhz) Fresno, Calif.—Seeks CP to change ERP to 2.4 kw and change HAAT to 1,948.32 ft. App. Jan. 27.

■ KKGO (105.1 mhz) Los Angeles—Seeks mod. of CP to install new two-bay ant. App. Jan. 23.

■ KMXX (105.5 mhz) Sterling, Colo.—Seeks mod. of lic. to change TL and change HAAT to 300 ft. App. Jan. 27.

■ WWUS (104.7 mhz) Big Pine Key, Fla.—Seeks CP to change TL and change HAAT to 432.96 ft. App. Jan. 21.

■ WMXJ (102.7 mhz) Pompano, Fla.—Seeks CP to change TL; change HAAT to 1,006.96 ft., and install DA. App. Jan. 23.

■ \*WBQY (96.7 mhz) Baltimore—Seeks CP to change TL; change ERP to 0.0192 kw. and change HAAT to 169.9 ft. App. Jan. 24.

■ WTCM-FM (103.5 mhz) Traverse City, Mich.—Seeks CP to change TL; change ERP to 100 kw. and change HAAT to 989.9 ft. App. Jan. 27.

■ \*WSCD-FM (92.9 mhz) Duluth, Minn.—Seeks CP to change ERP to 100 kw. App. Jan. 27.

■ KLPW-FM (101.7 mhz) Union, Mo.—Seeks CP to change ERP to 1.32 kw and change HAAT to 489 ft. App. Jan. 23.

■ WZYC-FM (103.3 mhz) Newport, N.C.—Seeks CP to change TL and change HAAT to 953 ft. App. Jan. 21.

■ WHBC-FM (94.1 mhz) Canton, Ohio—Seeks CP to install aux. sys. App. Jan. 21.

■ KJYO (102.7 mhz) Oklahoma City—Seeks CP to change HAAT to 984 ft. and install DA. App. Jan. 23.

■ KSLE (105.5 mhz) Seminole, Okla.—Seeks mod. of CP to change ERP to 1.8 kw; change HAAT to 367 ft., and make changes in ant. sys. App. Jan. 23.

■ \*KSOR (90.1 mhz) Ashland, Ore.—Seeks mod. of CP to change HAAT to 2,658 ft. App. Jan. 23.

■ WMYU (102.1 mhz) Sevierville, Tenn.—Seeks CP to change TL; change ERP to 15.1 kw. and change HAAT to 1,978.5 ft. App. Jan. 23.

■ KLFO (93.5 mhz) Junction, Tex.—Seeks mod. of CP to change TL. App. Jan. 23.

■ KRVL (94.3 mhz) Kerrville, Tex.—Seeks CP to change TL; change ERP to 1,622 kw. and change HAAT to 424.76 ft. App. Jan. 23.

■ KIXS-FM (93.3 mhz) Killeen, Tex.—Seeks mod. of CP to replace ant. and change HAAT to 1,961.44 ft. App. Jan. 27.

■ KVMV (96.9 mhz) McAllen, Tex.—Seeks mod. of CP to change HAAT to 1,146.69 ft. App. Jan. 27.

■ KSOP-FM (104.3 mhz) Salt Lake City—Seeks CP to install aux. sys. App. Jan. 22.

■ KBER (106.3 mhz) Spanish Fort, Utah—Seeks mod. of CP to change ERP to 7.94 kw and change HAAT to 2,706 ft. App. Jan. 23.

■ WLSD-FM (93.5 mhz) Big Stone Gap, Va.—Seeks CP to change ERP to .15 kw; change HAAT to 1,419 ft., and increase ant. height to 408 ft. App. Jan. 23.

■ WYFI (99.7 mhz) Norfolk, Va.—Seeks CP to change TL and change HAAT to 455.92 ft. App. Jan. 23.

■ \*WVTF (89.1 mhz) Roanoke, Va.—Seeks CP to make changes in transmission sys. App. Jan. 27.

■ WAPL-FM (105.7 mhz) Appleton, Wis.—Seeks CP to change TL and change HAAT to 1,026 ft. App. Jan. 21.

■ WSEY (96.7 mhz) Sauk City, Wis.—Seeks CP to change TL; change ERP to .74 kw. and change HAAT to 665.5 ft. App. Jan. 23.

## TV's

### Accepted

■ \*KETS (ch. 2) Little Rock, Ark.—Seeks CP to replace ant. App. Jan. 22.

■ \*WDCO-TV (ch. 15) Cochran, Ga.—Seeks CP to change max. ERP to vis. 5,000 kw and change HAAT to 1,087.32 ft. App. Jan. 23.

■ \*WCES-TV (ch. 20) Wrens, Ga.—Seeks CP to change max. ERP to vis. 5,000 kw. App. Jan. 23.

■ KMSP-TV (ch. 9) Minneapolis—Seeks CP to modify existing ant. for non-DA operation. App. Jan. 23.

■ WKKU (ch. 32) Aguadilla, P.R.—Seeks MP to change ERP to vis. 9.3 kw. App. Jan. 27.

■ \*WQTO (ch. 26) Ponce, P.R.—Seeks MP to change ERP to vis. 434 kw; change HAAT to 990.56 ft.; replace ant., and change TL. App. Jan. 23.

■ KWKT (ch. 44) Waco, Tex.—Seeks MP to change HAAT to 1,812 ft. App. Jan. 21.

■ WVER (ch. 28) Rutland, Vt.—Seeks CP to change max. ERP vis. to 247 kw and change HAAT to 1,402 ft. App. Jan. 22.

■ WAOW-TV (ch. 9) Wausau, Wis.—Seeks CP to modify ant. to provide omni-directional operation. App. Jan. 23.

## Actions

### AM's

■ KMOA (1190 khz) Kensett, Ark.—Granted app. to change TL. Action Jan. 13.

■ KHYT (1330 khz) South Tucson, Ariz.—Granted app. to increase day power to 2 kw and change TL. Action Jan. 15.

■ WBRD (1420 khz) Bradenton, Fla.—Granted app. to change SL to Bradenton city line. Action Jan. 16.

■ WRHC (1550 khz) Coral Gables, Fla.—Returned app. to change freq. to 1560 khz; increase day power to 50 kw; increase night power to 4.4 kw. and change TL. Action Jan. 21.

■ WYFC (1520 khz) Ypsilanti, Mich.—Granted app. to add night service with 250 w; change day power to 500 w; install DA-2; change freq. to 990 khz. and make changes in ant. sys. Action Jan. 16.

■ WXIC (1380 khz) Waverly, Ohio—Granted app. to change freq. to 660 khz; change to non-DA; change TL, and

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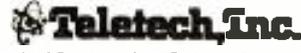
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make changes in ant. sys. Action Jan. 14.

- KXA (770 khz) Seattle—Granted app. to make changes in ant. sys. Action Jan. 14.
- WTDY (1480 khz) Madison, Wis.—Granted app. to change standard pattern augmentation. Action Jan. 13.
- WCUB (980 khz) Two Rivers, Wis.—Granted app. to replace aux. tower. Action Jan. 21.

## FM's

- WLPR (96.1 mhz) Mobile, Ala.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,000 ft. Action Jan. 16.
- KUBB (96.3 mhz) Mariposa, Calif.—Dismissed app. to change HAAT to 2,063.12 ft. and make changes in ant. sys. Action Jan. 13.
- \*WMNR (88.1 mhz) Monroe, Conn.—Granted app. to change ERP to 4.076 kw and change HAAT to 402 ft. Action Jan. 21.
- WIOF (104.1 mhz) Waterbury, Conn.—Granted app. to change ERP to 17.78 kw. Action Jan. 17.
- WHFL (104.9 mhz) Havana, Fla.—Granted app. to change ERP to 2.015 kw. Action Jan. 17.
- WXCX (95.3 mhz) Homosassa Springs, Fla.—Granted app. to change ERP to 2.8 kw and change HAAT to 339.15 ft. Action Jan. 21.
- KKIC-FM (101.9 mhz) Emmet, Idaho—Dismissed app. to change TL; change ERP to 57 kw, and change HAAT to 2,533.5 ft. Action Jan. 15.
- WKDQ (99.5 mhz) Henderson, Ky.—Dismissed app. to change ERP to 100 kw. Action Jan. 13.
- WKHG (104.9 mhz) Leitchfield, Ky.—Granted app. to change HAAT to 272 ft. Action Jan. 16.
- WRBS (95.1 mhz) Baltimore—Granted app. to change tower height to 511.68 ft. Action Jan. 17.
- KAGE (95.3 mhz) Winona, Minn.—Granted app. to change ERP to 1.35 and change HAAT to 496 ft. Action Jan. 16.
- WSJC-FM (107.5 mhz) Magee, Miss.—Granted app. to change TL and change HAAT to 984 ft. Action Jan. 16.
- KZNN (105.3 mhz) Rolla, Mo.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 631.07 ft., and make changes in ant. sys. Action Jan. 21.
- WQAL (104.1 mhz) Cleveland—Granted app. to change ERP to 11 kw. Action Jan. 16.
- KRKA (104.7 mhz) Alva, Okla.—Dismissed app. to change TL and change HAAT to 984 ft. Action Jan. 13.
- KRAV-FM (96.5 mhz) Tulsa, Okla.—Dismissed app. to change TL; change ERP to 96.2 kw, and change HAAT to 1,326.76 ft. Action Jan. 13.
- KJII (105.7 mhz) Bend, Ore.—Granted app. to change ERP to 35.48 kw; change HAAT to 592 ft., and change TL. Action Jan. 15.
- WHTX (96.1 mhz) Pittsburgh—Dismissed app. to install aux. sys. Action Jan. 13.
- \*WYFG (91.1 mhz) Gaffney, S.C.—Granted app. to replace ant. and change ERP to 61.76 kw. Action Jan. 21.
- WFXR (101.7 mhz) Ravenel, S.C.—Granted app. to change ERP to 1.32 kw and change HAAT to 482.16 ft. Action Jan. 16.
- KIPR-FM (95.5 mhz) Diboll, Tex.—Granted app. to change TL and change HAAT to 567.44 ft. Action Jan. 16.
- WSJY (107.3 mhz) Fort Atkinson, Wis.—Dismissed app. to change TL; change ERP to 28 kw; change HAAT to 647 ft., and make changes in ant. sys. Action Jan. 13.

## TV's

- WHBR (ch. 33) Pensacola, Fla.—Granted app. to move SL approx. six miles outside Loxley, Ala. Action Jan. 8.
- WBNA (ch. 21) Louisville—Granted app. to move SL to 3701 Fern Valley Road, outside Louisville city limits. Action Jan. 16.
- KOOG-TV (ch. 30) Ogden, Utah—Granted app. to change TL. Action Jan. 15.
- KTBW-TV (ch. 20) Tacorna, Wash.—Granted app. to move main SL outside community of lic. Action Jan. 16.

## In Contest

Review board made following decision:

Temple, Tex. (Progressive Communications Inc., et al) FM

proceeding. Scheduled oral argument for Feb. 14 on exceptions to initial decision of ALJ John M. Frysiaik granting app. of Marymac Broadcasting Co. for new FM station at Temple and denying competing app.'s of Progressive Communications and Bell County Broadcasting Co. Each party has 20 minutes for argument. Progressive and Bell may reserve part of their time for rebuttal. By letter. Jan. 16.

ALJ John M. Frysiaik made following decisions:

- Dodge City, Kan. (Cattle Country Broadcasting and Community Service Broadcasting Inc.) FM proceeding. Granted motion filed by Community Service to enlarge issues against Cattle Country to determine whether Cattle Country has violated Section 310(d) of rules by transcontrol of KMCS-FM, and, if so, effect thereof on its basic qualifications to be commission licensee. By MO&O, Jan. 17.

- Rock Hill, S.C. (Beverly Hills Hotel Corp., et al) TV proceeding. Granted motion for summary decision filed by Moore Broadcast Industries Inc. and resolved short-spacing issue in its favor. By MO&O, Jan. 17.

ALJ Byron E. Harrison made following decision:

- Katy, Tex. (Horizon Community Broadcasters Ltd., et al) TV proceeding. Granted motion for summary decision filed by Victory Media Inc. and resolve air hazard issue in its favor. By order, Jan. 21.

ALJ Walter C. Miller made following decisions:

- Anchorage (Fireweed Television and Native Alaska Broadcasting) TV proceeding. Granted joint request for settlement agreement and dismissed app. of Native Alaska with prejudice; granted app. of Fireweed Television for new station at Anchorage, and terminated proceeding. Jan. 21.

- Blanco, Tex. (Opal Chadwell, et al) TV proceeding. Granted motion for summary decision filed by Dorothy O. Schulze and Deborah Brigham and resolved short-spacing issue in their favor. By MO&O, Jan. 21.

- Dallas and McKinney, Tex. (Agape Broadcasting Foundation Inc., et al) FM proceeding. Granted motion filed by McKinney Educational Foundation and dismissed its app. with prejudice. By separate order, granted motion filed by Criswell Center for Biblical Studies to enlarge issues against Agape to determine: between August 1983 and April 1985, Agape falsified KNON logs, and if so, what effect such falsification has on its basic qualifications to be commission licensee; whether Agape has made misrepresentations to or has lacked candor with commission in response to FCC official notice of violation and official FCC correspondence; whether Agape has violated 47 CFR 73.506(a)(3),

73.211(a), and 73.1410(a)(f), and if so, nature and extent of such violations, and whether Agape can be depended upon to be responsible operator of a broadcast facility; Association of Community Organizations for Reform Now (ACORN) is real-party-in-interest to Agape's app., and, if so, whether Agape has misrepresented to, or lacked candor with, commission about ownership structure of applicant. By order. Jan. 21 and by MO&O, Jan. 23, respectively.

## Call Letters

### Applications

Call	Sought by
	<b>New TV</b>
*WFET	Florida Educational Television Inc., Fort Pierce, Fla.
	<b>Existing AM</b>
WLVF	WTHN George R. Corbett, Haines City, Fla.

### Grants

Call	Assigned to
	<b>New AM</b>
WAWB	Anne White, Hahira, Ga.
	<b>New FM's</b>
KHJM	Fakas, Fukumitsu & Bump, Kailua-Kona, Hawaii
KRBF	Radio Bonners Ferry Inc., Bonners Ferry, Idaho
WMHG	Mid America Audio-Video Inc., Kankakee, Ill.
KMDE	James E. George, Kimball, Neb.
KBBU	Brasher Broadcasting Co., Los Lunas, N.M.
KMAO	Minorities for Better Broadcasting Inc., Alva, Okla.
KPMB	Atkins Broadcasting, Plainview, Tex.
KGLB	Earshot Broadcasting Inc., San Angelo, Tex.
KCCW	Cole & Cole, Longbeach, Wash.

	<b>New TV</b>
WDGH	WMJA-TV Inc., Panama City, Fla.

	<b>Existing AM's</b>
WGGG	WKEA KEA Radio Inc., Scottsboro, Ala.
KRTH	KHJ RKO General Inc., Los Angeles
KHTX	KKMK Americom, Truckee, Calif.
WYHS	WTHB The Woodfin Group, Augusta, Ga.
WCOG	WBUG Pennington Communications of South Carolina, Ridgland, S.C.
KXET	KUKA Texas Lotus Corp., San Antonio, Tex.
KNKK	KFRZ First National Broadcasting Corp., Brigham City, Utah

	<b>Existing FM's</b>
KMLO	KA/O North County Communications, Fallbrook, Calif.
KRTH-FM	KRTH RKO General Inc., Los Angeles
WWUF	WASE Waycross Radio, Waycross, Ga.
KQHT	KHEZ KDEZ Inc., Crookston, Minn.
KISI	KDLB-FM Swanson Broadcasting Inc., Henryetta, Okla.
WKLH	WMGF Lakefront Communications Inc., Milwaukee

	<b>Existing TV</b>
WJKS	WJKS-TV Tampa Television Inc., Jacksonville, Fla.

Service	On Air	CP's	Total *
Commercial AM	4,805	170	4,975
Commercial FM	3,846	418	4,264
Educational FM	1,220	173	1,393
Total Radio	9,871	761	10,632
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	381	222	603
Educational VHF TV	113	3	116
Educational UHF TV	185	25	210
Total TV	1,220	273	1,493
VHF LPTV	230	74	304
UHF LPTV	134	136	270
Total LPTV	364	210	574
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	8	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

## RADIO

### HELP WANTED MANAGEMENT

**General manager:** Responsible for NPR station plus low-power FM and reading service at Western Illinois University. Supervises staff, acquires/develops programming, advises on budget and policy, assists in planning and fund raising, represents radio operations within the University and to the public. Reports to Broadcast Director. Requires experience in public radio programming and knowledge of regulations; Master's degree (Broadcasting preferred), with management/supervisory background and current/previous full-time public radio employment; strong supervisory recommendations. Salary highly competitive. Available A.S.A.P. To receive full consideration, applications should be received by February 28, 1986. Applications will be accepted, however, until position is filled. Send resume, transcripts, salary history with specific expectation, 2-3 supervisors' letters of recommendation to: Broadcast Director, Memorial 401, WIU, Macomb, IL 61455. WIU is an AA/EOE. Applications especially encouraged from minorities, women and handicapped.

**General manager:** Black gospel radio, Major eastern market. We have a magnificent opportunity to make as much as \$100,000 a year in salary and commissions for a person who is strong on local program and spot sales, as well as inside administration. Please direct your resume and references to Howard Warsaw, President, Universal Broadcasting Corporation, 40 Roselle Street, Mineola, N.Y. 11501. 516-741-1200. An equal opportunity employer.

**Program/operations director** at classical FM to program approximately 5 hours daily from record library and satellite offerings; maintain record company and program syndicator contacts. Direct full/parttime announcer staff for smooth operations. Announce daily afternoon shift. Must have excellent classical music knowledge and pronunciation skills and warm air presence. Knowledge of jazz helpful. Send nonreturnable tape, resume to: KKED FM, Box 416, Corpus Christi, TX 78403-0416.

**General manager:** sales oriented for Idaho AM-FM. The right person can quickly take this operation to the top...and make money! We're after a street pounding hustler who will get in the trenches, take the lead, and motivate people! Please reply to Box A-42.

**PD/OP man** AM drive for Coastal Carolina new AC FM. Write: Program Director, 218 N. Franklin St., Whiteville, NC 28472.

**Midwest leader seeks strong sales manager.** Promotion creates opening after record setting year. Outstanding compensation package if you can keep it going with training and leadership. EOE. Box A-47.

**NC medium market power FM** ready for dynamic management pro. Super growth market with all new studios and equipment. Strong credentials and experience a must. Excellent compensation package available. Resume to: Tom Joyner, President, Joyner Broadcasting Company, P.O. Box 1125, Cary, NC 27511.

**Sales manager** wanted for AM/FM combo in central Illinois. Leaders in the market of 70,000. Guarantee, commission, bonus. Management experience preferred but will consider others. Reply Box A-37.

**Sales manager.** Looking for your first sales managerial job? Growing Jersey Shore AM/FM seeks hungry, ambitious pro who can lead young sales staff. You must sell local accounts and agencies. We offer terrific growth potential to right person with proven sales track record. EOE. Reply Box Z-128.

**Sales manager wanted.** Tremendous career opportunity for experienced leader in fastest growing market in America. Get in on the ground floor of a growing new company with the market's only FM country station, located on Florida's sunny and beautiful Treasure Coast. Contact G.M. Doug Peralta at WWW. 305-562-5085. Resumes to Box 489, Vero Beach, FL 32961. Equal opportunity employer.

**Sales manager.** #1 rated midwest country station with sales staff of 6 in market of 200,000. Will consider first time sales manager. EEO-send resume and salary history to Box Z-100.

### HELP WANTED SALES

**National talk show** needs experienced spot salesman, Los Angeles. Liberal commission. Write Box 1220, Alta Loma, CA, 91701.

**Florida Gulf Coast** 300,000 metro. Radio street salesperson. Long established AM and FM radio facility has a unique proposition for you. Street sales only. Minimum of 3 years sales experience needed for tough competitive market, which only an experienced pro can handle. The rewards are much more than you would expect. Nothing ventured nothing gained. Resume in confidence to P.O. Box 278, Fort Myers, FL 33902. Equal opportunity employer.

**Young, aggressive group** seeks selling sales manager for small market regional station. Must be good sales trainer with very high standards. Advancement, ownership possible. EOE M/F. Reply to Box Z-108.

**Account executive:** Top rated Music of Your Life station in America has sales opening. Excellent opportunity. Send resume to Tom Schlosser, Station Manager, WKWK-AM, 88 Waddles Run Road, Wheeling WV 26003. EOE M/F.

**New England** suburban adult station seeks professional radio salesperson as sales manager. Hard worker who can close and motivate others. Send resume, compensation requirements. Box A-25.

**20% commission.** Guarantee. AM/FM, great numbers. 195,000 person metro, affluent Gulf Resort area. Experienced sales pro needed. Dan Carney, 601-863-3522. EOE.

**Sales position,** number one AM & FM, California. Central Coast. Minimum 3 years experience, with successful track record. The right person will help us set another record in 1986. EOE. Send resume: Tattersall Company, Inc., P.O. Box 220, Arroyo Grande, CA, 93420.

**Tremendous opportunity for self starting individual** to grow in the broadcast field. Harrisburg's most aggressive radio stations seeking full time account executive. Outside media sales experience required. Equal opportunity employer. Resumes only: Hudson Broadcasting, P.O. Box 3433, Harrisburg, PA 17105, Sandra Fenton.

**Sales/programming:** New Christian station, 50,000 W AM stereo in Washington, D.C. needs sales, announcers, program and various personnel. Mail resume to WBZE, 751 Rockville Pike, #4B, Rockville, MD 20852.

**South Florida FM** needs street fighter ready for major market. Familiarity with Hispanic market helpful. Think you're good? Sell me! EOE. Box A-36.

### HELP WANTED ANNOUNCERS

**Telephone talk.** Major market station wants personality with provocative, humorous, imaginative telephone finesse. Send resume. EOE Box X-96.

**Announcer.** Golden opportunity for full-time, mature, easy listening pro, at Cape Cod's most respected radio station. Experience with automation and high caliber commercial production necessary. Send tape and resume to Denis M. Dever, WQRC, 737 West Main Street, Hyannis, MA, 02601.

**East coast suburban FM A/C** station looking for morning and afternoon personalities that can communicate in a light hearted humorous way with their listeners. T&T Jocks don't reply. Resume and Salary requirements please. Broadcasting Box Z-106.

**CHR announcer** wanted for number 1 rated Ozark FM. Tape and Resume to Box 10 West Plains, MO 65775.

**Morning personality.** AC, good voice, production ability. T&R to George Stevens, WNTY, Box 459, Southington, CT. 06489. EOE. No calls.

**WIS Radio is accepting announcer applications** for its southern capital city operation. Must be creative, a strong communicator and personable. Excellent opportunity for experienced personality. Adult format. An equal opportunity employer. Send tape and resume to: WIS Radio, Attn: Assistant General Manager, PO Box 21567, Columbia, SC 29221.

**Top 20 AOR** looking for morning news personality. E.O.E. Resume to P.O. Box A-9.

### HELP WANTED TECHNICAL

**Entry level, radio maintenance engineer/technician.** Graduate of electronics technical school a must. Should have basic understanding of broadcast equipment, willing to be on call, and able to work as required. Position is full time and offers company benefits. Send resume to Harry Simons, Chief Engineer, WAEB AM/FM, P.O. Box 2727, Lehigh Valley, PA 18001. No phone calls please. E.O.E.

**Chief engineer** for mature New England combo. We're searching for that unique, hands-on, organized person with 5+ years as chief or assistant chief. Must be experienced and current in AM directional, audio processing, automation, equipment, and Commission rules/regs. Capability of working with staff and being an integral part of management team - no lone wolves! Stable facility/group/future. Salary mid-thirties. Send resume to Box Z-88. EOE.

**Northern Michigan stations** looking for capable chief engineer. Will compensate for proven track record. Call Andy at 616-775-1263 or write MacDonald Broadcasting, Box 520, Cadillac, MI 49601.

**RF maintenance engineer:** Minnesota Public Radio seeks RF Engineer. Minimum six years experience in broadcast RF. Own automobile and willing to travel. Send letter, salary history, and resume to: Personnel, Minnesota Public Radio, 45 East Eighth Street, St. Paul, MN 55101. AA/EOE.

### HELP WANTED NEWS

**Production/news.** Looking for contemporary voice. Must meet the public well. Some of all in this job. Experienced or will consider beginner with good voice & college. Apply Margaret. 409-244-4242.

**Newsperson:** One man news department for number one country outlet in Richmond, VA. Tape and resume to Mike Allen, Operations Manager, WTVR AM/FM 3314 Cutshaw Ave. Richmond, VA 23230. No calls. M/F EOE.

**Assistant news director** for 50 kw public radio station at major university 65 miles west of Chicago, serving Rockford market. UPI national winner with strong news commitment. Anchors news magazine 5-8 a.m., produces in-depth reports/features. Requires B.A. or equivalent, demonstrated journalism, announcing and production skills. Salary \$14,784, excellent benefits. Resume, references, audition tape must be post-marked by February 17, 1986. Contact Michael Lazar, General Manager, WNIU-FM, Northern Illinois University, DeKalb, IL 60115.

### HELP WANTED PROGRAMMING PRODUCTION & OTHERS

**Promotion/ad director** wanted for aggressive promotional minded AC in San Antonio. Must have proven track record as promotion director and also be able to take charge of ambitious in-house advertising program. EOE. Send resume to: Jack Collins, KSMG-FM, 8930 Four Winds Dr., Suite 500, San Antonio, TX 78239.

**Radio program operations manager.** Supervises all on-air functions. Must have knowledge of FCC rules and regulations and in-depth knowledge of public radio programming. Should be able to work with educational staff. Salary to mid 20's. Applicants should send a letter of application and a resume to: Frances Tywniak, 2550 - 25th Avenue, San Francisco 94116 by February 14, 1986.

**Adult Contemporary FM** need AM drive and PD in North Carolina. Box A-46.

**WWKB a Price Communications Corp. station**, formerly WKBW, Buffalo has an immediate opening for a program director. The right person will work well with people, have a proven, broad background including news, talk, sports, music and promotion. Applicants should be creative, aggressive, have major market experience and be able to apply a working knowledge of demographics. Compensation includes salary and a bonus based on results plus excellent benefits. Please send letter and resume to the General Manager: Peter McCoy, WWKB, 695 Delaware Avenue, Buffalo, NY, 14209. An EOE.

#### HELP WANTED ACCOUNTING

**Accountant:** Corporate headquartered broadcasting corporation seeks degreed accountant with minimum two years broadcast experience - computer based system. Responsibilities include: G/L, A/P and P/R Analysis, and preparation of various reports. Excellent working environment and benefits. Competitive salary. Send resume and salary requirements to: P.O. Box 725108, Atlanta GA 30339. Equal opportunity employer.

#### SITUATIONS WANTED MANAGEMENT

**News-sports-management-sales.** Began broadcasting in 1972, BS Broadcasting. Seeking position with advancement potential. Trained with the best sports announcer in America. My news departments focus on "live", creative, NOW news. Dan 1-800-251-9042.

**Program director** radio professional with 16 years major and medium market. Result oriented. Aggressive. Seeks new challenge. Box Z-73.

**15 year professional**, station/sales manager, sales & programming. Looking for new challenges in management in small or medium market. Western states preferred. Box Z-94.

**Station manager** of medium market AM/FM combo seeks GM position in small/medium Mid-Atlantic market. Hard working pro with 11 years' experience in all phases of broadcasting. Promotional genius, outstanding motivator, strong supervisory experience. More importantly, bottom line conscious. Call 316-688-0940.

**Promotions director with 9 yrs. experience** in contests, special events and sweepstakes. Highly creative. Seeking challenging position in major market. Dave Mann, 213-397-6415.

**Media market pro** with 20 years management experience looking for stable operation. Strong on administration, programming, promotion and sales. Unhappy at current property. Write Box Z-116.

**Gen Mgr.** Hands on leader sales, promotions, program. Available interviews west coast. 916-483-9481.

**Strengths in programming/sales/turnaround situations.** Management team - husband/wife - medium to small markets - equity interest?. Box Z-122.

**Experienced general/sales manager.** Start-up, turnaround specialist. Small/medium markets. Mid-Atlantic, Midwest. Box A-1.

**Somewhere in Midsouth an AM/FM** or small group needs to build a winning team. Got the people but no team, I may be your man. Box A-2.

**I will run**—your station the way you would, if you had the time. 20 year G.M. with impeccable success record. Small/large markets. Box A-8.

**Promotion specialist.** Major market experience. Client tie-ins to charity benefits. Conception to execution. Portfolio with excellent references. R.K. Wilson, 303-781-1991.

**Equity position wanted** for radio sales professional with 21 years in unrelated field as business owner. Only growing group owners please, in PA., NJ., DE., MD. area. Reply to Lanny Finfer, 215-322-2237, 1330 Lily Way, Southampton, PA 18966.

**Currently GM from Top 100 market** seeking new FM involvement. No nonsense leader interested in maximizing sales and ratings. Equally strong sales, sales training, programming, and bottom line. Serious winning tradition. Increased sales 40% while lowering expenses 25%. 100% relocatable. All inquiries answered promptly. Box A-14.

**GSM in top northeast market** seeking GM position for underachieving Southern facility that needs turnaround. Box A-19.

**Experienced salesman, sales manager, general manager.** eager to run your station or stations. May we talk? Jerome Orr, Box 502, Slaton, TX 79364. Phone 806-828-3167.

**Small market general manager** with 27 years experience at the same station under three different owners, would like to relocate after March 1st. 8 years as GM, 15 years sales, 8 years as program director, 27 years on air: morning drive - 20 years. Write for impeccable references. Box A-32.

**Radio veteran** with 13 years of successful management experience seeks new challenge. Currently employed in Top 100 market. Sales, promotion, people and bottom-line oriented. Excellent references. Professional administrator and respected leader. Box A-30.

**Employed, experienced general manager** seeks new career opportunity, not just a job. Over 20 years experience, all phases. Good leader, strong sales, good track record as successful manager. Box A-31.

**10-year GM/SM**, with a record of taking medium market class a FM from a value of \$250,000 to \$2,115,000. Will do same for you. 414-739-2672.

**Airstaff management and training**, concert production and promotion, live music broadcasting and recording, program syndication, album production, grant writing, music programming, layout and design -- 20 year veteran ready to be programming and special events manager at public station valuing jazz programming, innovation, dynamic community involvement, prestigious local and national profile. Available late summer or fall. Box A-43.

**Step up - to success.** 20 year GM sells, programs, promotes, makes money. Box A-38.

**Media market pro** with 20 years management experience looking for stable operation. Strong on administration, programming, a promotion and sales. Unhappy at current property. Write Box Z-116.

**Gen. mgr.** Hands on leader sales, promotions, program. Available interviews West Coast 916-483-9481.

**Strengths in programming/sales/turnaround situations.** Management Team - Husband/wife. Medium to small markets. Equity interest? Box Z-122.

#### SITUATIONS WANTED ANNOUNCERS

**Employed veteran.** Experienced A/C, urban CHR & jazz programming. Seeking announcing. Possible middle management. Dollars commensurate with ability. Box Z-71.

**Experienced female** seeks talk radio, available immediately. Box A-3.

**12½ years in radio.** Country, adult contemporary, CHR. All shifts. Dependable. Available immediately. Mike, 904-255-6950.

**Many years experience.** College graduate, speech background, dependable, intelligent non-smoker seeking permanent position. Bill, 804-253-5889.

#### SITUATIONS WANTED TECHNICAL

**AM-FM chief engineer.** Experienced in maintenance and construction from low to high power. Box Z-82.

**Past 10 years, chief engineer** major market, major chain, vast experience in audio quality, satellites, digital and S.C.P.C., Remotes from Super Bowls to client cut-ins, want a position where mutual respect and cooperation will mean #1. Hard work & long hours not a problem. Box A-29.

**Engineer 16 years experience** AM-FM automation stereo construction. Cable TV production seeking long term stable employment. Write Box A-48.

#### SITUATIONS WANTED NEWS

**Veteran news director**, with business sense, still believes broadcasting is fun. Understands programming and journalism. Enjoys molding beginners. Interested in all-news, news-talk ND, PD, OM positions, top 75 markets. 901-578-1160, days, 901-794-4695, evenings, weekends.

**Why chase congresspersons by phone** when I have them at my immediate disposal? Hire me as your Washington freelance radio news reporter and get better-than-phone-quality actualities, lively wraps and up-to-the minute localized coverage of the nation's capitol. Don't let hometown impact of a big national story move down the dial or appear in the papers. Call Aaron at 202-225-7134 for concise Capitol Hill news.

**Radio reporter** with 7 years experience looking for a good news operation. Call Greg, 717-828-7187.

**Play-by-play sports announcer.** Ohio U. grad with 3 years professional experience currently TV sports reporter for major network affiliate in medium size market misses 1st love: Play-by-play reporting. Equally adept in all major sports. Exciting up-beat delivery with true in-depth sports knowledge. Attractive, well groomed appearance. Pleasant personality. Video and audio tapes available. Write Box A-33.

#### SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

**Audio production.** 12 yrs. with CBS radio am/fm. Experience in: recording, editing, dubbing and final assembly of broadcast programs. Will re-locate. Salary open. Contact: L.G. Guilford, Box 919, South Orange, NJ 07079, 201-675-4933.

**Experienced, energetic PD available.** Thirteen year winning record at Columbus, Indiana's leading station. If you want a loyal, hard working PD or operations manager contact Mike King 3644 Greenbriar Drive, Columbus, IN 47203, 812-376-8350.

**Program director**, eight years experience, CHR/AC format, can also do creative morning show, will relocate anywhere, 803-537-2826

**7th to 1st Birch in 8 months.** Now no sales, no visibility. AC/Country Programmer looking for new challenges. Small/medium markets. Western states preferred. Box A-45.

#### MISCELLANEOUS

**Radio Journalists and announcers** find out about news jobs daily on Medialine. Call us at 312-855-6779 to learn how you can find a new job fast.

**Graduating soon?** Need an honest and thorough critique of your tape and resume? I'm News Director for an adult contemporary AM and a rock FM station, with 13 years in the business. As former President of Connecticut AP Broadcasters, I know what my colleagues want. For \$50, I'll send you a full report on yourself, answer your follow-up questions, and tell you where you should be looking. Send a check or money order to Mike Allen, c/o News Clues, 13½ Washington Avenue, Danbury, Connecticut, 06810. Reports guaranteed to you in 20 days.

## TELEVISION

#### HELP WANTED MANAGEMENT

**General manager:** Strong sunbelt network affiliate. Approximate 110th market. Must presently be employed as General Manager. Excellent opportunity. Send resume and state present salary. All replies confidential. Box Z-33.

**General manager** for TeleScene, Inc., a growing full service film and video production house in Salt Lake City currently expanding facilities and staff. Need aggressive experienced GM to lead the organization. Experience in managing a high quality video post-production facility desired. Excellent compensation package for qualified candidate. Send resume to Ray Millius, PO Box 30901, Salt Lake City, UT 84130. EOE.

**Public affairs broadcast specialist.** The National Wildlife Federation, the nation's largest conservation organization, is seeking a Director of Radio-TV. Qualifications include indepth knowledge of radio and television production, excellent copywriting skills, knowledge of public relations techniques and hands-on skills with audio, video and film. Bachelor's degree and five years experience in broadcasting and public relations required. Masters degree, knowledge of environmental issues and national broadcast media contacts highly desirable. Send letter of application, samples (no originals please) and salary requirements to: National Wildlife Federation, Attn: Personnel Administrator, Department PE-9, 1412 16th Street, NW, Washington, DC 20036, EOE M/F. No phone calls please.

**Asst. controller for TV broadcast group.** Experience in budgeting, financial statement preparation, audits, 25% -30% travel. Degree required. Send resume, salary history and salary requirement to James C. McCreary, 6th floor, 7 W. 51st Street, New York, NY 10019. An EEO Employer.

**Now V.P. Impact TV.** Seek S.E. U.S.A. TV/radio/cable group, creative street sales trained pro. 30 yrs. impressive management, team hands on attitude, excellent record & references, dedicated, people, profit oriented. B.S. degree Rick, Randy 703-893-3151.

**Sales manager** - We are looking for a sales manager to immediately become general manager if qualified. Strong sunbelt network affiliate. Approximate 100th market. Must presently be employed as sales manager. Excellent opportunity. Send resume and state present salary. All replies confidential. Box A-13.

**General sales manager.** Aggressive network affiliate in growing southern market. Applicants should have local and national experience. Send resume to Lee Brantley, VP, GM, WAFF-TV, PO Box 2116, Huntsville, AL 35804.

**Business manager:** leading Southeast affiliate seeks take charge, hands on individual, experienced in all phases of television broadcast accounting and automated systems. Candidate should possess strong supervisory and communications skills. Accounting degree preferred. Send resume, complete with salary history in confidence to Box A-11.

**General manager.** Small market CBS affiliate needs general manager. Minimum five years experience as GM, sales background preferred. start-up experience required. Possible expansion into corporate management position for four station group. Excellent pay and benefits. E.O.E. Send resume and salary history to Clara McLaughlin, East Texas Television Network, Box 5151, Longview, TX 75608.

**On-air manager.** WETA TV is seeking experienced top-notch manager to handle all on-air promotions and other related on-air activities for station. Two yrs. exper. in broadcast promotion and/or TV traffic, production and/or programing. Highly organized and ability to work under pressure a must. Familiarity with PBS programs and system helpful. \$18,010-21,963. EOE. WETA TV/FM, PO Box 2626, 86 PRG 2 (1), Washington, DC 20013, 703-820-6025.

**General manager sought** for NBC affiliate WPTF-TV in rapidly growing 38th market, Durham-Raleigh, North Carolina. Applicants should have proven track record in management of sales, programing, operations, promotion, and news/local programing in the television industry. Send resume and references to: Robert B. Butler, Executive Vice President, Durham Life Broadcasting, P.O. Box 1511, Raleigh North Carolina 27602. EOE. All replies confidential.

**Promotion mgr., KIDY** seeks talented person experienced in all phases of broadcast promotion including on-air, print, radio and community involvement. Must have strong writing skills. Send T&R to Bill Carter, 406 S. Irving, San Angelo, TX 76903. 915-658-2666.

#### HELP WANTED SALES

**Sales manager:** Sunbelt ABC affiliate is seeking a person strong in local sales and management. If you're a creative, aggressive leader and trainer with strong independent experience, send your resume with salary requirement to Box Z-77.

**Television salesperson.** WTNH-TV has a unique opportunity for the right salesperson to move into a top 25 market. We're adding to our six person staff. The candidate must have a record of excellence, and a demonstrated ability to write presentations that sell. Only if you are highly motivated to succeed should you apply to Bruce Lawrence, Local Sales Manager, WTNH-TV, New Haven, CT 203-784-8888.

**Sales manager.** NBC affiliate in Southeast looking for a strong, aggressive sales manager for our growth oriented, fast growing television operation. Send resume and salary history to Box Z-113.

**National sales manager,** WVTV-TV, Milwaukee, WI, A Gaylord Broadcast station, is looking for an experienced REP or NSM with a proven major market track record. Please send resume to GSM, WVTV-TV P.O. Box 1818, Milwaukee, WI 53201.

**Regional account executive.** Midwest NBC affiliate seeks individual to service major list. Must be experienced with major market agencies. Applicants must possess thorough knowledge of ARB and NSI rating services and ability to make detailed agency presentations. Only experienced candidates considered. Send complete resume and salary requirements to Gary Sotir, Local/Regional Sales Manager, KSNT-TV, Box 2700, Topeka, KS 66601. EOE.

#### HELP WANTED TECHNICAL

**ENG maintenance technician.** Immediate opening for experienced broadcast TV ENG maintenance technician. Primary responsibility for live pickup van. Minimum 2 years experience in component level repair of TV broadcast equipment. Military or technical electronics school or equivalent. Excellent salary and benefits. McGraw-Hill Broadcasting Co. Contact Norman Hall, KERO-TV, P.O. Box 2367, Bakersfield, CA 93303. 805-327-1441/EOE.

**Maintenance engineers:** Due to corporate takeover and expansion, Midwest Independent UHF is seeking qualified studio and transmitter engineers. Must have minimum three years experience and a FCC License. Send resume and salary requirement in confidence to Box Z-107.

**Maintenance engineer:** San Jose, CA ABC net affiliate has a current opening. Applicants must possess a strong broadcast maintenance background, be experienced working with the latest digital equipment. Opportunity to work and live in one of California's finest areas. Excellent salary with paid medical, dental, retirement, plus. Send Resume to Dick Swank C.E., KNTV, 645 Park Avenue, San Jose, CA 95110, 408-286-1111. KNTV is an E.O.E.

**TV maintenance technician.** Experience with Sony ¾", VCR's and Ikegami cameras required. Experience with microwave, RF, 1", 2" and TCR equipment as well as a strong digital background and general FCC license preferred. Contact Marty Peshka, Maintenance Supervisor, WTNH, New Haven, CT 203-784-8888. An equal opportunity employer.

**Master control supervisor** for public television station located in the beautiful Shenandoah Valley. Technically oriented position involves scheduling, 1" editing, remotes and system trouble shooting. A minimum of 3 years experience and Associate degree in electronics desired. Send resume to Dave Burgess, WVPT, Port Republic Road, Harrisonburg, VA 22801. Equal opportunity employer.

**Television maintenance engineer.** One of the nation's leading television production centers seeks qualified maintenance engineer with strong electronics background. Thorough knowledge of television camera, VTR, switching, audio, digital effects, computer editing and terminal systems. Secure future with tremendous growth potential for right candidate. Send resume to: Scene Three, Inc. 1813 8th Avenue South, Nashville, TN 37203. Attn: Mike Arnold, Chief Engineer.

**Leading east coast TV production house** is looking for a maintenance engineer with 3-5 years experience. Solid background in digital electronics a must. Aggressive compensation and benefits package. If you feel you're qualified, give us a call today. Phone 215-568-4134. ask for Clint Tinsley, Director of Engineering.

**New station** under construction by Christian broadcaster. Seeking experienced "hands-on" engineering supervisor for career position. Studio/control upgrade in process; transmitter delivery date late Spring. Resume/salary requirements to Don Thomson, KLXV-TV, Box 66, Los Gatos, CA 95031. No phone calls, please.

**Television studio engineer.** Experienced in all studio maintenance. Strong on circuit tracing and trouble shooting to the component. 3 years experience general FCC license. Contact Dale Byre, Chief Engineer, KIMT-TV-3, 112 N. Pennsylvania Ave, Mason City, IA 50401, 1-515-423-2540.

**Expanding Atlanta production company** needs engineer/computer editor to work with clients in interformat facility. We need a creative technician with good people skills. Salary commensurate with experience. Resumes to Box A-4.

**Chief engineer:** Chattanooga, TN, UHF Independent. Hands on individual with strong technical skills required in transmitter, microwave, and studio. Mail resume to general manager, WDSI-TV, 2401 East Main Street, Chattanooga, TN 37404. E.O.E.

**The sunny South** awaits a motivated and energetic chief engineer with UHF and studio maintenance experience. This major group is an equal opportunity employer. 1-615-894-4980.

**Engineering supervisor:** Medium market PBS affiliate located in state capital region has two positions requiring technical staff and project supervision. Requirements include: Associate's degree in Electrical Technology or equivalent formal training; minimum six years' experience in TV broadcast, CATV, or other similar technical operations; three years' experience in electronic repair, troubleshooting, and circuit design; prior supervisory experience, including staff training and project management; FCC General Class license or SBE certification. Send resume with letter of intent: Manager of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE.

**Maintenance engineer.** Minimum 3 years experience with studio equipment and 1" tape. ENG related maintenance desirable. Send resume to: Myron Oliner, Chief Engineer, KUSA-TV, 1089 Bannock St., Denver, Colorado 80204. We are an equal opportunity employer.

**Space shuttle television.** Broadcast qualified television technicians needed for the Space Shuttle Program. Formal electronics training with experience in television related systems. FCC license desirable and essential for advancement. Starting salary \$20,000.00. Send resume to: Taft Broadcasting Corporation, 1022 Hercules Avenue, Houston, TX 77058. 713-488-1621. An equal opportunity employer. MF/H.

**Expanding production facility in Tampa, Florida** with multi-format edit suites has a need for a quality-oriented chief engineer with good design and maintenance skills. Competitive salary with excellent benefits. Contact Larry R. Hart, General Manager, Florida Production Center, 4010 N. Nebraska Avenue, Tampa, FL, 33603. 813-237-1200 or 1-800-237-4490 outside Florida.

**Technical director/editor.** Middle Atlantic major market television station/production house seeks TD. Experience must include CMX or ISC, editing, Chyron IV, DVE, 1" set up, 3/4" editing; live audio, and studio camera a plus. FCC license required. Resumes to Box A-53.

**Maintenance person** wanted by Eastcoast major market television station. Minimum 5 years' experience required with TCR100s and 1". Must be willing to work nights. Send resumes to Box A-54.

#### HELP WANTED NEWS

**TV news anchor.** Network affiliate. Write, produce, gather and deliver local news on programs at six and eleven p.m. Journalism degree or equivalent and 3 years experience on-air. Resumes only to News Director, WROC, 201 Humbolt St., Rochester, NY 14610. EOE.

**Meteorologist.** Number one station is seeking a dynamic meteorologist. Candidate must know weather and people. We have the latest state-of-the-art equipment. If you are currently looking for a new challenge and a chance to learn and grow with our meteorology staff, then send videotape and resume to A.R. Sandubrae, KWTU, P.O. Box 14159, Oklahoma City, OK 73113. On-air experience is a must. No phone calls please. EOE/M-F.

**Two assignment editors** needed for top-5 market TV station. Overnight position needs bright person to make rounds, assign crew, write stories for morning newscasts and assist in show production. Weekend position will handle crews and reporters on the weekend and write for weekday newscasts. Resume and writing samples to Box Z-114. E.O.E.

**Reporter** Cover state capital and local news. Some anchoring, unique Alaskan lifestyle. Tape and resume: News Director, KJUD, 1107 W. 8th, Juneau, AK 99801.

**Four station regional network group** is looking for an experienced news director. Seeking mature individual with good management skills and ability to hire and motivate. Excellent opportunity for the right person. Send resume and salary requirements to Vic Miller, Box 2557, Billings, MT 59103. EOE.

**Co-anchor.** Strong on writing, editing and working with people-oriented news content to compliment our female anchor. Experienced applicants send tape and resume to news director, WDHO-TV, 300 South Byrne Road, Toledo, OH 43615. No phone calls. EOE.

**Weatherperson/meteorologist.** Must be a very strong communicator as well as technically knowledgeable. A degree in Meteorology a plus. We are #1 in our market, aggressive and caring. Send tape and resume to Jim Holland, News Director, WTVH TV, 980 James Street, Syracuse, NY 13203. No phone calls please. We are an equal opportunity employer.

**Anchor/producer/reporter.** Midwest mid 50's market looking for anchor/producer/reporter for 11:00 pm evening news. Small news department. Lots of work. CBS affiliate. Send resume and salary requirements to Box A-18. EOE.

**Meteorologist.** Aggressive medium market affiliate is seeking main meteorologist for weekday casts. Applicants should be credible, creative, and want to win. Station is well equipped for weather. Send resume to Box A-15. EOE.

**News director** for small market Southeastern network affiliate. Successful station, bright staff, high professional standards. This is a hands-on operation waiting for the right person to manage production and content of the news. Resume to Box A-12. EOE.

**News director:** Aggressive Midwest NBC affiliate has an opening for news director. Qualified applicant will have a strong news background, along with people and management skills. Duties include news director responsibilities, noon news anchor and some reporting duties. Send resume and tape to Wayne Sanders, KMOT-TV, PO Box 1120, Minot, ND 58702. E.O.E.

**Anchor/reporter** We are looking for someone with strong anchor skills, and demonstrated abilities as field reporter. At least one year experience required. Position involves co-anchoring early news, solo anchoring late news. Tape and resume to Gary Wheelock, news director, WVNY-TV, P.O. Box 22, Burlington, VT 05401. EOE.

**News director.** Small market CBS affiliate seeks news director. Minimum two years experience as ND preferred. Strong management skills and solid journalism credentials required. Excellent pay and benefits. E.O.E. Send resume and salary history to Terry Dugas, Director of Broadcast Operations, KLMG-TV, Box 5151, Longview, TX 75608.

**Producer/reporter.** Needed for weekly TV news magazine program. Excellent writing skills as well as the voice to deliver clearly and understandably what you write. Two years on-camera experience. Video tape editing preferred. Send tape, writing samples and resume to Box A-6. EOE.

**TV news photographer/editor:** Minimum one year experience with commercial TV station, shooting and editing news. Must be willing to work nights and weekends. No phone calls or tapes please. EOE. All responses to: Tom Racette, WTNH-TV P.O. Box 1859, New Haven, CT 06508.

**TV news reporter:** Experienced, creative, hardworking reporter with excellent broadcast writing skills. Must be willing to work nights and weekends. No phone calls please. EOE. Tapes and resumes to: Wendie Feinberg, WTNH-TV P.O. Box 1859, New Haven, CT 06508.

**TV news producer:** Responsible for content of news broadcasts. Prior TV news producing experience required. Must be able to delegate, exercise authority, and supervise other personnel involved with production of programs. Must possess excellent broadcast writing skills, and be familiar with matters pertaining to TV journalism, relevant to the law, issues and FCC regulations. Must be willing to work nights and weekends. No phone calls please. EOE. Tapes and resumes to: Wendie Feinberg, WTNH-TV P.O. Box 1859, New Haven, CT 06508.

**Reporter/anchor.** Midwestern CBS affiliate is seeking energetic, experienced, personable electronic journalist capable of assuming position as reporter and weekend anchor. We are looking for a responsible self-starter with good on camera presence and excellent writing and editing skills. Send resume, tape and salary requirements to Larry Young, News Director, KOAM TV, P.O. Box 659, Pittsburg, KS 66762. An equal opportunity employer.

**Assignment editor.** Midwest ABC affiliate looking for right person to run desk. Broadcast news experience required. Resume and salary history to Bonnie Wheeler, WSIL-TV, 21 W. Poplar St. Harrisburg, IL 62946. No phone calls, please.

**KIDY-TV seeks talented reporter** who can write, shoot, edit and anchor. Two years experience preferred. Send T&R to Paul Lara, News Director, 406 S. Irving, San Angelo, TX 76903. 915—658-2666.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Television director/videographer/editor** to shoot, direct and edit instructional television programs for the National Technical Institute for the Deaf. MA plus 2 years experience or BA plus 5 years experience in PTV, instructional TV production, or a university broadcast TV production center required. Demonstrated skills in directing, camera operation, CMX editing, location and studio lighting and audio required. Betacam experience desirable. Manual communication skills or willingness to learn required. Finalists will be asked to send tapes. Closing Feb. 14, 1986. Send resumes to Personnel Office, Rochester Institute of Technology, One Lomb Memorial Drive, P.O. Box 9887, Rochester, NY 14623-0887. EOE/AA

**Videographer/director:** Creative, hard-working individual needed to shoot and direct commercials, promotions and special projects. News and other directing/switching experience preferred. Send tape and resume to: Peter Kent, Creative Services Manager, WXEX-TV, 21 Buford Rd., Richmond, VA 23235. EOE.

**Production manager:** Expanding operation needs take charge leader for 10+ person department. 1", 2", 3/4" VTR. DVE. Audio facility. Expanding commercial production. Excellent personnel/professional growth opportunities. Resume to WTXL-TV, Box 13899, Tallahassee, FL 32317. EOE.

**Expanding television distribution company** seeks traffic coordinator. Responsibilities include the coordination of product distribution both domestically and internationally. TV trafficking experience preferable. Send resume and salary requirements to: Box Z-120.

**Promotion producer.** Network affiliate in top 25 market looking for an innovative, quality-conscious individual to join our creative services team. Must have at least two years experience as a promotion producer or related advertising expertise. Strong writing and editing skills a must. If you feel you're qualified and want to work in an exciting competitive market, please send resume and tape to: Creative Services Manager, KTVK-TV, 3435 N. 16 St., Phoenix, AZ 85016.

**Director wanted:** direct local news, commercial production, state of the art equipment. DVE experience preferred. Send resume and salary requirements to Box A-17.

**Executive producer.** WTTG is seeking an executive producer responsible for all aspects of content, production and direction of live daily talk program, show and staff development, as well as hiring and firing of staff. Candidate must have at least 3 years experience in studio/field production. Background must include live talk show experience and proven ability to motivate staff. Send resumes to: Anne Connolly, WTTG, 5151 Wisconsin Ave., NW, Washington, D.C. 20016 No phone calls. EOE M/F.

**Atlanta production company** needs hotshot video cameraman/editor with minimum 3-5 years ENG, EFP or film experience. The right person can move up to directing and field producing if desired. Salary commensurate with experience. Resumes to Box A-5.

**Good editors are a dime a dozen...** "Stand-up-and-take-notice" editors are not. Show us a reel (1" w/digital effects) that has us standing and cheering, and we'll put our money where our mouth is. Send resume to Box A-23.

**Vidfont V designer:** Las Vegas CBS affiliate is looking for a digital designer who feels at home with pens and pasteups as well. Send resume and reel to Greg Carroll, Promotion Director, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. EEO/MF.

**Maintenance engineer** for remote production unit. Equipment includes Ikegami cameras; Grass Valley switcher; AMPEX VTR's; Chyron font. Contact: John W. Gebhard, Chief Engineer; Telemation Productions; 3210 W. Westlake Ave.; Glenview, IL 60025; 312—729-5215.

**Traffic manager.** Top 20 affiliate looking for experienced traffic manager to direct large volume operation. Rush resume, which should include the systems with which you have worked. EOE. Box A-34.

**Mobile production photographer/editor:** Major duties include 3/4" tape editing, electronic field production (commercial), some writing and directing. College degree and at least 2 years experience in commercial EFP required. Please send resume, salary requirements and tape to Ray Brown, KPLC-TV P.O. Box 1488, Lake Charles, LA 70602.

**Spokeswoman** wanted for national video marketing company. Must have TV broadcast experience and mature, midwestern voice. Prefer candidate live in Atlanta, Nashville or Knoxville. Some weekend travel necessary. Expenses paid. Salary negotiable. Send tape and resume to: Personnel Director, Med-Tape Technology, Box 23448, Chattanooga, TN. 37422.

#### SITUATIONS WANTED MANAGEMENT

**Returning to U.S. from Japan** in late August; seeking management opportunity. Have Harvard AB. Wharton MBA and 12 years experience in budget-fiscal management. Also broadcast experience in Japan. Open to all opportunities. Prefer mid-east but would consider other. Contact Harold Ashby, American Embassy-Tokyo, Box 241, APO San Francisco, CA 96503.

#### SITUATIONS WANTED TECHNICAL

**Chief engineer:** Experienced in all phases of engineering. Management, STL, studio and transmitter. William Taylor; 227 Gunter St. Jackson, MS 39216. 601—366-7526. Resume on request. Contract work also considered.

**Experienced radio engineer** desires television maintenance. Solid knowledge of XMTRS, microform, 1/2" VCR. Digital and microcomputers. Prefer mountain states. H. Roedell, 8163 Avery, Indpls, Ind. 46268.

**20 years broadcast engineering.** 10 years as television chief engineer & director of engineering. Start up & upgrade construction, studios & transmitters, union crews, people management and departmental budgeting from scratch. Please reply Box A-44.

#### SITUATIONS WANTED NEWS

**Reporter/anchor/producer** foolishly returned to school. Good ratings. Multiple awards. Excellent writer. Pete, 312—565-0712.

**Brent Mann** radiates on-air charisma. Handsome, intelligent, brash TV reporter/anchor wants start in small market. Call me before your competitor does. Brent Mann 415-771-3644.

**Former NYC - TV reporter.** Now on Far East assignment, returning to U.S. mid-March seeks reporter/weekend anchor position. Affiliate and independent major market background. Box Z-126.

**Ambitious female reporter** seeks position in market 100-170 ADI. 2 years television experience. Can edit and shoot. Flexible individual. Call today 218-5777, ask for Gwen; 924 West Morgan, Duluth, MN 55811.

**News is my business!** Versatile college graduate. Commercial and 3 1/2 years college experience. Worked as producer/director, videographer, writer, editor. I'm no novice. Dave 216—255-0821.

**Ambitious meteorologist** seeking to gain experience in small market on East Coast. Currently working as assignment editor in top 5 market. Box A-10.

**Meteorologist:** BS degree, experienced in TV/radio/consulting. Re-enter field in medium market. Personable style, will make the difference! Latest video available. Matt-203—869-3877 evenings.

**Top notch sports producer/videographer** with 5 years television station experience, seeking good opportunity with dedicated large - medium market station. Self starter with extensive TV knowledge. Solid references and excellent demo. Lou, 203—322-3106.

**Play-by-play sports announcer.** Ohio U. grad with 3 years professional experience currently TV sports reporter for major network affiliate in medium size market misses 1st love: Play-by-play reporting. Equally adept in all major sports. Exciting up-beat delivery with true in-depth sports knowledge. Attractive, well groomed appearance. Pleasant personality. Video and audio tapes available. Write Box A-33.

**Executive producer:** Award-winning reporter and producer with 6+ years in all areas of TV news looking for EP position in newsroom dedicated to quality, with management that cares about its people. Box A-40.

**Black female TV reporter.** Intelligent, attractive, good writer. Any market. Stephany. Before 11 AM. 301-542-7419. Last worked in 79th market. Morning cut-ins and hard news.

#### SITUATIONS WANTED PROGRAMMING

**Editor:** 6 years overall production experience. Recently trained on CMX 3400. Am seeking a position as editor or assistant editor. Willing to re-locate. Call John at 314-644-1209 evenings and weekends.

**Experienced producer/reporter-closet comedy writer.** 4 years includes network and major market positions in news and talk formats. Seeks feature or magazine program in need of humorous touch or creative shot in the arm. Box Z-125.

**Ambitious college graduate.** Now a master control operator. Looking to get into production - editing or videography preferred. Prefer Northeast or Colorado. Mark. 303-860-9821.

**Vidifont V operator** wants to continue electronic graphics/effects exploration. Have complimentary writing, producing, directing and voicing skills. Resume and demo tape available. Write: 802 Roy Ave. Green Bay, WI, 54303 414-499-1105.

**Experienced producer/reporter-closet comedy writer.** 4 years includes network and major market positions in news and talk formats. Seeks feature or magazine program in need of humorous touch or creative shot in the arm. Box Z-125.

#### MISC.

**Producers, we are looking for short segments** or feature stories on interesting personalities and events in the areas of film, theater, music, sports, fashion, art and lifestyles for foreign distribution. Send list of available material to: Segment Service, P.O. Box 1012. New York, N.Y. 10276.

**PRIMO PEOPLE** wants you if you have a commitment to excellence. Sent your tape and resume to: Steve Porricelli or Jackie Roe, Box 116, Old Greenwich CT 06870, 203-637-3653.

**Several jobs available** for television news personnel. Find out about them on MediaLine - the industry's daily updated job placement service. Call MediaLine at 312-855-6779 for a sample of the job listings and for subscription information.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Three Graduate Assistantships** (TV station manager, radio station manager, and news director) will be available Sept. 1, 1986. Each position will require approximately 20 hours per week. Assistants will receive \$400 per month plus a partial-to-full time tuition waiver. Inquire with Director of Broadcasting, Pepperdine University, Malibu, CA 90265. 213-456-4430. Application deadline: April 1, 1986.

**Instructor** in unique broadcast journalism education program. We need a TV news veteran with special skills in video shooting, editing and storytelling to lead video instruction of beginning students. Must be a person who knows and can teach techniques within a strong journalism context. Description includes work with graduate students and leadership of our TV community service mid-career program. Master's preferred. Immediate opening. Send thoughtful letter and resume to Jackie Morris, Broadcast News Chairman, University of Missouri School of Journalism, Box 838, Columbia, MO 65205. AA/EOE.

**Broadcasting position** at private liberal arts college. Teach video/audio production courses, other mass communication courses. Advise radio station, oversee telecommunications major. PhD preferred. Commercial production, teaching experience desirable. Send resume, supporting materials to: Dr. Dave Cassidy, Chair, Department of Communications, Pacific University, Forest Grove, OR 97116. Deadline March 1, 1986.

**Broadcasting journalism theory position** begins September. Teach Broadcast Theory, Mass Media, Journalism. Qualifications: PhD of MA with broadcast and/or teaching experience preferred. Rank, experience determines salary. Send letter of application/credentials by March 1. Michael Bartan, Chair; Communication Arts Department, Pacific Lutheran University, Tacoma, WA 98447.

**Lecturer, non tenure-track appointment.** \$15,000 to \$17,000 for nine month appointment. Beginning August 16, 1986. Masters degree or substantial professional experience required. Teach audio and video production and writing courses. Send application letter and resume including three references by February 15, 1986 to: Don B. Morlan, Chairperson; Department of Communication; University of Dayton; Dayton, OH 45469.

**Ithaca college, School of Communications.** Tenure eligible electronic/print journalism opening in the Television-Radio Department beginning August 15, 1986. Ph.D. with successful teaching experience required and professional journalism experience desirable. Teach a combination of journalism courses including news writing, reporting, interviewing, newsroom technology and news ethics. Will serve on departmental committees and act as academic advisor. Opportunity to develop program and curriculum for a new facility to be completed in 1988. Applications including a statement of interest and resume should be sent to Dr. Barbara L. Morgenstern, Department of Television-Radio, School of Communications, Ithaca College, Ithaca, NY 14850. 607-274-3242. Screening will begin February 28, 1986. Affirmative action/equal opportunity employer.

**The Broadcast Communication Arts Department** of San Francisco State University invites applications for 2 fulltime, tenure track faculty positions, available Fall 1986. Radio position: The candidate will teach courses in radio production and programming as well as announcing and performance and writing for radio and television. Knowledge of radio history, economics, and station operations is desirable. Qualifications: Ph.D. and professional experience. Rank and salary: negotiable. Expected level of appointment is at assistant professor. Audio theory and production position: The candidate will teach beginning and advanced courses in audio theory and production in various categories, including radio, television and records. Qualifications: Ph.D. or professional equivalency. Rank and salary: Negotiable. Expected level of appointment is up to Associate Professor. \$24,000 to \$36,000. Increase expected 1986-1987. Direct inquiries or applications by March 20, 1986 to: Dr. Arthur Asa Berger, Acting Chair, Broadcast Communication Arts Department, San Francisco State University, 1600 Holloway Ave., San Francisco, CA 94132. Telephone: 415-469-1788. Applications are to include: letter requesting consideration for a position, vita, names of three references. San Francisco State University is an affirmative action/equal opportunity employer.

### HELP WANTED PROGRAMMING

**Expanding NYC duplication** has an immediate opening for a hands-on senior VTR operator to work in the evening. Must be experienced in 2" and 1" operations. Knowledge of signal routing, patching, and distribution a must. We offer an attractive salary/benefit package. Please send resume and salary history to Box A-26.

**A 1000 voices.** OK, only 50 but you're fast as greased lightning and you dream about CLIO's every night. In-house state of the art recording studio for top creative ad agency needs talented, quality oriented producer. Golden dollars for golden throat. Loose creative atmosphere and no air shift! Sense of humor required. Send cassette of spots and resume to Traxion Recording Studios, 701 Lexington Ave., Greensboro, NC 27403.

### SITUATIONS WANTED INSTRUCTION

**Award-winning documentary and sitcom writer/producer** looking for teaching position East or West Coast. 818-769-9690.

### PROGRAMMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

**News programming idea of the year.** Free sample tape. Double "M" productions, 535 Ternes, Elyria, OH 44035. 216-366-5729.

### EMPLOYMENT SERVICES

**Seeking a new challenge?** Our client stations in television and radio are looking for talented news anchors, sportscasters (including play-by-play), reporters, weathercasters, and photographers. We are also reviewing applications for producers, directors, writers, disc jockeys, talk-show hosts, and promotion specialists. Contact Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476, or call 813-786-3603.

### MISCELLANEOUS

**Mobile facilities and crews.** Nationwide service. Any pickup anywhere. No job too small or large. Trucks, people, transmission, tele-conferences, etc. Call 215-576-6075.

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash- highest prices.** We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271.

**Wanted: used VHS 3/4", 1" and 2" videotapes.** Cash paid for all lengths. No defectives. Call Andy Carpel, 301-845-8888.

### FOR SALE EQUIPMENT

**AM and FM transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**AM-10KW/5KW/1KW-RCA BTA-10H** mint condition, Gates 5P2 (1966) also Gates 5P (1962), Collins 21E (1960), ITA 5000A (1963) -- Collins 820D1, also RCA 1N1 -- Gates 250GY, Collins 250G. Call M. Cooper/Transcom 215-379-6585.

**FM 30KW/20KW/3.5KW-BE FM-30** (1983) with FX-30 exciter, on air avail. 3/86 -- CSI T-20-F (1982) w/CCA exciter & stereo mint cond. -- McMartin 3.5K (1980) on air -- Call M. Cooper/Transcom 215-379-6585.

**New TV startups.** Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404-324-1271.

**GE 30kw UHF transmitter.** Immediate delivery, good condition. Quality Media 404-324-1271.

**Videomedia 1" VTR editor** model Z-6000. New. Half price. Bill Kitchen, Quality Media, 404-324-1271.

**Over 80 AM & FM Transmitters** in stock. 50kw, 10kw, 5kw & 1kw. AMS-25kw, 20kw, 10kw, 5kw & 1kw FMs. now in our 27th year. BESCO International, 5946 Club Oaks Dr., Dallas, TX 75248.

**Ampex 4000A switcher,** Commander II editor, Centro remote/ENG van, RCA TR-100 cart system, more. Call 205-956-2227.

**3 RCA TK-46 cameras,** Schneider lenses, CCU's w/remotes, Vinten Pneumatic Pedestals and heads. Very good condition. Call Matt Scalici at 205-956-9537.

**Quanta Q-8 character generator.** New full warranty \$25,350.00. General television network R. Hippier, 313-399-2000.

**New and used radio broadcast** and microwave towers. Complete nationwide sales and service, erection specialist. Bonded with 25yrs experience (Trunkey Operations), TMCI, 402-467-3629.

**Blank tape, half price!** Perfect for editing, dubbing or studio recording, commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes, \$6.99. ELCON evaluated 3/4" videocassettes guaranteed broadcast quality. To order, call Carpel Video, Inc., 301-845-8888, or call toll free, 800-238-4300.

**Scully 280 B reel-to-reel stereo recorders.** Four to sell \$1,000 each. Allen Power, WESC Radio, 803-242-4660.

**Sharp XC-900 D field camera w/Fujinon 14X lens. JVC CR 8700U 3/4" VTR, batteries and chargers. Like new! Call Matt Scalici at 205--956-9537.**

**3/4" & 1" one pass tape. 1" Scotch 480 \$40 @ QTY 10. 3/4" 60 min. \$5 @ QTY 10, & \$4 @ QTY 10. 213--876-4055.**

## RADIO

### Help Wanted Sales

#### RADIO SALES

Philadelphia PA's number one AM/FM combination has a retail sales opening for a motivated salesperson with proven track record. Great opportunity for goal-oriented, self-starter who likes to sell. Must have one to three years' experience. Send resume to:

Dan Sullivan  
Retail Sales Manager  
WPEN-AM/WMGK-FM  
One Bala Plaza  
Bala Cynwyd, PA 19004  
Do not apply in person;  
no phone calls, please.  
Equal opportunity employer.



**A GREATER MEDIA STATION**  
EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

### Help Wanted News

#### DALLAS/FT WORTH A/C FM NEWS DIRECTOR

Rare opportunity in America's hottest market with a respected broadcast company. Audience targeting, creative writing and a reliable delivery style are a must. Send tapes and resumes to: KMGC, Steve Nicholl, 1353 Regal Row, Dallas TX 75247. KMGC is an equal opportunity employer!

### Situations Wanted Management

#### GM GROUP VP SALES GROUP HEAD OUR LOSS COULD BE YOUR GAIN

We're selling one of our Top 40 Market stations and unfortunately for us, we have no other position available for a very talented GM with major and medium market experience. He's qualified, trustworthy, aggressive, knowledgeable and sales oriented. He could be your GM, Group VP, or VP Sales. If you would like to know more about him, drop us a note. Reply Box A-8.

### Situations Wanted Management Continued

#### Turnaround specialist

Bottom-line oriented owner selling successful FM desires to remain active. Strong manager, engineering background and First Phone, twenty years experience radio & TV. Age 39. Working 80 to 100 hours/week and loving it. Box Z-109

#### TO: SUNBELT RADIO RE: RARE OPPORTUNITY!

miss this rare opportunity to hire "the best" to manage your Sunbelt radio station/s. I, probably not somebody you know, but I'm somebody you should know if you're serious about the radio business. I won't be available long! Box A-27.

## TELEVISION

### Help Wanted Sales

#### REGIONAL SALES REPRESENTATIVE

Fortune 500 Company Subsidiary; leader in the industry; producing station ID's, sales and production libraries, music commercials and television commercials, has opening for sales representative.

Candidates must have successful track record in radio and TV sales, advertising agency sales, or related fields. Position requires extensive travel. Company provides excellent salary, commission plan, plus company automobile, full expenses and outstanding benefits.

Please send resume and salary history to: Jack Adkins, VP/Director Human Resources, Media General Broadcast Services, Inc., 2714 Union Avenue Extended, Memphis, TN 38112. EOE, M/F.



### Help Wanted News

#### NEWS DIRECTOR/ ANCHOR

Challenging opportunity for hands-on news director to create, produce, staff and manage daily half-hour cable newscast. Excellent writing/editing/production abilities and strong on-air person. Four year degree in radio/television journalism or communications preferred. Professional growth possibility in major cable MSO with outstanding benefits package. Send resume and work samples to American Television & Communications, Inc., 519 W. State St., Ithaca, N.Y. 14850. Deadline: February 21, 1986. EOE, M/F/H/V.

#### ASSIGNMENT EDITOR

For number 1, Group W newstation in Baltimore. Qualified candidate should possess 3 years assignment editor experience or small market news director experience. Send resume to: WJZ-TV, P.O. Box 4861, Baltimore, MD 21211.

Equal Opportunity Employer

### Help Wanted News Continued

#### WEEKNIGHT NEWS ANCHOR

Aggressive TV news operation looking for experienced anchor to round out our weeknight team. We are a well-equipped Midwest affiliate on the move and determined to win. If you're ready for an exciting opportunity, please send resume and tape to: Vice President and General Manager, Second Avenue at Fifth Street, S.E., Cedar Rapids, Iowa 52401. No phone calls, please.

#### TV PRODUCER/ DIRECTOR

Seattle Public TV station seeks producer/director for fund-raising and promotion. Requires: Bachelor's degree in broadcasting or equivalent, 2 years' experience as producer/director of television programs for broadcast. Demonstrated ability to write scripts, pre-block camera shots, coordinate various production elements, and to supervise a large number of people in a complex task. Valid drivers license. SALARY RANGE: \$1,451 - \$2,138 per month, + liberal benefits.

DEADLINE FOR SUBMITTING RESUMES: Postmarked by midnight, February 28, 1986. Do not send tapes. Send two copies of letter of application/resume to: KCTS/9 Screening Committee, Producer/Director for Fund-Raising and Promotion, University of Washington, Mail Stop AC-25, Room B-60, Seattle, WA 98195. KCTS is an affirmative action/equal opportunity employer. Women and minorities are encouraged to apply.

#### WRITER/NARRATOR/VIDEOGRAPHER

Wanted:

- Writer. Experienced in scripting, storyboards, press releases, and reporting.
- Narrator, TV talent.
- Videographer, must have work experience.

Fox Valley Studios, 640 Industrial Dr., Cary, IL 60013. 312--639-5658: ATTN Mrs. Castlebury.

#### TRAFFIC MANAGER

Top 20 affiliate looking for experienced traffic manager to direct large volume operation. Rush resume, which should include the systems with which you have worked. EOE. Box A-34.

### Help Wanted Technical

#### CHIEF ENGINEER

- Central States Top 30 ADI
- VHF Network Affiliated Station
- Excellent facility & benefits
- Salary - 40's depending on qualifications

Ideal candidate should have 3-5 years engineering management experience with a commercial television station. The person should also have management experience in dealing with Union personnel. The individual should have a broad and deep understanding of ENG, SNG and other microwave equipment and capabilities as used today and projected in the future. The ability to motivate people and communicate positively with peers is a must.

This is a super opportunity for a dynamic individual. Please respond in strict confidence to Box Z-123. Equal Opportunity Employer.

## TELECOMMUNICATIONS OPPORTUNITIES AT NBC

The National Broadcasting Company is seeking highly qualified professionals for the following opportunities:

### TELECOMMUNICATIONS SPECIALIST

This person will operate and maintain equipment for on-line newsroom computer systems supporting on-air news programs. This will include diagnosing and correcting technical problems.

Background should include experience with a communications company and the knowledge and technical ability to repair terminals, printers, communications equipment and peripheral devices. Degree in Computer Science, Telecommunications or Electrical Engineering is a plus.

### TECHNICAL MANAGER

This position involves supervision of maintenance and technical support services for the network news gathering operations and includes solving daily operational problems and equipment needs of crews and editors at news bureaus world wide.

The ideal candidate will possess strong organizational and administrative skills, plus excellent interpersonal skills in order to interface between technical and production personnel; divisions within NBC and distant locations, both domestic and overseas. Operational experience with ¾ inch video tape equipment, portable ENG cameras and associated electronic journalism equipment is required. Experience with broadcast microwave and 2-way radio systems is desirable. An engineering degree is preferred.

Both positions require the availability to work various shifts including nights and weekends as this is a 7-day a week, 24-hour a day operation. Some travel required.

We offer excellent starting salaries and a comprehensive benefits package. For prompt consideration, please respond with your resume to: Debbi Delgaudio, Manager, Personnel, Dept. TS, Suite 1678.



# NBC

30 Rockefeller Plaza  
New York, N.Y. 10020

*NBC is an Equal Opportunity Employer*

### Situations Wanted Management

#### EXPERIENCED GOOD TV GM

BOX Z-52

#### GROUP VP, GM READY TO MOVE UP!

BOX Z-53

#### SPORTSCASTER

Now working in major market, strength is versatility: anchoring, live shots, non-traditional sports packages.

Call 301-377-0578.

#### EXECUTIVE PRODUCER

Award-winning reporter and producer with 6+ years in all areas of TV news looking for EP position in newsroom dedicated to quality, with management that cares about its people. Box A-39.

#### THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International  
300 Zeeb Road, Dept. P.R., Ann Arbor, MI 48106

### TELEVISION TRANSMITTER SUPERVISOR

We have an immediate opening for an experienced transmitter engineer with a minimum of 5 years of fulltime, major market VHF TV experience.

Qualified individuals should have good communication skills and previous supervisory experience. A thorough knowledge of RF systems, audio, video and microwave as applied to television broadcasting is required. This is a hands-on position. You must be able to troubleshoot equipment to component level. First or General Class FCC radio/telephone license is a must.

We offer an excellent starting salary and a full range of company benefits. Send resume in confidence to:

Box A-22

Equal opportunity employer, M/F.

### ALLIED FIELDS Employment Services



MediaLine is a daily updated listing service for the broadcaster serious about finding a job fast. With just one toll call you'll

- have access to new job openings every day and get a jump in the competitive job market.
- hear about jobs geared specifically to your end of the business, whether you're in television news or radio news/announcing.
- be able to follow up on as many of your leads as you want.
- be in touch with the most immediate job listing service in the industry.

To sample MediaLine and to get subscription information dial 312-855-6779. You'll be "on the line" in days.

**Employment Services  
Continued**

**WE PLACE  
TV and Video Engineers  
COAST TO COAST**

[All Levels, But Not Operators]  
ALL FEES PAID BY EMPLOYERS

Phone/Resume

**KEY SYSTEMS**

479 Northampton Street  
Kingston, PA 18704

Phone Alan Kornish at  
**(717) 283-1041**

**JOBPHONE**

The national job listing service that keeps pace with the communications industry. Unpublished jobs that are listed only on our telephone service. Employers prefer to list openings with JOBPHONE. Find out why! For complete information write: Broadcast Entry Consultants 15 West 44th St, New York, N.Y. 10036

**Radio Programing**



**Lum and Abner  
Are Back**

... piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737 Jonesboro, Arkansas 72403 ■ 501/972-5884

**Business Opportunity**



**AMERICA'S  
PREFERRED  
CABLE GUIDE**

We're looking for self-starters with good management skills. If running your own business sounds appealing, call us for information on our local franchise. Great Income Potential! Invest only \$19,500. Contact Sylvia Walls, 404-354-8004. Consider Your Future.

**BROADCASTER** looking to expand in radio & television. Television market 100-175, no brokers. Will entertain mergers. Superior management. Have ability to raise additional capital. Box A-35.

**Wanted to Buy Station**

**STATION WANTED**

Experienced broadcaster actively seeking station that can be bought for under \$100,000 down and favorable terms. Prefer FM in Florida but will consider all others. Confidential, of course. Contact Rodger at 305-981-8480 or write 3590 S. 60th Ave., Suite 9, Hollywood, FL 33023.

**AM/FM COMBO IN CALIFORNIA**

Medium market - dominant in ratings. Building for studios and transmitter land secure. Cash or terms to qualified buyer. Ideal for expanding group. Owner wants to retire.

Box A-24

**ARIZONA**

1 KW Daytimer with FM CP. Beautiful small town resort/growth area. \$300,000. Negotiable. Terms available. 702-876-0350 or 702-381-8963. Eldon.

**For Sale Stations**

Location	Size	Type	Price	Terms	Contact	Phone
AZ	Sm	AM/FM	\$2100K	\$450K	David LaFrance	(303) 234-0405
UT	Met	AM/FM	\$2000K	\$500K	Greg Merrill	(801) 753-8090
Plains	Met	AM/FM	\$2000K	Cash	Peter Stromquist	(818) 366-2554
Rky Mtn	Med	AM/FM	\$1200K	\$175	David LaFrance	(303) 234-0405
Rky Mtn	Med	AM/FM	\$1000K	\$300K	Greg Merrill	(801) 753-8090
FL	Sm	FM	\$900K	Terms	Randy Jeffery	(305) 295-2572
ME	Sm	AM/FM	\$800K	Terms	Ron Hickman	(401) 423-1271
AR	Met	FM	\$650K	Cash	Bill Whitley	(214) 680-2807
GA	Sm	AM	\$550K	Terms	Ernie Pearce	(404) 998-1100
NC	Sm	AM	\$360K	\$90K	Mitt Younts	(202) 822-8913
UT	Met	AM	\$325K	Terms	Greg Merrill	(801) 753-8090

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338. 404-998-1100.



**CHAPMAN ASSOCIATES®**

nationwide media brokers



**R.A. Marshall & Co.**

Media Investment Analysts & Brokers  
Bob Marshall, President

This Class A FM located in a medium-size South-western market has beautiful facilities and an excellent transmitter location. \$850,000.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

**MAJOR MARKET  
TV COVERAGE  
IDEAL FOR RELIGION**

**W. John Grandy**

BROADCASTING BROKER  
1029 PACIFIC STREET  
SAN LUIS OBISPO, CALIFORNIA 93401  
805-541-1900 • RESIDENCE 805-544-4502

**Ponca City, Oklahoma FM  
Bankruptcy - Trustee MUST**

Sell, Fully automated,  
Excellent Studio.

All New Harris Equipment  
Equipment Cost \$152,925.00

Charles A. Johnson, POB  
1069, Ponca City, OK  
74602 - 405/762-6666  
Attorney for Trustee

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**  
MEDIA BROKERS—APPRAISERS  
"Specializing In Sunbelt Broadcast Properties"  
5050 Poplar - Suite 1135 - Memphis, TN 38157

2 Southwest medium markets. AM/FM combos. Excellent cash flow multiple. \$10,000,000. Qualified buyers only. Send qualifications. No brokers, please. Box A-20.

"TWENTY YEARS EXPERIENCE GOES INTO EVERY SALE"

## H.B. La Rue, Media Broker

Radio TV CATV Appraisals

### West Coast

44 Montgomery St. #500  
San Francisco, CA 94104  
415 434-1750

### East Coast

500 East 77th St. #1909  
New York, N.Y. 10021  
212 288-0737

### Atlanta

6201 Powers Ferry Rd., #455  
Atlanta, GA 30339  
404 956-0673 Hal Gore, V.P.

OKLAHOMA CITY  
FULL-POWER  
UHF TV

LOW PRICE  
EXCELLENT TERMS

TEXAS UHF TV CP  
FULL POWER  
MEDIUM MARKET  
FIRST INDEPENDENT

Bill Kitchen  
(404)324-1271



Quality Media  
Corporation

## WISCONSIN AM

Beautiful, modern turnkey operation in market of 300,000. Excellent equipment, real estate. Sale necessitated by duopoly rule. \$700,000 cash or terms to qualified buyer.

**WinCom Communications Group, Donn Winther**  
**312-634-3282 or Woody Stover 517-351-4444**

*Hogan - Feldmann, Inc.*  
MEDIA BROKERS • CONSULTANTS  
P.O. Box 116  
Encino, California 91126  
Area Code (818) 986-3201

### GROUP SALE

Midwest/West  
3 Class C FMs, 4 AMs  
Asking \$5.5 million on terms  
Contact David LaFrance  
303-234-405



**CHAPMAN ASSOCIATES**  
nationwide media brokers

If you have a hankering to be in North Carolina this is your chance. Small market AM-FM--Valuable Real Estate--Call with Confidence.

**PRW AND ASSOCIATES**  
(512) 544-5409

P.O. Box 3127 P.O. Box 1155  
South Padre Island, TX 78597 Abingdon, VA 24210

### 50 KW POTENTIAL

Upper Midwest top 20 suburban 5 KW foreign clear channel AM with PSA and PSSA. Station will automatically become fulltime with no additional investment upon implementation of the Mexican communications agreement in March. Also awaiting uncontested CP for higher power and fulltime on domestic clear channel; 50KW available by day. Newer equipment; renovated studios, offices. This unique expansion opportunity is priced at \$750,000 -- mostly cash. Offered by owner to those financially qualified only, please. **BOX A-7**

**ROCKY MOUNTAIN RESORT  
AM-FM! EXCELLENT CASH  
FLOW! THIS IS A GOOD ONE!  
REPLY TO BOX A-41!**

### AM/FM COMBO FOR SALE

Strong mid-west market. Big 10 college town. Complete details. Thoben-Van Huss, Inc. 317-636-1016.

- UHF-TV. Large Oklahoma city. \$5 million.
- UHF-TV CP. Large West Virginia city. \$65,000.
- More than 80 radio stations from Puerto Rico to Guam including several combos and Class C stations. Call to get on our mailing list.

**Business Broker Associates**  
**615-756-7635, 24 hours**

### SUPER ARIZONA RESORT COMBO

Growing fulltime AM and Class C FM with spare transmitters. Good equipment and good cash flow. Owner retiring with health problems. No brokers. Qualified inquiries with financial qualifications first letter. \$850,000 terms, discount for cash. Reply box A-49.

**BOB KIMEL'S  
NEW ENGLAND MEDIA, INC.**

### BUYERS AND SELLERS

There's never any obligation when talking to any of our professional staff  
8 Driscoll Dr., St. Albans, VT 05478  
802-524-5963

### For Sale

IMPROVE OR BUILD YOUR FACILITY FOR A REAL BARGAIN  
150 ft self-supporting tower, 1 Shaefer automation unit, 1 CSI  
12000 E FM transmitter with harmonic filter, Harris MX 15 Exciter,  
8000 A Optimod, 1 CSI VSWR Monitor, 1 Phelps Dodge 2 bay  
antenna, \$20,000.00 All or part, in excellent condition 214-630-  
1192.

AM/FM combo in attractive  
metro area. Asking \$1,500,000  
with \$525,000 down  
Contact Mitt Younts 202-822-8913



**CHAPMAN ASSOCIATES**  
nationwide media brokers

**For Fast Action Use  
BROADCASTING'S  
Classified  
Advertising**

# The Holt Corporation

## FM/AM IN WISCONSIN'S MOST DESIRABLE MARKET!

This A+ Duncan market has a stick value of \$3.9 million. Our up and coming FM/AM has real estate and solid market position for only \$3.9 million cash! Call Bernie Fuhrman at 215-865-3775 today!

Washington, DC 20036  
2033 M Street, N.W.  
Suite 800

Bethlehem, PA 18017  
The Westgate Mall  
Suite 205

Winchester, VA 22601  
Tower Park  
Box 2869

## INDEPENDENT UHF WEST COAST

Full power, state-of-the-art  
Exclusive marketing area

\$10,500,000

Chapman Associates  
8425 Dunwoody Place  
Atlanta, GA 30338  
404-998-1100

Rural Regional class C, serving small town of 250,000 pop., \$1.3 mil., terms. Class C Arizona, 1 mil., terms. Combo Ark. \$650K, terms. TX class C, \$1.6 mil., med. TX A, \$550K, terms. Utah combo, \$2.5 mil. Major, FM \$7.5 mil. Several small market stations in LA, TX, & MS.

**Mitchell & Associates,**  
P.O. Box 1065, Shreveport, LA 71163,  
Joe Miot or John Mitchell 318-858-5409.

## Excellent Opportunity

Midwest AM with FM CP. Single station market. Perfect growth opportunity for owner-operator. Immediate sale. Low down, great financing. Reply Box A-51

## CENTRAL TEXAS

Resort Area Combo \$1.2 million cash

**JAMAR RICE CO.**  
Media Brokerage & Appraisals

950 West Lake High Dr.  
Suite 230, Austin, TX 78746

## MPLS. MN.

AM "Current Country" daytime  
\$398 K w/\$132 dn. Lauren Sanders  
CALHOUN  
7100 France Ave. Edina, MN. 55435  
612-920-8808

## TEXAS

AM & FM Combo located in small central Texas community for sale for \$80,000 Cash. Write Box A-52.

## SUN COAST FM

For sale by owner. Class A in beautiful S.E. growth area. \$395,000 cash. Qualified buyers contact Box Z-76.

## CLASS "A" FM

in midwest market of only 5 radio stations. Metro population 143,000. 150K Down; 750K total price. FOR SALE BY OWNER/Box X-79

## AM-FM in Southern Arizona Sacrifice

Ideal Mom & Pop or big money maker with employees. Owner-operator's death forces sale of station. All new or rebuilt eqpt., automation-dishes, studios, tower, remote sending-receiving unit, furnished residence on 5 acres, cars, truck, van, entire estate. Need \$125,000 down. Make offer—Executor M.Hermann, 602-364-4495, call anytime.

## HAWAII

Powerhouse AM/FM combo  
Serving over 75,000 on outer island.  
Top technical plant, dominant ratings.  
\$1.1 million (2.1 x gross)  
Contact Elliot Evers 415-387-0397

**CHAPMAN ASSOCIATES**  
nationwide media brokers

## For sale by owner

Upper Midwest-med. mkt. New class C FM. State of the art equipment. Financially qualified. Buyers only. Box A-16.

## TOP 20 MARKET

Daytime AM for sale for all cash.  
Box A-50

## MUST BE SOLD

Small Mkt Class "A" FM Fully equipped including real estate. Near large Lake

VANDALIA, MISSOURI

\$125,000 CASH

RALPH E. MEADOR  
Media Broker  
Phone 816-259-2544  
816-455-0001

## PERFECT

for Owner-Operator! Successful Full-time AM. Full Service A/C. Low dial position. Rocky Mtn 90,000 market. 1.7X Gross. \$475,000. \$125,000 down. Excellent terms. Box Z-105.

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order 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, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$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

Appointments, McCaw Communications, Bellevue, Wash., cable MSO and cellular telephone operator: **Craig O. McCaw**, president and chief executive officer, to chairman and CEO; **Wayne Perry**, executive VP and general counsel, to president and chief operating officer, and **Peter Robinson**, VP, American Television & Communications, and president of its Queens, N.Y., division, joins McCaw as senior VP, Southwest region.

**Al Schottelkotte**, senior VP, Scripps Howard Broadcasting, and station director of its WCPO-TV Cincinnati, named acting general manager of station, following departure of general manager **Robert Regalbuto**, who is joining KSTP-TV Minneapolis as general manager.

**J. Wesley Ferns**, president and general manager, KLMG-TV Longview, Tex., resigns.

**William Gilreath**, general manager, KIOI(FM) San Francisco, named VP and general manager.



Brugman

**Winnie Brugman**, general sales manager, WLIF-FM Baltimore, named VP, general manager.

**Stan Cohen**, VP and general manager, WINZ(AM) Miami, resigns to acquire radio station.

**John Carpenter**, general sales manager, Pulitzer-owned WGAL-

TV Lancaster, Pa., joins co-owned KETV(TV) Omaha as VP and general manager.

**John Furman Jr.**, VP and director of broadcast standards, broadcast division, Cox Enterprises, Atlanta, named acting general manager of Cox's wzGO(FM) Philadelphia.

**Thomas Axtell**, executive director, noncommercial WMVS(TV) and WMVT(TV) Milwaukee, named general manager, succeeding **Otto Schlaak**, retired.

**Susan LaRose**, general sales manager, WVPO(AM)-WSBG(FM) Stroudsburg, Pa., named general manager, succeeding **William Cerny**, who remains president of stations.

**Bryan F. McIntyre**, program-operations manager, WPTF(AM) Raleigh, N.C., named assistant VP, general manager.

**Jay Van Riper**, sales manager, Colony Communications' Costa Mesa, Calif., system, named general manager for Copley/Colony Harbor Cablevision, Los Angeles.

**Frank M. Barrett**, VP and controller, Tyco Industries Inc., joins Scott Broadcasting Co. as chief financial officer, based in Pottstown, Pa. Scott owns 12 radio stations.

**Thomas Griesdorn**, controller, WXYZ-TV De-

troit, named assistant general manager.

**Harvey Brown**, managing director, finance, NBC News, New York, named VP capital planning, NBC finance.

**Bob Dettrey**, news director, WRKZ(FM) Elizabethtown, N.J., named operations director.

**Arthur Tek**, director of financial planning, KMOX(TV) St. Louis, named director, planning and administration.

**Sidney Brown**, chief of budget review, U.S. Senate Committee on the Budget, Washington, joins National Public Radio there as VP, finance and administration.

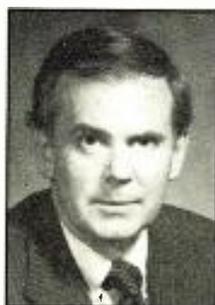
**Dale Wagner**, from American Television & Communications, Denver, joins Rifkin & Associates, cable MSO there, as VP, finance.

**John Noone**, corporate banking officer, Dominion Bank, joins C4 Media Corp., Vienna, Va.-based cable MSO, as director of finance.

**Judy Lung**, from WSPA-FM Spartanburg, S.C., joins WBTW(TV) Florence, S.C., as business manager.

**Diane Meigs**, traffic director, noncommercial KANU(FM) Lawrence, Kan., joins noncommercial KPBS-FM San Diego as operations director.

## Marketing



McNamara

**John J. McNamara**, vice chairman of McCann-Erickson, New York, named president and chief operating officer. He succeeds **Robert L. James** as president. James remains chairman and chief executive officer.

**Hal Bay**, president and chief operating officer, D'Arcy Masius Benton & Bowles, New York, and former chairman and chief execu-

tive officer of D'Arcy MacManus Masius, New York, before its merger with Benton & Bowles, resigns.

**Edward Vick**, executive VP and chief operating officer, Ammirati & Puris, New York, named president.

Appointments, McCaffrey & McCall, New York: **Richard Passanant**, chief financial officer and member of board of directors, to vice chairman; **Tom Wilson**, senior VP and media director, to board of directors; **Norman Freedman**, **Peter Manley** and **William Viesser**, group account directors and members, board of directors, to executive VP's.

**John Nieman**, senior VP, group creative director, Young & Rubicam, New York, joins Needham Harper Worldwide, Chicago, as group creative director.

Named VP's, Doyle Dane Bernbach, New York: **John Murphy**, network programing director; **Davis Stewart**, associate media planning director; **Paul Gurwitz**, technical services director, and **Richard Zeltner**, associate group research director.

Named VP's, SSC&B:Lintas USA: **Ronald Hartley**, senior art director; **Bruce Hopman**, senior copywriter; **Glen Jacobs**, executive art director; **Stu Kuby**, director of music; **Marian Monsen**, associate creative director, and **Constance von Collande**, senior art director.

**David Landau**, VP, sales, United Stations Radio Networks and United Stations Programming Network, New York, named senior VP, United Stations Radio Networks. **Richard Kelley**, director of Eastern sales, United Stations Programming Network, New York, named VP, Eastern sales.

**Nathaniel Lande**, from Time Inc., New York, joins BBDO there as senior VP and director of special projects.

**James Burnette**, VP, sports sales, NBC-TV, New York, named VP, sports sales and marketing. **Arthur Miller**, account executive, NBC-TV, New York, named VP, sports sales.

**Warren Fischer** and **Jim Fagan**, VP's, group

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management supervisors, Grey Advertising, New York, named senior VP's.

**Deborah Yount**, VP and partner, Yount-Moeller, Tulsa, Okla., advertising agency, named president, succeeding **Monty Moeller**, resigned.

**Scott Lazare**, New York sales manager, Blair Radio, New York, named manager, New York office. **Michelle Jennings**, VP, manager, Blair/RAR, succeeds Lazare.

**Alan Schlossberg**, member of sports department, Petry Television, New York, named director of sports.

**Robert Oswaks**, VP, advertising and promotion, Embassy Television and Embassy Telecommunications, Los Angeles, joins 5 Penguins Design Inc., Glendale, Calif., as director of client services for design, advertising and marketing firm.

**Michael Garcia**, VP, account supervisor, Geer, DuBois, New York, named management supervisor.

**Kenneth Munkens**, associate media director, Long, Haymes & Carr, Winston-Salem, N.C., named VP, media director.

**Graham Kirk**, senior VP, Smith Burke & Axxam, Baltimore, named executive VP, director of marketing services.

**Steven Roth**, audio-video director, Carafiello, Diehl & Associates, Irvington-on-Hudson, N.Y., named VP.

Named VP's, Christal Radio: **Ken Davidman**, manager, Chicago office; **Betty Morgan**, manager, St. Louis office, and **Steven Plotkin**, manager, Minneapolis office.

**Sanford Ackerman**, VP, director of finance, planning and administration, broadcast representation divisions, John Blair & Co., New York, named senior VP.

Appointments, Hillier, Newmark, Wechsler & Howard: **John Coulter**, station manager, to regional manager, Chicago; **Ashley Manning**, from Selcom Radio, Atlanta, to manager, Charlotte, N.C., office, and **Warren Edelman**, from Roslin Radio Sales, New York, to account executive there.

**Bob Hoffman**, manager, Houston office, Republic Radio, New York, named sales manager, Los Angeles.

**Frank Kelly**, VP, Blair Radio, New York, joins ABC Radio Networks there as account executive. **Madeline Dubrowski**, from WINS(AM) New York, joins ABC Radio Networks there as account executive.

**Gary Feldman**, account executive, Emerson Lane Fortuna, Boston, joins Knoth & Meads, San Diego, as senior account executive.

**Patrick Sullivan**, media director, Hult, Fritz, Goehausen & Matuzak, Peoria, Ill., joins Frankenberry, Laughlin & Constable, Milwaukee, as planner-buyer.

**Terry Pittman**, director of research, WFAA-TV Dallas, named director of marketing.

**Hal Whack**, national sales manager, KDKA-TV Pittsburgh, named general sales manager.

**Don Ray**, national sales manager, WSAZ-TV Huntington, W. Va., named general sales manager.

**Rigby Wilson**, from Pulitzer-owned WLKY-TV

Louisville, Ky., joins Pulitzer's WGAL-TV Lancaster, Pa., as general sales manager, succeeding **John Carpenter**, who joins KETV(TV) Omaha (see "Media," above).

**Steve Hill**, account executive, KXXY(AM) Oklahoma City, named general sales manager.

**Skip Bednarczyk**, VP, general sales manager, WVKO(AM)-WSNY(FM) Columbus, Ohio, joins WIOD(AM)-WAIA(FM) Miami as general sales manager, succeeding **Phil Coston**, named regional sales manager.

**Betsy Horne**, sales manager, KECY-TV El Centro, Calif., joins KESQ-TV Palm Springs, Calif., as marketing consultant.

**Bruce M. LaRose**, director of sales development, Suburban Cablevision, East Orange, N.J., named director of local programming and advertising sales.

**J. Michael McKoy**, account executive, KJY(FM) Des Moines, Iowa, named senior account executive.

**Wendy Kapnek**, account executive, Lewis, Gilman & Kynett, Philadelphia, named senior account executive.

**Betsy Landsman Levin**, account executive, Graphics Communications, San Antonio, Tex., joins KTSA-TV there as account executive.

**Larry Dauer**, from KXOK(AM) St. Louis, and **Mike Meara**, from WRTH(AM)-KEZK(FM) St. Louis, join KSDK-TV there as account executives.

## Programming



Menchel

**Donald Menchel**, president MCA-TV, named VP, MCA Inc. Appointment follows retirement of **Louis Friedland** as VP, MCA Inc., and chairman of MCA-TV. Friedland will continue as consultant to MCA.

**Jacqueline Snyder**, director of business affairs, Metromedia

Producers Corp., Los Angeles, joins 20th Century Fox Television there as director of business affairs.

**Tom Gabbay**, commercial artist and animator, joins NBC Entertainment, Los Angeles, as director, children's programs.

**Chase Carey**, senior VP, pay cable and home entertainment group, Columbia Pictures, Los Angeles, named senior VP, Columbia Pictures Industries, and president of pay cable and home entertainment group. He will be based in New York.

**H. Gwen Marcus**, assistant counsel, Showtime/The Movie Channel, New York, named counsel, entertainment. **Roy Langbord**, assistant counsel, Showtime/TMC, named counsel, sales and affiliate marketing. **William Fowkes**, from CBS, New York, joins Showtime/TMC as director of sales planning and support.

Appointments, TBS Sports, Turner Broad-

**Joining Mahlman.** Former Selcom Chairman Lou Faust has been named vice president of The Mahlman Co., a Bronxville, N.Y.-based radio station brokerage firm. Selcom Inc. was composed of the Torbet Radio and Selcom Radio rep firms before they were sold by Selkirk Communications to John Blair & Co. last year (BROADCASTING, Dec. 9, 1985). In his new capacity, Faust will oversee the Mahlman Co.'s new West Coast office, which will be located in Bermuda Dunes, Calif., until next month, when it moves to Palm Desert, Calif.

casting System, Atlanta: **Michael Lardner**, producer, to manager of sports operations; **Mark Goldsmith**, producer and director, to coordinating producer, basketball; **Glen Diamond**, producer, to coordinating producer, baseball, and **John Vandegrift**, associate producer, to sports programming coordinator.

Appointments, MTV Networks Inc.: **Christine Edwards**, director, national accounts, to VP, Southeastern region; **Mark Rosenthal**, director of national accounts, to VP, Western region; **Harriet Seittler**, director, central region, to VP, central region; **John Shaker**, director, national accounts, to VP, Eastern region; **Leslye Schaefer**, director, Eastern region, to VP, special markets and services.

**Susan Null**, national sales manager, Public Interest Affiliates, Chicago-based radio program supplier, will head firm's new New York office.

**Edward Masket**, senior VP, administration, Universal Television, Los Angeles, named executive VP, administration.

**Bob Kaminsky**, director of production, DIR Broadcasting, New York, forms Kaminsky & Co., broadcast production firm with offices in New York and Nashville.

**Carla Laufer**, from Showtime/The Movie Channel, Los Angeles, joins The Disney Channel there as affiliate marketing representative.

**Spencer Hays**, senior VP and deputy general counsel, Warner Amex Cable Communications, named VP and deputy general counsel, Warner Communications Inc. there.

**Hugh Benson**, producer, *Miracle of the Heart-A Boys Town Story*, Columbia Pictures Television, Los Angeles, named producer, *Crazy Like a Fox*.

**Dan Guntzman** and **Steve Marshall**, executive producers, *Off the Rack*, Warner Brothers Television, Los Angeles, named executive producers, WB-TV's *Growing Pains*.

**Gary L. Smith**, writer-producer, WXYZ-TV Detroit, joins MVP Communications, Troy, Mich.-based visual communications company, as producer. **Colleen McKay Purdy**, writer-producer, WCVB-TV Boston, joins MVP as producer and project coordinator. **Ron Yanik**, member of production department, MVP, to production manager.

**Clair Marlo**, programming consultant, Radio Arts, Los Angeles-based syndication company, named general sales manager.

**John Fawcett**, producer-director, WVAH-TV

Charleston, W. Va., named production manager.

**Charles William Dewert**, program and operations manager, WJXT(TV) Jacksonville, Fla., joins WHO-TV Des Moines, Iowa, in same capacity.

**Kirby Oliver**, field producer, *PM Magazine*, KSAT-TV San Antonio, Tex., named executive producer, *PM Magazine*.

**Jan Jones**, from WBZ-TV Boston, joins WJW-TV Cleveland as co-host, *Northcoast*.

**Nancy Merrill**, reporter, WMAQ(TV) Chicago, joins WNEV-TV Boston as host, *Merrill at Midnight*.

**Bruce Bradley**, from WYNY(FM) New York, joins KMOX(AM) St. Louis as talk show host.

## News and Public Affairs

**Harry Radliffe**, producer, London, *CBS Evening News with Dan Rather*, named London bureau chief, CBS News. **Leroy Sievers**, assistant bureau manager, CBS News, Los Angeles, named Los Angeles bureau chief.

Appointments, *CBS Evening News with Dan Rather*, New York: **Suzanne Allen**, producer, to senior producer; **Bill Crawford**, senior producer, foreign and domestic bureau reports, to senior producer, long-range products, multi-part series and reports by New York producing corps; **Andrew Heyward**, senior producer, day of broadcast operations, to senior producer, foreign and domestic bureaus, excluding Washington; **Stephen Glauber**, producer, *60 Minutes*, to senior producer, special projects. Appointments, *CBS Morning News*: **Peter Bonventure**, producer, *Sportsbeat*, ABC Sports, New York, to senior producer, planning and special projects; **Nancy Jacoby**, from CBS-owned KCBS-TV Los Angeles, to producer, Los Angeles.

**Bob Allen**, from KOTV(TV) Omaha, joins KCRG-TV Cedar Rapids, Iowa, as news director.

**Bob Gamble**, news director, WRTV(TV) Indianapolis, resigns.

**Al Crouch**, from KIII(TV) Corpus Christi, Tex., joins KLTV(TV) Tyler, Tex., as news director.

**Mike Recht**, news editor, northern New England, Associated Press, New York, named deputy sports editor for AP. He succeeds **Larry Siddons**, named European sports editor, based in London.

**Bill Slatter**, manager, personnel recruitment, for NBC's owned-television station news departments, based in Chicago, leaves that post due to its elimination.

**Mark Toney**, from KGAN-TV Cedar Rapids, Iowa, joins WXEX-TV Richmond, Va., as assistant news director. **Renee Gottesman**, from WRC-TV Washington, joins WXEX-TV as news producer.

**Thomas V. LoCicero**, documentary and special projects unit, WXYZ-TV Detroit, joins WDIV(TV) there as senior producer, public affairs. **Laurie Oberman** and **Curtis Gadson**, producers, WDIV, to senior producers, special projects and entertainment, respectively.

**Kim Underwood**, reporter, WCOV-TV Montgomery, Ala., named producer.

**Joseph Robert Menell**, freelance documentary producer and director, joins noncommercial KQED(TV) San Francisco as senior producer, current affairs department.

**Glenn Kleiman**, investigative reporter, WPLG(TV) Miami, joins WTMJ-TV Milwaukee as managing editor.

**Earl Sargent**, farm director, KFWT(AM) Wichita Falls, Tex., retires.

**Chris Wallace**, chief White House correspondent, NBC News, will anchor Sunday editions of *NBC Nightly News* New York. **Keith Miller**, correspondent, Rome bureau, NBC News, named correspondent, Hong Kong bureau.

**Warren Olney**, senior correspondent, KABC-TV Los Angeles, joins KCBS-TV there as reporter and political editor.

**Ingrid Nelson**, publicity manager, WJW-TV Cleveland, named community affairs director.

**Dorothy M. Jones**, broadcast news services director, WMAL(AM) Washington, retires after 33 years with station.

**Vanessa Hill**, morning news anchor, WBTW-TV Florence, S.C., named *Eyewitness News* co-anchor.

**Joe Giardina**, reporter, WVUE(TV) New Orleans, named 5 p.m. weekday co-anchor.

**Hosea Sanders**, from KDFW-TV Dallas, joins KCBS-TV Los Angeles as general assignment reporter.

**Gloria Rojas**, New Jersey correspondent, WABC-TV New York, joins WNBC-TV there in

same capacity.

**John Anthony**, sports anchor, CNN Radio, Atlanta, joins WKIS(AM) Orlando, Fla., and Florida Radio Network there as sports anchor.

**Rod Odom**, from KLTV(TV) Tyler, Tex., joins WALA-TV Mobile, Ala., as weekend anchor and investigative reporter.

**Valerie Zavala**, anchor-reporter, KSBY-TV San Luis Obispo, Calif., joins KFSN-TV Fresno, Calif., in same capacity.

**Sandra Maas**, anchor-reporter, KRCR-TV Redding, Calif., joins KSBY-TV San Luis Obispo, Calif., as general assignment reporter.

**Ben Farnsworth**, from WCBS-AM-FM New York, joins WNBC-TV there as reporter.

**Steve Hemann**, from WBBI-TV Jackson, Tenn., joins KOAM-TV Pittsburg, Kan., as sports anchor-reporter.

**Karen Johnston**, from WFTV(TV) Orlando, Fla., joins WGAL-TV Lancaster, Pa., as reporter.

## Technology

**Jim Shelton**, assistant treasurer, United Video, Tulsa, Okla., named manager, sales services group.

**J. Phillip Stack**, president, Sony Communications Products Co., Park Ridge, N.J., named president, Sony Video Communications Products, and senior VP, Sony Corp. of America.

**Raymond Hauschel**, senior account executive, Z-Axis, Aurora, Calif.-based video pro-

# Broadcasting

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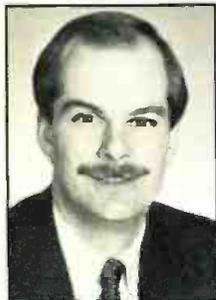
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duction and design services firm, named VP, sales.

**Jeff Jefferis**, from Centron Films, Philadelphia, joins Allied Film & Video, Washington, as member of marketing staff.



Vandeveer

**Warren Vandeveer Jr.**, design engineer, NBC Radio Networks, New York, named director of engineering and operations.

**Craig Hutchison**, from Polymetrics Inc., Sunnyvale, Calif., joins CMX Corp., Santa Clara, Calif., as treasurer and controller. CMX is designer

and manufacturer of computer-assisted videotape editing systems.

**Jack Schroeder**, director, Hawkeye Banc Corp., Des Moines, Iowa-based bank holding company, joins Birdfinder Corp., Sarasota, Fla., as chairman and chief executive officer. Birdfinder markets satellite master antenna television systems.

**J.B. McPherson**, chief engineer, WMAL(AM) Washington, retires after 34 years with station.

**Warren Woody**, maintenance supervisor and field technical supervisor, WSAZ-TV Huntington, W. Va., named assistant manager of engineering, repair and maintenance.

## Promotion and PR

**Robert Friedman**, director of marketing, MTV: Music Television, New York, named VP, marketing and promotional development, MTV Networks Inc. **Ruth Otte**, regional director, MTV Networks, Atlanta, named VP, marketing, MTV: Music Television and VH-1/Video Hits One, New York.

**John O'Connor**, bureau chief, *Ad Age*, New York, joins BBDO there as director of public relations, succeeding **David Williams**, resigned.

**Ann Leitch**, VP, group manager, Ketchum Public Relations, San Francisco, joins Henry J. Kaufman & Associates, Washington, as VP, account supervisor.

**John Stoner**, account executive, Barkley & Evergreen, Shawnee Mission, Kan., named account supervisor, public relations division. **Trina Fleming**, account coordinator, named account executive, public relations division.

**Marion Schneider**, secretary to director of corporate relations, Katz Communications, New York, named coordinator, corporate promotion and special events.

**Keith Foster**, creative services director, WBTW-TV Florence, S.C., named manager, creative services-operations. **Michael Gregg**, member of operations department, WBTW-TV, succeeds Foster.

## Allied Fields

**Dick Carlson**, principal, DKB, manufacturer of modular cabinetry, joins U.S. Information



**Presidential praise.** The Presidential Board of Advisers on Private Sector Initiatives met for the first time at the White House Jan. 22. National Association of Broadcasters President Edward O. Fritts was named to a two-year term as vice chairman of the board and chairman of its communications committee. The board replaces the President's Advisory Council on Private Sector Initiatives and the President's Task Force on Private Sector Initiatives. At the luncheon meeting, President Reagan praised broadcasters for their public service role: "[An] example of community service of which we can all be proud is that of the National Association of Broadcasters. NAB has been deeply involved in programs to counter drug and alcohol abuse. They use their medium to build the community in a wide variety of ways." Shown above with the President are (center) Fritts and Bob Woodson, president, National Center for Neighborhood Enterprises, Washington.

Agency, Washington, as news director, public liaison.



Reilly

NYSBA.

**Thomas Cookerly**, president, broadcast division, Allbritton Communications, Washington, elected to board of directors, Television Bureau of Advertising, filling unexpired term of **Robert Bennett**, former senior VP, Metro-media Inc., resigned.

**Alan Griffith**, senior VP, communications, entertainment and publishing, Bank of New York, New York, named executive VP. **Gerald Hassell**, VP, assistant division head, succeeds Griffith.

**H. Bailey Spencer**, director of communications with House Telecommunications Subcommittee since August 1985, is leaving March 1 to form own consulting company that will focus on public policy issues of concern to New England.

**Nancy Trapp**, marketing coordinator, Nielsen Home Index, A.C. Nielsen, New York, joins DeWitt Media, advertising media management company there, as manager of systems and media research.

Elected officers, North American National Broadcasters Association, Ottawa, comprising U.S., Canadian and Mexican broadcast networks: **Larry Loeb**, ABC Video Enter-

prises, chairman; **Phillip Wedge**, CTV Television Network, and **Arthur Kent Jr.**, NBC News, vice chairmen.

## Deaths

**Timothy Witteborg**, 38, controller, Great Trails Broadcasting, Dayton, Ohio, died of heart attack Jan. 10 at Kettering Medical Center, Kettering, Ohio. He is survived by his wife, Judy, one son and two daughters.

**David W. Fanning**, 43, director of advertising and promotion, KXAS-TV Fort Worth, died Jan. 11 at St. Paul's hospital, Dallas, of heart attack. He had been with station since July 1983. Before that he had been with KDFW-TV as promotion and advertising manager and at WFAA-TV Dallas as news producer. Before that he held news positions at KHOU-TV Houston and WBEN-TV Buffalo, N.Y. He is survived by his wife, Annette, two sons and one daughter.

**Agnes Law**, 93, longtime CBS employee, died of heart attack and stroke Jan. 14 in Los Angeles. Writes Frank Stanton, company's president emeritus: "She was in CBS before Paley. Wonderful woman. Helped me organize what became the CBS reference department under Bill Ackerman. If CBS has the best library in the industry, it's due in large measure to her efforts."

**Lilli Palmer**, 71, television, stage and film, died of heart attack Jan. 27 at her home in Los Angeles. Her television appearances included short-lived *Lilli Palmer Show*, 15-minute interview program on CBS in 1951, and syndicated *Lilli Palmer Theater*, dramatic series, in 1956. Palmer most recently had role in *Peter the Great*, mini-series currently airing on NBC. She is survived by her husband, Carlos, and son.

## Comcast's boss: building one step at a time

Describing Ralph J. Roberts as a cautious man may be an understatement. The chairman, president and chief executive officer of Comcast Corp. has made that company something of a darling on Wall Street for its steady earnings record and the prudent course it has taken in expansion. Comcast's bolder overtures in 1985—its failed attempt to buy Storer Communications and its successful collaboration with four other MSOs to buy Group W's cable systems—were taken only after careful consideration of the opinions of the major institutions that hold Comcast stock.

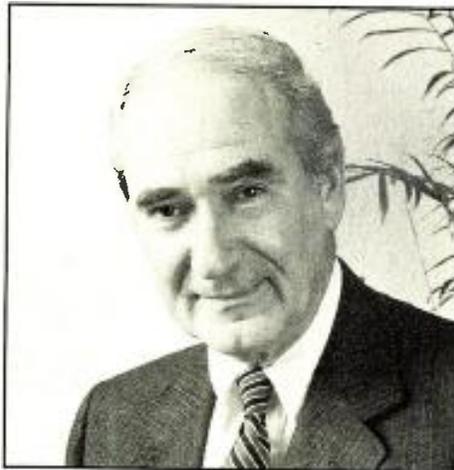
The Group W purchase will push Comcast over one million subscribers—nearly doubling its size—and squarely into the major league of cable operators. The company doesn't plan to stop there. "Our intention," says Roberts, "is to continue to grow."

Roberts was born in New York in 1920 and graduated from the University of Pennsylvania's Wharton School of Business in 1941 with a degree in economics. The lessons learned at Wharton helped shape Roberts's business philosophy, in which everything always comes back to the bottom line.

After a stint in the Navy in World War II, he joined Aitken Kynett Advertising, in Philadelphia, as an account executive. One of the agency's accounts was Muzak, which was owned at the time by William Benton, who had founded Benton & Bowles and would later serve as a U.S. senator from Connecticut. Roberts joined Muzak in 1948 as vice president responsible for advertising, public relations, marketing and sales promotion. Although he left Muzak in 1950—to manage a men's accessory company—the music service would reappear in his business life. Most of Comcast's noncable revenue comes from its Muzak franchises.

In 1950, Roberts joined the Pioneer Suspender Co., which was the nation's second-largest manufacturer and distributor of men's furnishing accessories. Pioneer Suspender evolved into Pioneer Industries, and Roberts bought the company in 1956. Five years later he sold Pioneer to Hickok Manufacturing in 1961 and, with a surviving shell corporation, formed a venture capital business, International Equity Corp. IEC dabbled in some familiar businesses for Roberts, including men's toiletries and cosmetics.

Cable television was unfamiliar territory, but a business broker had a 1,900-subscriber cable system in Tupelo, Miss., for sale, and Roberts decided to bite. It looked like "a very good business," says Roberts, a "cash-oriented type of business" which fit into IEC's structure. Roberts not only bought the system, he convinced the broker to join him and help run the system. The broker was Daniel Aaron, now Comcast's vice chairman. From an accounting firm that had done



RALPH JOEL ROBERTS—chairman and president, Comcast Corp., Bala Cynwyd, Pa.; b. New York, March 13, 1920; BS, economics, University of Pennsylvania, 1941; lieutenant, U.S. Navy, 1942-45; account executive, Aitken Kynett Advertising, 1946-48; vice president, Muzak Corp., 1948-50; advertising director, executive vice president and then president and chief executive officer, Pioneer Industries, 1950-61; president, International Equity Corp., 1961-83; present position since 1969; m. Suzanne Fleisher, Aug. 23, 1942; children: Catherine, 35; Lisa, 33; Ralph Jr., 31; Brian, 27; Douglas, 25.

the books for Pioneer Industries, Roberts tapped Julian Brodsky, now a senior vice president and Comcast's chief financial officer. That was in 1964. From there, the company was up and, if not running, at least walking.

It is not Roberts's style to rush into things. His methodical approach is to make "each project stand on its own feet." The Tupelo system, for instance, "was 100% financed from day one," Roberts says.

Roberts was careful not to overextend himself. "I did not rush into [expansion] as fast as other companies did," he says. Later, when cable went through its intense franchising period, Comcast moved with deliberation: "We were very cautious, very selective," says Roberts, choosing carefully where it vied for cable systems. Operating under that philosophy, "We were able to deliver everything we said we would," he says.

The company has also delivered on the bottom line. Since the company went public in 1972, its earnings have increased in every quarter until this year, when it had to write off \$5 million associated with its attempt to acquire Storer.

The conclusion to a Donald, Lufkin & Jenrette analysis in September referred to Comcast as "a company that we have long regarded as one of the industry's best managed." The firm called Comcast's \$108-million buy of a system surrounding Baltimore "one of the best buys in the industry, largely because of what the company has done with

it." Comcast more than doubled cash flow in the system.

How did Comcast do it? "When you've got a product that everybody really wants, it is pretty hard not to grow," says Roberts. He describes his and Comcast's good fortune this way: "being in a good industry, at the right time, with a very, very good group of people." And financial incentives don't hurt either. Although Roberts and his family own most of the Comcast stock and thus have voting control, "practically everybody [in management] here has stock options," says Roberts.

Roberts has expanded his executive structure over the past few years, forming a younger, middle management team—including one son, Brian—to help run the growing company. That expansion was in anticipation of major acquisitions, the first attempt being Storer. Roberts conferred with the major institutions that owned Comcast stock and found that "we would be well served to plan a little further ahead." Although the size of the acquisition was unprecedented, Roberts said "we knew the short-term setbacks would pay for themselves because the benefits to the company would be so dramatic." With the approval of its major stockholders, Comcast went hunting. After Storer came Group W.

If Roberts has had a dream he's held longer than most, it should begin to be realized this year. In 1966, Comcast was granted a cable franchise for the city of Philadelphia but never built a system; federal regulations then in force frustrated Roberts's plan to import New York signals. The company wanted to bring in New York signals but the FCC said no. Years later Philadelphia went through a rough franchising period, with a change in city administration contributing to its being one of the last major cities to get cable. Comcast eventually won the rights to wire one of the city's four sectors and it plans to begin putting subscribers on line later this year. On the 20-year road, the soft-spoken Roberts said he kept thinking "sooner or later it's gonna happen."

Roberts will turn 66 this year, but has no plans for retirement. He has bought some land southeast of Philadelphia in the rolling farm country near the Brandywine river. He and his wife plan to build a model of an early American farmhouse, circa 1750.

But there is another horizon toward which Roberts is looking. Comcast has joined a British company in building a cable system in Ealing, a borough of London, which contains 100,000 homes. That British company has been bought by television programmer Granada TV, which, joined with Comcast's business acumen, should make for a formidable one-two punch. But there again, Roberts says, "we will crawl before we run." Under his guidance, Comcast's pace has been slow and steady. Don't bet against the tortoise.

**John Blair & Co.** became subject of **takeover/liquidation speculation** again after heavier-than-usual trading began two weeks ago in stock. On weekend prior to last week, New York-based Price Communications held informal and friendly merger discussions with Blair, according to several reliable sources, but talks ended without agreement. *Wall Street Journal* reported that Belzberg brothers were said to be accumulating stock, but sources told BROADCASTING that Canadian financiers' interest in Blair dates to October 1985 run-up in stock price. Any wealthy investor, such as Belzbergs, would quickly trigger reporting requirements of SEC; \$10 million purchase would buy more than 5% of Blair's outstanding shares. Stock (NYSE: BJ) rose above \$26 during week but by last Friday (Jan. 31) afternoon, it was trading at \$25, 5/8 point above closing previous Friday. At least two investment banking firms, First Boston Corp. and Donaldson Lufkin Jenrette, were said to have shown more than casual interest in Blair in recent weeks. Blair spokesman said company had no comment on recent news or speculation.

**CBS has dropped *Melba* and *Charlie & Co.*** from its 8-9 p.m. Tuesday night schedule after one telecast, effective immediately. Network said two sitcoms will **return in spring**. On Tuesday, Feb. 11, CBS will substitute ***Bugs Bunny* and *Charlie Brown Valentine Day specials*** at 8-9 p.m. and then begin new episodes of ***Trapper John, M.D.*** on Feb. 18 in that time period. *Melba* premiered Tuesday, Jan. 28, and achieved 9.2/13 in national ratings, while *Charlie & Co.*, which followed, slipped to 8.2/12. CBS ordered total of six episodes of *Melba*, which leaves five left to air.

**HBO had slowest rate of subscriber growth in decade** last year. Company said pay service's subscriber count totalled approximately 14.6 million at end of 1985, net gain of only 100,000 subs for year, or less than 1%. It was first time since 1978 that HBO did not add at least 1 million or more subscribers to base. HBO chairman and chief executive officer, Michael Fuchs, said in statement that "the first half of 1985 was disappointing, but, significantly, we had strong third and fourth quarters and we're hoping to carry that momentum forward all the way through 1986." Sister service Cinemax added about 400,000 net subscribers to its count over 1985 for total of about 3.7 million, gain of 12%.

For record, **NBC News** said last Friday (Jan. 31), which was its self-imposed go-no-go deadline for **cable news project**, that it had **dropped plans** of doing so "for time being." It did not get required 13.5 million subscriber commitment it asked for from cable industry, said spokesman, "but it gave us an opportunity to get to know people in the industry and them to know us," thus paving smoother way for future project.

**Senate is scheduled to take up legislation** (S. Res. 28) today (Feb. 3) that would permit live **television and radio coverage of Senate chamber**. Resolution calls for immediate gavel-to-gavel radio coverage and would permit in-house television coverage on a test basis (BROADCASTING, Dec. 23).

**Still cameras** of number of major news organizations that had been **trained on Challenger launch and film in them were impounded by NASA** after space ship exploded. Action sparked controversy in which news media representatives protested that NASA was setting dangerous precedent. NASA permits news media to set up cameras closer to launching than humans could stand, and spokesman said cameras were taken as part of agency's investigation of cause of disaster. "There may be evidence on the film that could provide information," spokesman said. Media representatives complained that seizure indicated, unfairly, in their view, they would refuse to cooperate. NASA spokesperson rejected charges of some in media that seizure was illegal, although she could not cite authority for that position. She also said voluntary cooperation was not sought because action was in accordance with guidelines covering such incident, and, she said, they do not provide for "vclition." Cameras have already been returned, but film—which will be returned also—was being processed on Friday.

**Metromedia stations** took another step forward in **developing major blocks of first-run sitcoms** by picking up D. L. Taffner's ***Check It Out*** for April 1, 1986, premiere. Metromedia will schedule *Check It Out* on Saturday night on all independents except WTTG-TV Washington and will run in comedy block on WNEW-TV New York and WFLD-TV Chicago alongside other first-run sitcoms, *The Ted Knight Show*, *Small Wonder* and *What's Happening Now*.

Satellite Television Industry Association Inc./**SPACE** issued press release last week saying it **will sue CBS because it has proceeded with plans to scramble its programming**. SPACE says its concern is viewers living outside reach of CBS affiliates who have been relying on backyard earth stations for CBS service. CBS, first of three networks to begin scrambling, has announced establishment of task force to find way affected viewers—in what CBS says are 400,000 homes—can be served. But SPACE Chairman Taylor Howard is quoted in release as saying, "CBS does not need a task force to find a solution which already exists." And SPACE counsel Richard Brown is quoted as saying suit will be instituted "within a week." But SPACE officials decline to divulge grounds it will use. CBS began scrambling signal in Rocky Mountain area in October, plans to extend it throughout country within 12-18 months. CBS spokesman George Schweitzer said CBS is concerned about viewers involved. But, he said, "our signal is intended for affiliates for distribution to homes; we're not in the direct broadcast business." He also noted that satellite is used to deliver material not intended for homes.

**Copyright Royalty Tribunal** last week issued decision on phase one **distribution of \$81.6-million, 1983 cable royalty pool**. Tribunal earlier awarded \$144,497 to National Public Radio. Under decision, pool is divided into basic fund, second fund which incorporates 3.75% rate hike for distant signals and syndex fund which includes syndicated exclusivity surcharge. Basic fund gives 67.1% to program suppliers; 16.35% to joint sports claimants; 5.2% for Public Broadcasting Service; 5% for commercial broadcasters; 4.5% for music claimants; 1.1% for devotional claimants, and .75% for Canadian broadcasters. 3.75% fund: program suppliers, 72%; joint sport claimants, 17.5%; PBS, nothing; commercial broadcasters, 5%; music claimants, 4.5%; devotional claimants, .75%, and Canadian broadcasters, .25%. Syndex fund: program suppliers, 95.5% and music claimants, 4.5%.

**Bosch and Philips** have agreed to **joint venture in television broadcast equipment field**, firms announced Jan. 30. Cooperative company, named **Euro Television Systems (ETS)**, brings together multi-billion dollar West German conglomerate Robert Bosch GmbH and Dutch N.V. Philips to make and market video gear in U.S. and internationally. ETS is to be based in Darmstadt, West Germany, current headquarters of Bosch Television Broadcast Division. Value of deal was not disclosed, although two companies' combined broadcast operations have estimated annual sales of approximately \$200 million and will employ 2,400. Firms initially share 50% interest in venture, but majority of new company will later go to Bosch, which makes video cameras, videotape recorders, graphics systems, switchers and telecine equipment with staff of 2,000 at divisions in Darmstadt and Salt Lake City. Philips segment includes video camera development and production facilities in Breda, Netherlands, and U.S. sales organization Philips Television Systems Inc. based in Mahwah, N.J. Philips' broadcast transmitters, made by its PYE TVT in U.K. and sold in U.S. by Mahwah subsidiary, are not part of deal at present.

**RCA** has signed letter of intent **to sell broadcast antenna group to Dielectric Communications** of Raymond, Me., for undisclosed amount. Dielectric is unit of *Fortune* 500 firm, General Signal Corp., Stamford, Conn., with \$25 million annual sales in transmission and other products to broadcast, telephone and military industries. New owner will keep RCA television antenna operator and staff of 50-60 at present Gibbsboro, N.J., facility, where it had been seeking buyers since parent RCA Broadcast Systems Division was dissolved last year. Sister RCA television transmitter group is still up for sale. Dielectric and RCA have relationship beginning more than three decades ago, when Dielectric began

providing transmission supplies to RCA, and continuing to late 1983, when Dielectric bought RCA's FM antenna product line.

□

Union Pacific Corp. confirmed last week that **Drew Lewis, chairman and chief executive officer, Warner Amex Cable, will join Union Pacific Railroad Co.** as chairman and chief executive officer, effective April 1 (BROADCASTING, Jan. 20). Company also said it was "intended" that Lewis would replace William S. Cook as chairman, president and chief executive of parent company, upon his retirement on Oct. 1, 1987. No word yet on replacement for Lewis, but Warner hopes to have someone in place by time he leaves. Meanwhile,

MSO continues with process of transferring cable systems (on franchise by franchise basis) from Warner Amex partnership to Warner alone. Company is shooting to complete buyout by latter part of March.

□

**Kabc-TV Los Angeles debuts Tom Snyder** today (Feb. 3). New live one-hour strip (3-4 p.m.) will feature former late-night talk show host in topical format that will address itself to current subjects. One subject will be addressed daily. Show will include studio guests and call-ins.

## FCC rubber stamps its takeover policy

The FCC decided last week it had been right all along in its handling of proxy contests and tender offers.

In a policy statement the FCC affirmed its past actions even though industry representatives and public interest groups that filed comments in the proceeding had unanimously disagreed with that assessment.

On another track, the FCC agreed to ask Congress for permission to raise the maximum amount it may fine a broadcaster from \$20,000 to \$100,000 or perhaps even \$1 million. Once again, it also agreed to ask Congress to eliminate the fairness doctrine, equal time and reasonable access provisions from the Communications Act. In addition, it agreed to ask Congress to eliminate comparative renewals.

■ According to the FCC's takeover policy statement, those wanting to conduct proxy contests for broadcast licensees will face almost no commission hurdles. If the contest in question would involve a transfer of control—that is, as a rough rule, if it is being waged for a majority of the seats on a licensee board—a short-form transfer application, modified to include rudimentary information on the citizenship, other media interests and any findings of legal violations of the candidates proposed to sit on the board, generally must be filed. The FCC can quickly approve such applications, which aren't subject to petitions to deny. Those waging proxy contests that wouldn't involve transfers of control—essentially those wanting to replace fewer than a majority of members of a licensee board—will generally be able to meet their FCC obligations by noting board changes in the licensee's annual ownership report.

Parties wanting to take over licensee corporations through hostile tender offers will have to go through the FCC's long-form transfer review. But they will be able to launch those offers through trustees operating under special temporary authorizations while their long forms, which are subject to petitions to deny, are under review.

Commissioner James Quello lodged the sole dissent to the FCC's policy statement. "The record doesn't support our conclusions," Quello said. "I would give it [the policy statement] an A-plus as a creative legal machination to give a hostile takeover plan a definite edge. I think we are favoring the hostile takeover people with this sort of action."

Chairman Mark Fowler, however, said he believed the policy statement cast the commission in a neutral role. "This is part of what freedom is all about: the ability to be able to put new management in, to appeal to the shareholders to make changes," Fowler said.

Said Commissioner Dennis Patrick: "An industry which is subject to the discipline of the marketplace, including tender offers and proxy fights, will be a better and stronger industry and surely will be more responsive to the public interest."

■ At its meeting last week, the FCC agreed to ask Congress to raise the ceiling on the amount the commission may fine broadcasters from \$20,000 to \$100,000. But at Quello's recommendation, it also agreed to consider amending that request for authority to issue fines of up to \$1 million. Quello said he thought with that sort of fine at its disposal, the commission might have an alternative to denials of renewal. "With a \$1-million fine, we could avoid

some of the decisions that resulted in practically property confiscations," said Quello. Commissioner Mimi Dawson said she was interested in that proposal. "Frankly, one of the concerns we've always had with forfeitures is that we've not had enough room to impact the big broadcaster," Dawson said.

Why did the FCC bother to ask Congress once again to get rid of the fairness doctrine and the political broadcasting law when FCC officials don't expect Congress to listen? William Russell Jr., director of the FCC's Office of Congressional and Public Affairs, said the commission was trying to be consistent. "And we're reiterating that the report on our fairness inquiry was a final action," Russell said. (The report, issued by the FCC last August, is the subject of a court appeal that questions the constitutionality of the fairness doctrine. Defenders of the doctrine have asserted that the report did not constitute a final action that is appealable.)

Fowler said that "government content controls," as demonstrated in the FCC's fairness doctrine inquiry, stifled the free speech which is so important in a democracy. "Again we call on Congress, and if Congress won't do anything, I hope the courts will," said Fowler.

The package also recommends several changes in petitions to deny. One change would permit the FCC to ignore petitions by incumbent licensees alleging that an economic hardship would result from authorization of new service. Another would permit the FCC to dismiss any petition to deny filed in retaliation for a licensee's refusal to pay off a petitioner. It also would prohibit the withdrawal of a petition for payment of more than the actual costs, including reasonable attorney fees, incurred by the petitioner in prosecuting the petition and would create a private federal right of action for licensees who have been the victim of an attempt by a petitioner to use the petition-to-deny process for private gain.

Other proposals included in the package would codify the FCC's broadcast deregulation and extend it by prohibiting the designation in hearings of issues regarding an incumbent's ascertainment of community needs, the percentage of nonentertainment programming broadcast, the amount of commercial matter broadcast or the maintenance or public availability of programming logs; amend the allocation principle of Section 307(b) of the act to change its focus from the equitable distribution of service among communities to the equitable distribution of service throughout the U.S. and prohibit and make it a criminal offense to willfully and maliciously cause interference to radio communications.

Still other proposed changes would reduce from 30 to 15 days the public notice required for granting applications after they're accepted for filing; authorize the FCC to permit broadcasters to substitute automated technology for people; permit the FCC to waive the required construction permit for a broadcasting station and grant a license or a combined construction permit and license at the same time; extend permission for the airing of lottery information to permit the broadcast of information concerning lotteries that are legal in the states in which they are conducted, "deleting the specific references to 'citizenship,' 'character,' 'financial' and 'technical' qualifications with regard to applicants to clarify that, except with regard to alien ownership restrictions . . . these qualifications are discretionary and not mandatory," and permit the FCC to conduct its own litigation to collect fines.

# Editorials

## A long day's work

It is a familiar irony that television is often at its best and brightest at times of national distress. To the remembered images and sounds—John Kennedy Jr. saluting his father's coffin, the public murder of Lee Harvey Oswald, the cradled head of the dying Robert F. Kennedy, the pop of gunfire and scramble of the secret service to protect President Reagan—a new scene of terrible clarity has been added. Who will forget Challenger lifting off its pad, arcing toward the heavens like its many predecessors, then vanishing in a storm of flame and smoke?

It is a further irony that broadcasters, frequently targeted as the abettors of any number of social ills or characterized as unswerving worshippers of the bottom line, have repeatedly demonstrated their readiness to abandon business as usual when called to sterner missions. In times of tragedy and triumph—witness the coverage of man's voyage to the moon—television has mustered all its resources to do whatever it takes, for however long it takes, to bring its audience face to face with events that shape their lives, in no small measure because of television's power to create witnesses.

Although catastrophes are, thankfully, still the exception, television's comprehensive coverage of them when they occur has become the rule. Chronicling last week's shuttle explosion was a complicated exercise in coordinating a diverse flow of information from many venues, with numberless logistical problems to be overcome, all at a moment's notice.

As was remarked on this page after the coverage of the Kennedy assassination in 1963:

"It was not a job that amateurs could have done.

"It was not a job that a marginal economy could have supported.

"It was a job for professionals equipped with costly implements and backed by the resources of a broadcasting system that has grown big and stable on a program of fiscal responsibility.

"The same broadcasting system stands ready to do as good a job on any other story, as long as it is allowed to grow, as it has grown, as a consequence of the natural interplay of private venture and public response."

It could all be said again.

## Shot in the foot

One need not disparage the credentials of Alfred Sikes as a possible director of the National Telecommunications and Information Administration to conclude that Rodney Joyce, the acting director of that agency, has been the victim of a political snafu. Joyce, the former minority counsel of the House Telecommunications Subcommittee, was given the acting role at NTIA while awaiting appointment to the full directorship. Then, at the last minute and from left field, the news of the Sikes candidacy—backed by the formidable patronage of Senator John Danforth (R-Mo.), chairman of the Senate Commerce Committee—broke on the Washington scene. Sikes had hoped to be named chairman of the Federal Trade Commission, but when that job was unattainable elected to settle for the first target of opportunity, which turned out to be NTIA.

As stipulated, the merits of Sikes's appointment to this critical post are not at issue here; he is so far an unknown to this page and to most concerned with the choice, although he does have broadcasting connections in Missouri and thus wins our recognition as

a fellow Fifth Estater. What is worth scrutiny is the process by which the NTIA nomination has gotten to this impasse. A telecommunications and political professional of acknowledged skill and expertise appears in danger of being shunted aside to satisfy a spin of political roulette. It's worth second thoughts by the personnel experts who have maneuvered the White House into this embarrassment, as well as by the President himself. Washington has room enough for all the talented officials it can get; it's unseemly to put two in conflict for the same square.

## Point of order, Mr. Chairman

With the emergence of new television and radio technologies now more rapid than ever before, those devoted to maintaining technical harmony in our industry must increasingly seek the broadest possible participation and cooperation. Regrettably, one veteran standards organization, the Society of Motion Picture and Television Engineers, has recoiled from one of the best methods for gaining that expanded input: providing the press, and through it the rest of the industry, with full access to and timely documentation of its extensive standards-setting activities. The society, meeting in Chicago this week, is in danger of regressing even further, cutting the minimal flow of information it now provides to a mere trickle.

Concern over impediments to the reporting process is rarely one we share with our readers; it goes with our territory daily. The result in this case, however, is to leave a large part of the communications business community in the dark about work supposedly done in its name to advance technology. As a private organization, SMPTE is certainly within its rights to keep its activities cloistered, and its volunteer, limited-budget status naturally limits its ability to disseminate. But as an organization that aspires to be the foundation on which industry consensus is built, impenetrability is a poor course.

SMPTE's own leadership has likened the society to a democracy and acknowledged in public statements the valuable role played by the press in achieving standards. We encourage those forward-looking arguments. We further urge the society to put those precepts to the test by fully opening the doors on its proceedings so the industry, and the press, can join it in facing technology's challenge.



Drawn for BROADCASTING by Jack Schmidt  
 "This 'media' you're always talking about—what channel is it on?"



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