

Broadcasting May 6



THIS IS THE SEAL OF THE AMERICAN METEOROLOGICAL SOCIETY . . . THE AMS. WHAT DOES THIS SEAL MEAN TO YOU? IT MEANS YEARS OF STUDY AND WEATHER EXPERIENCE. AND THAT'S NOT ENOUGH. BECAUSE YOU STILL HAVE TO TAKE THE TOUGHEST TEST OF ALL, PREPARED AND GIVEN BY PEOPLE WHO KNOW MORE ABOUT WEATHER THAN ANYONE. IF YOU CAN PASS THIS TEST, WE'LL LET YOU DISPLAY THIS SEAL. IF YOU CAN'T, WE WON'T. YOUR AMS WEATHERCASTER. YOU'VE NEVER SEEN BETTER WEATHER!

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Here's what women like.



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Simon & Simon	13
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Matt Houston	7

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

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

HILL

Here's what men like.



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MEN 25-54

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Scarecrow & King	8
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Matt Houston	7

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	RATING	SHARE	ADULTS 18-49	ADULTS 18-34
KHJ-TV	5	12	193	136
KTLA	5	11	184	121
KTTV	5	11	166	109
KCOP	4	10	116	82

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Broadcasting May 6

Murdoch, Davis and Fox move to buy Metromedia CBS purchases Taft/Gulf radio stations The top 100 companies of the Fifth Estate

ANOTHER DEAL □ Metromedia working on deal to sell most of its television stations to group lead by Rupert Murdoch, Marvin Davis and 20th Century Fox. **PAGE 39.**

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Ahead and gaining

Television has extended its lead as source where people get most of their news, according to latest Roper Organization survey, to be released this week by Television Information Office.

Percentages of respondents in 1984 survey identifying media as source of most news: TV, 64%; newspapers, 40%; radio, 14%; magazines, 4%; other people, 4%. (Figures add to more than 100% because of multiple answers.) TV 24-point lead over newspapers in 1984 was bigger than 21-point lead in 1982 and 20 points in 1980.

As in other Roper studies for past 17 years, television stations rate at top of local institutions said by public to be doing "excellent or good" job: TV stations, 74%; churches, 70%; police, 69%; newspapers, 62%; schools, 54%, and local government, 44%. Balance of votes were for "fair to poor" performance.

Upfront up front

TV network sales executives said last week they expect upfront market sales to take off in first week of June, slightly earlier than last year when market burst in mid-June. Executives said it was too early to say what kinds of increases they'd be looking for. "We haven't completed our planning yet," said one executive, "and it would be a disservice to put out a figure that people might plan on that might be too high or low." Last year networks came out of gate seeking low double-digit increases, while agencies countered with high single-digit offers. "You can expect a lot of dancing around and a lot of haggling this time around too," one source said.

Quandary

Story being told in Washington last week had it that National Association of Broadcasters is "paralyzed" about what to do about cable must-carry rules, which appear to be in jeopardy in Court of Appeals in Washington (BROADCASTING, April 22). One NAB concern is that appellate court, in ruling on Turner Broadcasting System and Quincy Cable challenges to must carry, might throw out rules altogether. NAB could ask FCC to try to get must-carry cases back from appellate court and attempt to work out compromise rules more likely to pass judicial review. But any such compromise could leave NAB members without must-carry protection, and those most likely to

lose protection aren't expected to be happy about that.

NAB source said story was "simply not true." This source said NAB "is very united" on subject and is "crafting a very measured and careful strategy." Source declined to reveal what that strategy is and whether NAB intended to implement it before court rules on must-carry cases. Source also declined comment on whether NAB had begun negotiations with cable operators on rules. Making matters worse: FCC sources said it was unlikely commission would ask court to return cases, even if NAB requested that intervention. And National Cable Television Association will oppose any effort to get cases returned to commission, source there said.

Another for Interep

Ralph Guild, president of Interep, holding company for McGavren Guild Radio, Major Market Radio, Hillier/Newmark/Wechsler & Howard, and Weiss & Powell national radio representation firms, will launch new, full-scale rep company this summer. Guild plans to begin interviewing candidates for executive and sales positions next month. New firm will solicit stations in top 100 markets.

Out like lion

National spot radio business for March totaled \$81,961,300, up 39.6% from March 1984 when expenditures amounted to \$58,732,100, according to data to be released this week by Larchmont, N.Y.-based Radio Expenditure Reports, Inc. (RER). However, when RER adjusts figure for March 1984 to \$73,415,100 to compensate for five-week standard billing month this year, increase is lessened to 11.6%. Data reflects total national spot billings reported to RER each month by 15 top rep companies.

Back again

Fans of *Upstairs Downstairs* will have to wait more than year, but London Weekend Television International has reached agreement with PBS for 55 repeat episodes of classic series to be telecast beginning in summer of 1986. Agreement is contingent on PBS raising funds for series, but both London Weekend and PBS are confident sufficient financing will be available. Series has been missing from U.S. television for about seven years

except for showing of limited number of episodes during PBS retrospective.

Negotiator

FCC Commissioner Henry Rivera's job search is moving along. He has now recused himself from cases involving law firm of Gardner, Carton & Douglas. He has "terminated discussions" with law firm of White & Case. Discussions are reported to be continuing with firms of Paul, Hastings, Janofsky & Walker and Fisher, Wayland, Cooper & Leader.

Radioactivity

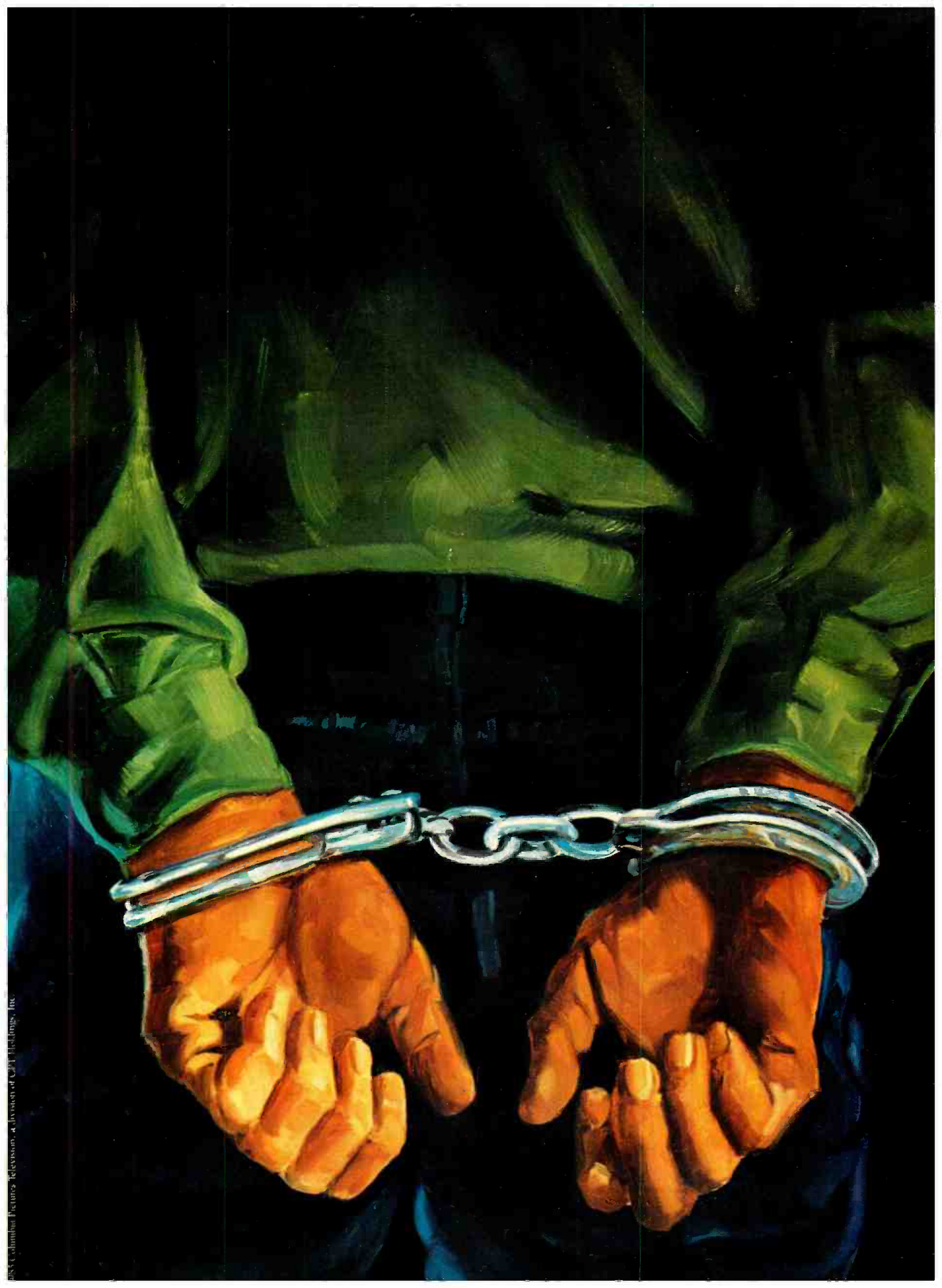
FCC may share at least some blame for outdated list of FM radio "hot spots" circulated in April ("Closed Circuit", April 29). Environmental Protection Agency senior official complained last week that accurate, up-to-date information on radiofrequency radiation levels from broadcast antennas was hampered by FCC's refusal to carry "critical" details of antenna design and height above ground in its FM computer database. EPA last completed several-month-long manual gathering of information in 1980, and time-consuming task has not since been repeated.

Independence sought

FCC Commissioner James Quello, in forefront on proposal to permit noncommercial broadcasters to swap their VHF's for commercial UHF's, told BROADCASTING last week he thought FCC should be permitted to proceed with its rulemaking "without congressional intervention at this time." He added that if comments in proceeding are "overwhelmingly negative, we should be able to turn it down ourselves without a big push from Congress."

Prime time payoff

Although it is privately held company, 20th Century Fox Film Corp. let slip revealing personnel costs in filing with Securities and Exchange Commission. Television division president, Harris Katleman, is being paid \$400,000 annual salary plus incentives. Katleman is entitled to bonuses based on success of prime time series placed on networks during his tenure, ranging from \$1,000 per episode when 22-episode order is confirmed to \$3,500 per episode for any show on network five years or more.



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Playboy revamps

The Playboy Channel is dropping its self-described "sex on demand" approach in the hope of attracting a more upscale "yuppie" audience, the pay cable service's senior executives told reporters last Tuesday (April 30) at a Los Angeles news conference.

Michael Brandman, president of Playboy Programs Inc., termed The New Playboy Channel "the cable channel for grown-ups," targeting those with an "adult life style" and emphasizing "more premieres and less duplication than any other [cable] service." He said the 10-hour daily program schedule being unveiled next month includes "a new program title every day of the year," including specials, series, film festivals, adult movies and interstitial material.

"We have just not delivered in the past what the name Playboy promises," conceded Que Spaulding, president of Playboy Programming Distribution Co., at a Playboy Mansion unveiling of the service's revamped schedule. "For lack of a better word, yuppies are our target audience. . . This includes affluent men and women in the 25-to-45 age range." The executive, who joined the pay service last March, said "the concept of the old Playboy Channel was sex on demand." Such material, he said, "appealed to the lowest common denominator."

In response to a question, Brandman said he is hopeful that the new program slate will improve the service's clearances among cable operators, who have shied away from Playboy's sexually-oriented material. Although the channel is not "going soft," Brandman said, sex themes will be balanced by "a broader spectrum of entertainment material."

Spaulding estimated the Playboy Channel currently has about 750,000 subscribers and is distributed to systems serving 9.2 million subscribers. He cited Playboy research indicating the channel's monthly churn rate has recently dropped from 13% to 12% and speculated that many of those disconnecting "were yuppies who were dissatisfied with the sex-on-demand concept."

Spaulding said the service would be marketed as "The New Playboy Channel" for "most of this year," backed by a \$3.2-million advertising and promotion campaign that will include spot television and radio commercials, print ads in *TV Guide* and cable program guides, as well as cable advertising on national basic cable services, including ESPN and USA Cable Network. He said there are also tentative plans for a live "television" this summer from Playboy Mansion West in Los Angeles.

Brandman, who took over management of The Playboy Channel last fall, said special efforts are being made to increase viewership among women, who are estimated to comprise about 40% of the channel's audience.

Spaulding said the service, which has a budget of about \$25 million for the fiscal year ending June 30, has been profitable for several months.

They'll be back

F. Frederick Kennedy Jr., John D. Evans and Myron T. Pattison have been re-elected to three-year terms as district directors of the board of the National Cable Television Association. Kennedy, elected from District 5 (Alabama, Florida, Georgia, Mississippi, North Carolina and South Carolina), is general manager of Cablevision of North Augusta, S.C. Evans, elected from District 6 (Kentucky, Tennessee, Virginia and West Virginia), is president of Arlington Cable Partners, a company operating a system serving Arlington, Va. Pattison, elected from District 7 (Illinois, Indiana, Michigan, Ohio and Wisconsin), is president of Crawfordsville (Ind.) Community Cable Corp.

Another First

Perhaps emboldened by the cable industry's recent series of First Amendment victories in the courts, Tribune Cable of California, a cable system serving 11,000 subscribers in Lakewood, Calif., filed suit in federal district court against the city, alleging that the city's regulation and franchise requirements violate Tribune's First Amendment rights. The complaint also alleged that the city was charging the system a franchise fee in excess of that allowed by the FCC and the Cable Communications Policy Act of 1984. Tribune Company Cable is a unit of Tribune Cable Communications Inc., an MSO based in Mahwah, N.J., headed by former National Cable Television Association Chairman Doug Dittrick.

The complaint asserts that the city has imposed on Tribune "a scheme of regulation which restricts [Tribune's] fundamental rights without furthering any compelling governmental interest."

The complaint also says that the city has required Tribune "to pay a tax on gross revenues, and to make other franchise fee payments in cash and in-kind, as a condition to the exercise of [Tribune's] First Amendment rights, which exceed the actual cost of regulation." Tribune's "cash and in-kind payments" to the city, excluding the annual franchise fee (5% of gross revenues), since the franchise was awarded in November 1982, it says, are valued at more than \$1.5 million.

Tribune "engages in conduct which is protected by the First Amendment guarantees of freedom of speech and freedom of the press," the complaint says, setting the foundation for its First Amendment arguments. "Cable television is not a public utility. Cable television does not impose as heavy a burden on public facilities, including public rights-of-way, as that imposed by other First Amendment speakers, such as newspapers, magazines and theaters."

The complaint also argued for relief from the city's demands based on the equal-protection-under-the-law provision of the 14th Amendment. "Other communications media in Lakewood, including newspapers and

broadcast television stations, are not required to pay 'franchise fees' to [the city] as a condition to the exercise of their rights."

In a prepared statement, Reavis D. Gibb, vice president and general manager, Tribune Cable, said the system tried to negotiate a settlement of its problems with the city before the suit was filed. "Unfortunately, those negotiations never bore fruit and left our company with no other alternative than to seek relief from the courts," he said.

C-SPAN never blinks

C-SPAN has been providing its viewers with more coverage of the House of Representatives than ever before. The reason: The House adopted a resolution last Tuesday to keep its cameras on during the House's voting periods. The resolution, introduced by Minority Whip Trent Lott (R-Miss.), was adopted without objection and went into effect immediately.

According to C-SPAN spokeswoman Su-



san Swain, prior to the resolution, whenever the cameras were turned off during the voting periods, C-SPAN put up a graphic showing a running count of the vote against a blue background. Since the resolution, she said, C-SPAN has superimposed the graphic against wide-angle shots of the House chamber.

Disney dealings

The Disney Channel is revising its lineup and introducing new series and format changes, effective today (May 6), as it moves into its third year of operation.

New series include *Dumbo's Circus*, based on the Disney "Dumbo" animated feature, which will be presented daily at 8:30 a.m. and 3 p.m. NYT, Monday through Friday, and the off-network *Adventures of Ozzie and Harriet*, which will be shown at 6:30 p.m., Monday through Friday, and at 9 a.m. on weekends.

Disney's Legends and Heroes, dealing with the adventures of real-life and mythical heroes, such as Zorro, the Swamp Fox, Elfege Baca and Texas John Slaughter, will debut on Friday at 7 p.m., with repeats Sunday at 1 p.m. and Tuesday at 11 p.m.

A one-hour segment has been inserted at noon, between the morning and afternoon movies, for specials and series, such as *Five*

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SONY
Broadcast

SONY

Mile Creek, Disney Family Album and Wilderness Bound and upcoming shows like *The Dr. Joyce Brothers Program* and *Big Bands at Disneyland*.

The Disney Channel announcement also said that because of their popularity with viewers, *Donald Duck Presents*, which opens the morning schedule on weekends, will now be presented twice daily (at 8 a.m. and 4:30 p.m.), with new segments, including clips from classic Disney animated films, and *The Wonderful World of Disney*, will be presented daily (at 5:30 p.m. weekdays, 3 p.m. Saturday and 7 p.m. Sunday).

Deadline time

A committee of the Los Angeles city council has set May 30 as the deadline by which A Community Cable Entertainment Service System must submit final documentation on the \$46 million it has said it is obtaining for construction start-up on its 181,000-home franchise. If the capital funding is not in place, the city has indicated it will schedule hearings to replace the company, which was granted the franchise in September 1983. The franchise, located in south-central Los Angeles, was the object of a lawsuit filed against the city by Preferred Communications, which claimed Los Angeles cable procedures violated state and antitrust laws. An appeals court decision upheld Preferred's allegation and remanded the case to district court for further consideration. ACCESS plans to address the city council on the financial requirements question May 15 but both sides have expressed uncertainty about the ultimate disposition of the franchise, pending further court action.

In an unrelated action, Buenavision Telecommunications has indicated that later this month it will seek an extension of its construction schedule and a 10-year renewal of its current franchise agreement with the city of Los Angeles. Buenavision obtained a franchise in January 1982, to build a 21,500-home system in the eastern part of the city. The company, which holds other franchises in suburban Los Angeles, has yet to start building its 80-mile system. Buenavision is expected to ask for a six-month extension of a June 30 construction deadline and restructuring of its access requirements. The company's franchise comes up for renewal in early 1987.

A third Los Angeles operator that has yet to begin construction, the east San Fernando Valley's United Cable, has also requested a 10-year extension of its franchise agreement.

Comedy corner

A new comedy series, *Turkey Television*, featuring what is billed as "a new kind of madcap format," will be launched by the Nickelodeon children's program service Monday, June 3 (4:30-5:30 p.m. NYT). Its host is Thurmon T. Turkey, an animated fowl, and it is described by Nickelodeon as a zany concoction of "everything from clips of the funniest moments in film, TV and real life to an unusual troupe of characters who turn the common into the outrageous."

The characters include, in addition to Thurmon T. Turkey himself, an animated pilgrim named Wellworth Watching and a child psychologist named Dr. Joyce Sisters, who is one of the human members of the

Turkey Television Players. The clips are said to range from snippets of Charlie Chaplin and W.C. Fields movies to TV bloopers and bits from foreign game shows, stand-up comics, feature movies in current release, home video releases and music videos. Nickelodeon said the comedy pieces are "short enough to keep one's interest, while long enough to be hilarious," and that the sources of all clips are identified by title, distributor and country of origin.

Geraldine Laybourne, Nickelodeon programming vice president, who with Roger Price created *Turkey Television*, said the series will form the foundation of Nickelodeon's new after-school comedy block. It is produced by Price and Adam Bernstein, with Geoffrey Darby as executive producer. Its original animation is by Paul Fierlinger, and voice and character development for Thurmon T. Turkey are by Jim Thurman.

Goin' fishing

The Nashville Network said it will expand its sports coverage, beginning in August, with the addition of a weekly half-hour, *The Bassmasters*, devoted to fishing. The 13-week series, produced by the Bass Anglers Sportsman Society, offers a first-hand look at professional bass fishing on the Bassmaster Tournament Trail and features interviews with leading bass anglers, guides and local fishermen. It starts on TNN Sunday, Aug. 11, at 10:30 a.m. NYT, with repeats at 3:30 and 8:30 p.m.

Look at depression

Depression, a common and often crippling illness, will be examined in a live, two-hour program, *Your Mental Health: Depression*, on Lifetime May 13 at 9-11 p.m. NYT. The program, 10th in Lifetime's Information series, will include interviews with physicians and other professionals and a panel of specialists to answer questions phoned in by viewers. The program is being produced by Lifetime in cooperation with the American Psychiatric Association and the National Mental Health Association. Newsman Joseph Benti is the anchor. The Roerig division of Pfizer Pharmaceuticals is the sponsor.

Canadian culture

Arts & Entertainment Network announced that it has made an exclusive deal with the Canadian Broadcasting Corp. for "the largest single CBC package ever sold to cable television": 74½ hours of comedy and drama series, documentaries and musical and variety specials.

The package was said to include programs featuring Zoe Caldwell as actress Sarah Bernhardt; actor Len Cariou in "The Taming of the Shrew"; the "Dreamweaver" ice fantasy; composer Michel LeGrand in *Grand Piano*, a musical variety special, and a survey of the work of Tennessee Williams featuring Michael York, Maureen Stapleton, Jessica Tandy and Burl Ives.

Curtis Davis, A&E programming vice president, said the package represented "the first major step to inject fine Canadian-produced product into American television." He said the programs "will be integrated into our schedule in the third and fourth quarters, with the bulk coming on in '86."

Broadcasting

The Newsweekly of the Fifth Estate

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Address _____ Home? Yes No

City _____ State _____ Zip _____

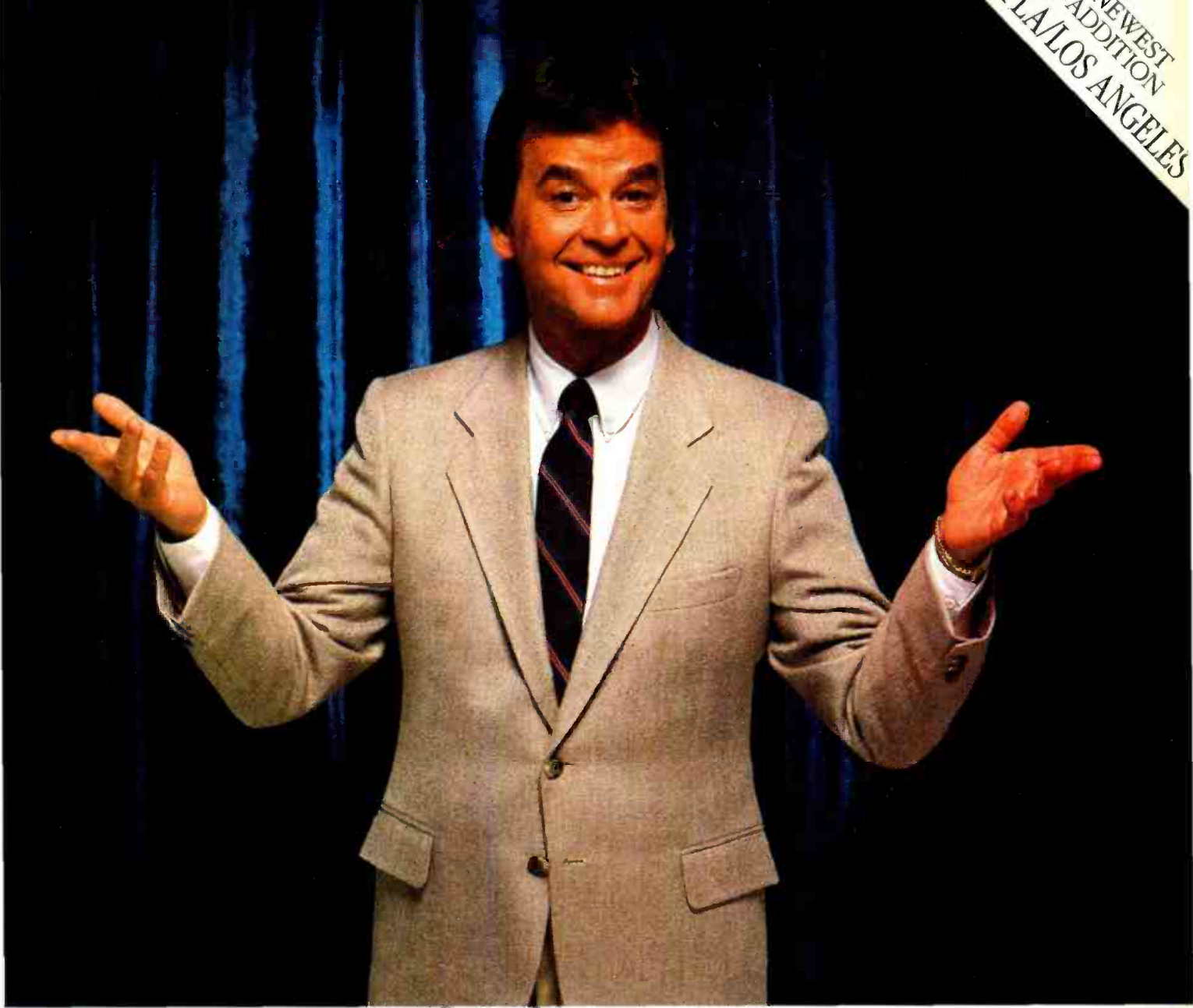
Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes No

For renewal or address change
place most recent label here

The one to read when there's time to read only one.

NEWEST
ADDITION
LA/LOS ANGELES



When it comes to game show hosts there's no contest.

- ▲ Your audience gets Dick Clark—television's most popular game show host.
- ▲ Pyramid pulls the highest percentage of Women 18-49 of any major game show—including "Wheel"!
- ▲ The 12-year network success that, today, is a runaway #1 in its CBS time period—now even richer with a \$100,000 prize.



SOLD IN NEW YORK
AND 42 OTHER MARKETS



HALVE IT



YOUR WAY



DYNASTY

Hours

& half-hours



America's #1 program* is available in
hour and half-hour formats
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*SOURCE: NTL, SEASON TO DATE, 9/84-4/85.
© 1985 Metromedia Producers Corporation

A beer-wine advertising commentary from Michael Jacobson and George Hacker, Center for Science in the Public Interest, Washington

The case for curbing alcohol advertising

Editor's note: There is a growing controversy over radio and television commercials for beer and wine. Some groups, such as Project SMART (Stop Marketing Alcohol on Radio and Television), are advocating a total ban on such advertising, or at the very least, requiring mandatory counteradvertising. Broadcasters, on the other hand, defend their right to carry such spots, saying there is no evidence to connect advertising with alcohol abuse.

This week's "Monday Memo" presents the case for a ban from two directors of the Center for Science in the Public Interest, the group spearheading Project SMART. Next week's column will offer the opposing view from the National Association of Broadcasters.

"If beer and wine advertising are banned," Chicken Little warns, "the whole broadcasting industry will collapse." Judging from what is said in BROADCASTING and elsewhere, many broadcasters are listening so hard to Chicken Little that they may have lost sight of reality.

By now, broadcasters should know that criticisms of alcohol advertising are not emotional "media bashing," but a reflection of the public's growing concerns about both health and drug abuse. According to a recent *Business Week*/Louis Harris poll, 57% of the public supports a total ban on broadcast alcohol advertising. In all likelihood, an even higher percentage would support an "equal time" measure.

The controversy over beer and wine advertising can be resolved by either voluntary industry action or legislation. But public relations ploys or temporary forays against just one of many alcohol problems, drunk driving, won't make the issue disappear.

Fudging the facts only undermines credibility, yet some industry officials assume that they can say anything and be believed. Edward Fritts, president of the National Association of Broadcasters, says, "Beer and wine advertising accounts for . . . 12% of radio's [revenues, while] the average radio station's annual profit is 7.29%. It doesn't take a mathematical wizard to determine the consequences." In fact, alcohol advertising accounts for only 3% of radio's revenues, and with gross revenues up 15% in 1984, it is obvious that even a total ban on such ads would hardly cripple the industry. (Television, too, receives about 3% of its revenues from alcohol accounts.) Replacing the relatively small percentage of alcohol ad revenue shouldn't pose too great a challenge to the sales departments in the thriving \$25-billion industry.

NAB's Shaun Sheehan says that Project SMART is "part of an overall threat to rein-



Michael F. Jacobson, PhD (I), and George Hacker are the executive director and director, respectively, of the alcohol policies project of the Center for Science in the Public Interest, the Washington-based organization that has spearheaded efforts to reform alcoholic beverage marketing practices.

voke Prohibition." Nonsense. The ad critics do not want to ban booze, but to reduce the tremendous social ills related to alcohol: cancer, birth defects, ruined careers, wife-beating, child abuse, and yes, drunk driving accidents. According to federal estimates, the annual alcoholic price tag comes to \$120 billion in direct and indirect economic losses and between 100,000 and 200,000 deaths. Why glamorize alcohol in the face of those facts?

Alcohol advertising defenders point to the ban on cigarette commercials as evidence that bans are worthless. Mr. Sheehan says "cigarette consumption is way up." In fact, per capita consumption of cigarettes is at its lowest level since 1949. Since 1971, cigarette consumption has decreased 15.5%, and because cigarettes contain less tobacco than they used to, tobacco consumption is down by 22%. Of course, the ban on broadcast ads is not the only factor responsible for the decline. Educational programs, warnings in print ads and on packages, and increased excise taxes have also contributed. And it is just such a comprehensive program that public health experts and Project SMART supporters are proposing for alcohol.

Industry officials have also alleged that Scandinavian nations have enormous alcohol problems, which have not abated in the face of reform movements. According to Mr. Fritts, those nations "have considerably higher rates of alcohol misuse than the United States." In fact, Sweden's auto death rate, per 100,000 citizens, is half that in the U.S. In the late 1970's, Norway and Sweden commenced multifaceted programs. Since then drinking in both countries has declined about 20% per capita. In Sweden, heavy drinking by high school seniors has declined by 30%.

The beer and wine industry argues that ads do not promote increased drinking but merely affect brand preference. Come on, now!

(Hold back the laughter, marketing departments.) Ads clearly have several effects: switching current drinkers from one brand to another; encouraging current drinkers to really "turn it loose" (as Coors's current slogan urges), and cultivating engaging images of drinking and drinkers among the society at large, including children and nondrinkers. Even Michael Mondavi, president of Robert Mondavi Winery, recently remarked that "it is immoral how [brewers] are pandering to youth."

It is the long-term effects on children that may be most important. Youngsters get much of their information about the outside world from television and radio. According to industry figures, teen-agers spend almost four hours a day watching television and six listening to the radio. And what our young learn from the estimated 1,000 alcohol ads a year they see is that drinking is conducive to social and athletic success, and unrelated to any problems. A PTA spokesperson refers to this as a "deceitful form of alcohol education." Watching the ads, one would scarcely guess that more than three million teen-agers and 10 million adults are abusive drinkers. As John Summers of the NAB said recently: "We have the ability to change attitudes." Indeed. And that's exactly why critics are concerned about the ubiquitous alcohol commercials.

Project SMART is concerned about all alcohol advertising, but has focused on broadcast ads for several reasons:

- First, there is the sheer power of the broadcast media. Unlike print ads, radio and TV commercials reach out and grab viewers and listeners with sound and action.

- Then there is the matter of the media's impact on young people. Youngsters spend little time reading *The New Yorker*. TV and radio are their primary sources of information.

- Also, the airwaves are publicly controlled. Broadcasters have a legal responsibility to use the airwaves consistent with the public's benefit, and the public has a right to set legitimate rules.

In light of these considerations, it makes perfect sense to stem the flow of commercial promotions for the number-one killer of Americans between the ages of 16 and 24.

As the debate about broadcast and beer and wine advertising intensifies, we hope that individual broadcasters, if not their trade associations and journals, will voluntarily expand their efforts to minimize alcohol abuse. Broadcasters already spurn hard liquor advertising. What justification, other than easy profits, can there be for continuing to advertise beer and wine? We urge stations to voluntarily extend the hard liquor ban to all alcoholic beverage products.

Perhaps even more productive than a ban

UNITED

STATIONS

RADIO NETWORKS

TARGETING RADIO
TO AMERICA

NEW YORK
WASHINGTON
CHICAGO
DETROIT
DALLAS
LOS ANGELES
LONDON

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

We're talkin' and singin' big here!

Big and proud.

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

For starters,

United Stations Radio Networks means three big ways to better reach your listeners;

United Stations 1,

United Stations 2, and

United Stations Programming Network

to provide and continually create programs, specials, and unique new programming for your radio station.

We've got personality too.

There's **Dick Clark**—

not just a major presence behind the mike, but a major guiding force, leading you to bigger and better audience shares.

Then there's the likes of **John Madden**—one of the biggest, if not *the* biggest voice in sportscasting today.

And **Rick Dees**—America's favorite when it comes to America's favorites in today's music.

When you're a broadcaster in the ranks of United Stations Radio Networks, you're among America's top 2500 radio stations, airing the brightest most up-to-the minute shows.

Via satellite over 6 live channels on

SATCOM 1R...the primary radio network satellite. You can't beat that for strength.

It's programming that delivers audience...

the audience your advertisers want to reach

most. With programs America listens to...

conducts business to...hums to.

United Stations Radio Networks.

Big and getting bigger.

Because we've got America by the ears!

U
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S
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S
PROGRAMMING NETWORK

1

2

3

*RADAR 30, VOLUME 2, RKO ONE:

#1 ADULTS 18-34, 18-49, 25-49, 25-54

MON-SUN, 6 AM-MIDNIGHT

is the "equal time" provision of SMART's program. After all, we would like to see the airwaves not silenced, but harnessed to educate young people appropriately. We applaud the stations that have devoted significant amounts of airtime to drunk-driving messages. That's a commendable start. But alcohol cuts a much wider swath of destruction than just drunk driving. Moreover, if the past is any indication, most of the current spots will come off the air as soon as alcohol ad

critics turn to other matters. You say: "No"? Just look at antismoking PSA's. As soon as stations dropped cigarette ads, they dropped the counterads as well.

PSA's should address the full range of health and safety problems related to alcohol. They should also offer young people—and the rest of us—support for not drinking at all. We'd love to see movie and sports stars telling kids, "Hey, if you think drinking brings out your best, think again!"

We have spoken with a number of broadcasters who are sincerely interested in solving our nation's alcohol problems. But they don't want to jeopardize their businesses while their competitors up and down the dial are raking in the profits by running beer and wine ads. Federal legislation can allow them to square their principals with their profits. We urge conscientious broadcasters to disregard Chicken Little and support Project SMART. □

Business Briefly

TV ONLY

FDL Foods □ Frankfurters and meat products will be highlighted in eight-week flight to begin in mid-May in 19 markets in Midwest. Commercials will be carried in daytime, fringe and sports periods. Target: women, 25-54. Agency: Grant/Jacoby, Chicago.

J.M. Smucker □ Preserves and jellies will be promoted during third quarter for four weeks in top 100 markets, including Providence, R.I.; Washington; Sacramento, Calif., and San Diego. Commercials will be scheduled in all

dayparts. Target: women, 25-54. Agency: Wyse Advertising, Cleveland.

Tetley Tea □ Campaign in 44 markets, including Washington, Indianapolis, Pittsburgh and Nashville, will begin in mid-May for seven weeks. Commercials will be carried in daytime, fringe and prime periods. Target: women, 25-54. Agency: North Castle Partners, Greenwich, Conn.

Elias Brothers □ Big Boy Restaurants will be advertised in eight-week flight starting this week in eight markets, including Cleveland and parts of

Michigan. Commercials will be slotted in daytime, fringe and sports segments. Target: adults, 25-54. Agency: Simons Michelson Zieve, Troy, Mich.

RADIO ONLY

BMW of North America □ Car sales will be accented in two-week flight to begin this week in 20 markets. Commercials will be carried in all dayparts. Target: men, 25-54. Agency: Ammirati & Puris, New York.

Lorillard □ Chewing tobacco will be spotlighted in eight-week flight to kick off in mid-May in 15 markets. Commercials will be placed in all dayparts. Target: men, 21-34. Agency: Dancer Fitzgerald Sample, New York.

National Oldsmobile Marketing Association (NOMA) □ Association, consisting of 13 black-owned Oldsmobile

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

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

PEOPLE IN THE NEWS - AP focuses on the personalities that make headline news - entertainers, politicians, athletes. This two-minute feature moves twice a day. Watch for it in the evening and before morning drive.

COMING ATTRACTIONS - A Monday morning preview of the week's programming. It's an easy way to find out about special upcoming features and other outstanding sales opportunities.

AIRCHECK: AP RADIO NETWORK

TV OR NOT TV - Jonathan Aiken's series, Eye on TV, showcases the best of the commercial networks, PBS and Cable. Find out what's worth watching each day - and what's worth missing. 60-second feature shows are fed at 6:32 and 10:32 a.m. ET.

TUNING IN TO VIDEO TECH - Bob Moon delivers news about the latest developments in home video equipment, from recorders to games. Plus, he tells you what to watch for when choosing and maintaining your video equipment. 60-second feature shows run Monday-Friday at 10:32 a.m. ET.

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

Rep Report

KROQ-FM Los Angeles: To Blair Radio from Hillier, Newmark, Wechsler & Howard.

□

WLTE(FM) Minneapolis and KIFM(FM) San Diego: To CBS Radio National Sales from Selcom Radio.

□

WBAK-TV Terre Haute, Ind.: To Avery-Knodel Television from Seltel.

□

WDBD-TV Jackson, Miss., and WJVT-TV Jackson, Tenn.: To Avery-Knodel (new stations).

□

WMOD(TV) Melbourne, Fla.: To Independent Television Sales from Seltel.

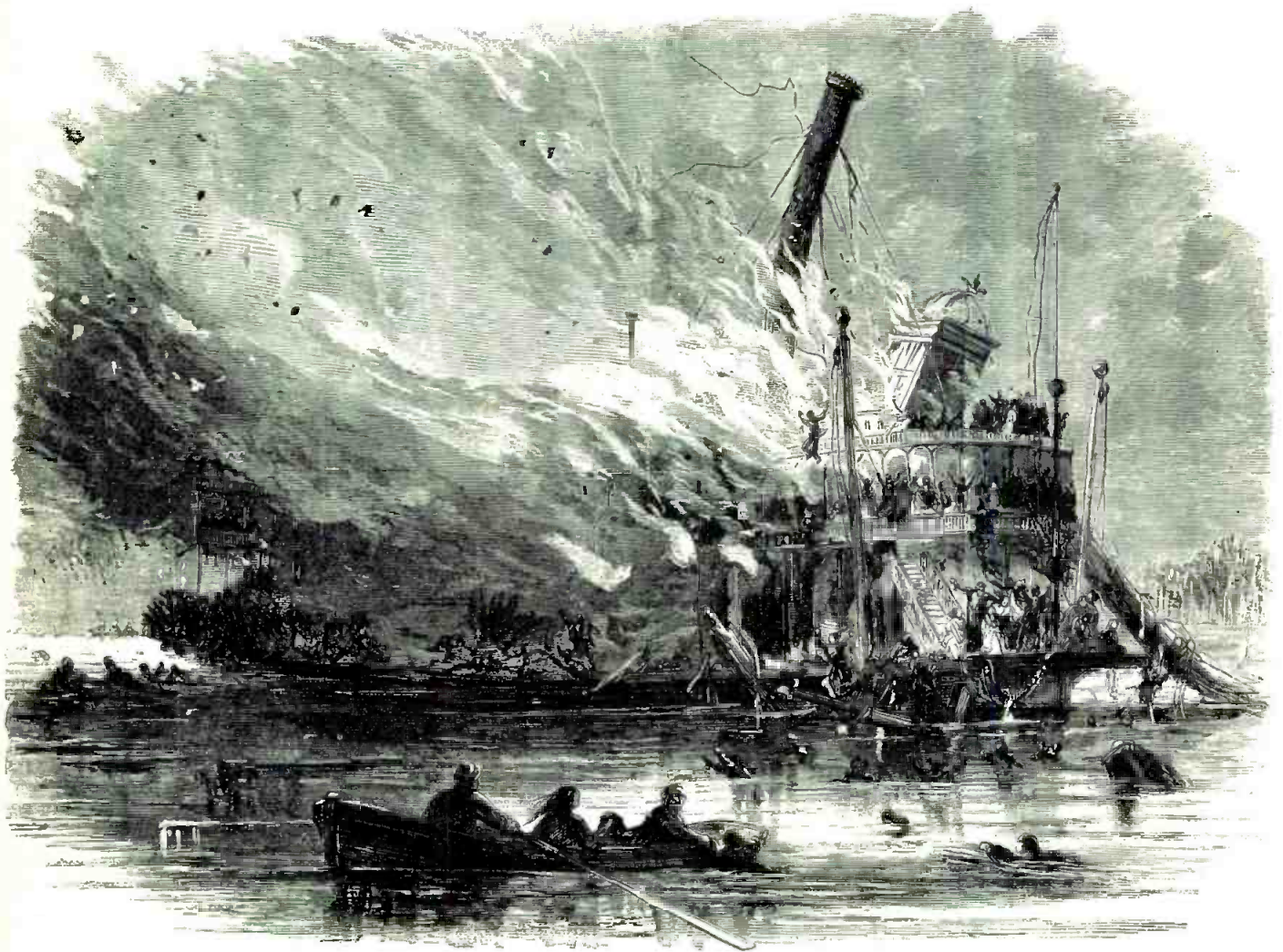
□

KTYE(FM) Abilene, Tex.: To Blair Radio (new station).

□

Moving on. Petry's Dallas office has moved to larger headquarters in that city: 3811 Turtle Creek Blvd., suite 520, Dallas 75219. Phone is (214) 651-4040.

When it was sink or swim...



We got good fast!

We are Seltel. The fastest growing TV Rep firm in the U. S. A.

That's right, the fastest growing of all. And we got that way by doing what we've always done—only a whole lot better.

Look what's happening at Seltel these days.

Seltel growing faster than the industry.*

At Seltel we've changed everything but the name.

We have totally new management, right at the top and in every department. We have new department heads in

research, programming, marketing and promotion. We have many new sales people and we've opened new sales offices.

As a result of our aggressive new style we outpaced the industry in 1984. And all of this gain came in markets where we went head-to-head with the other big Rep firms.

Better business for us means better business for our stations.

Are your revenues growing faster than the rest of the industry? If not maybe Seltel could help you.

*TVB 1984 National Spot Revenue Report

SELTEL
The Performance Rep
A subsidiary of Selkirk Communications

YOUR WORLD



Photographed at WNET-TV, New York.

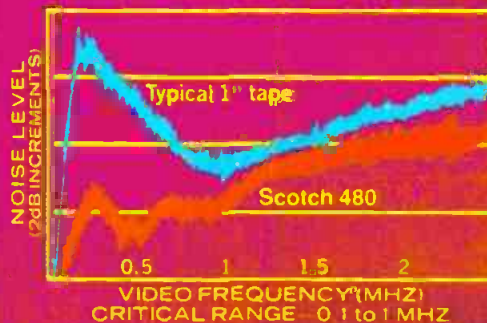
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Now it's a network feed. Later, a local production. Record it, replay, erase and record again. Signal after signal. Day after day on the same roll of tape. And with millions watching, every second of every show has to look perfect. But you know you're covered... because you know your tape.

We know you need a versatile videotape that you can work on for weeks and still maintain your original picture quality. That's why we created Scotch® 480, with a uniquely smooth surface technology. Resulting in extremely low color noise and dropout levels—and exceedingly high picture quality. Making 480 the one videotape that can guarantee even the most demanding broadcaster superior

versatility and image durability. Plus, Scotch engineers are always just a call away. Scotch 480. One tough tape that makes us number one in the world of the pro.

VIDEO NOISE SPECTRUM



OUR TAPE

THE ALL-IN-ONE 1-INCH TAPE.



Scotch
AUDIO & VIDEO TAPES

NUMBER ONE IN THE WORLD OF THE PRO

3M

dealerships in nine states, begins campaign in mid-May in about 12 markets to boost Oldsmobile sales among black consumers. Campaign is ongoing one and as advertising continues, appeal will be spread to consumers in general. Commercials will be played in all dayparts in markets in Florida, Georgia, Illinois, Michigan and New Jersey.

RADIO AND TV

Cedar Point Inc. □ Amusement park will be spotlighted in campaign in 15 markets which has varying starting dates in May and June and continues in flights of varying lengths until early September. Commercials will be placed in all dayparts. Target: children, 12-24; adults, 25-49. Agency: Marc & Co., Pittsburgh.

New Jersey Division of Commerce and Economic Development □ Two-week flight to promote tourism in New Jersey will begin in mid-May in five markets in Pennsylvania and New York. Featured in radio and TV spots are Bill Cosby and Brooke Shields in voice-over roles. Commercials will be placed in all dayparts. Target: adults, 25-54. Agency: Bozell & Jacobs, Union, N.J.

Orangina International □ One of France's leading soft drinks, Orangina, is

being introduced in U.S., supported by spot radio and television flights in Washington, San Francisco and other northern California markets, starting in late April. Advertising will spread to other markets as product gains distribution in other areas. Commercial, which will run in all dayparts, stresses importance of shaking Orangina prior to drinking. Target: young adults. Agency: HCM/New York.

Moosehead Canadian Lager □ Flights of varying lengths will begin this week in 11 markets and continue through the



summer. Market list includes New York, Chicago, Los Angeles, San Francisco and Denver. Commercials will be carried in prime, late night and sports periods on TV and in all dayparts on radio. Target: men, 25-54. Agency: Bloom Agency, New York.

Advantage

AAF convention. American Advertising Federation's annual conference will be held in Washington June 8-11, with theme: "Be Dazzled. Be Enlightened. Be There." Among guest speakers will be Chris Wallace, NBC White House correspondent; James C. Miller, Federal Trade Commission chairman; Keith Reinhard, chief executive officer and chairman, Needham Harper Worldwide Inc.; Burt Manning, chief executive officer, J. Walter Thompson, and James L. Ferguson, chief executive officer and chairman, General Foods Corp.

TVB winners. Winners in 17th Retail Television Commercial Competition, co-sponsored by Television Bureau of Advertising and National Retail Merchants Association, were announced last Friday (May 3). Special award was given to Hills Department Stores, Canton, Mass., for community involvement. Twelve first-place awards in four classifications by market size were made. In markets 1 to 20, first-place awards were given to Carson Pirie Scott, Chicago, for commercial; Powers Department Store, Minneapolis, for campaign; Barbara Moss, Northeast, for specialty store, and Thrifty Drug & Discount Stores in West for discount stores. In markets 21 to 50, first-place awards were presented to Joske's, San Antonio, Tex., for commercial, and to Kohl's, Brookfield, Wis., for campaign. In markets 51 to 100, first-place victors were H.C. Prange, Green Bay, Wis., for both commercial and campaign; American Denim Co., Aiea, Hawaii, for specialty store commercial, and L.L. Bean, Freeport, Me., for specialty store campaign. In markets 100 plus, top awards went to Mangram, Burlington, Vt., for both commercial and campaign; to Prairie Jewelers, Sun Prairie, Wis., for specialty store commercial, and to Shinn's Paint Store, Salisbury, Md., for specialty store campaign.

Maximizing promotion. MCATV is holding workshop for creative staffs of more than 100 TV stations that have licensed Universal Pictures Debut Network. Workshop will be held during this year's Broadcast Promotion and Marketing Executives conference on June 6 in Chicago. UPDN consists of 33 first-run theatrical movies. Mort Slakoff, vice president, creative services for MCA-TV, distributor of feature film package, said company decided to sponsor workshop because it was aware of substantial investment made by stations in buying these first-run productions.

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Sandra Klausner, *editorial-advertising assistant*.



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

TELEVISION. Cablecastings.

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



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

Datebook

This week

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

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

■ **May 6**—Awards banquet honoring winners of JVC Co. of America's "1984 Professional Video Competition." Parker Meridian hotel, New York.

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

May 6-8—Children and the Media, first international conference, sponsored by Children's Institute International of Los Angeles and International Children's Center of Paris. Speakers include Representative Tim Wirth (D-Colo.), chairman of House Subcommittee on Telecommunications, and Peggy Charren, president, Action for Children's Television. Ambassador hotel, Los Angeles. Information: (213) 385-5104.

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

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

May 8—Connecticut Broadcasters Association spring sales and management seminar. Hartford Marriott hotel, Farmington, Conn.

May 8—National League of Cities briefing session on provisions of Cable Communications Policy Act. Chicago. Information: (202) 626-3140.

May 8-15—25th Golden Rose of Montreux Television Festival, organized by Swiss Broadcasting Corp. and city of Montreux, for light entertainment programs (music, comedy, variety), which can be submitted by inde-

pendent producers and national broadcasting organizations. Montreux, Switzerland. Information: John Nathan, (212) 223-0044.

May 9—Deadline for Edward R. Murrow Brotherhood Awards sponsored by Cinema/Radio/TV Unit of B'nai B'rith. Winners will be announced at annual ERMB luncheon in Sardi's Restaurant in New York. Awards to be given in various categories, including TV network features, radio news features and public service announcements that promote human understanding.

■ **May 9**—Women in Communications, Detroit chapter, annual Matrix Awards dinner. Henry Ford Museum/Greenfield Village, Dearborn, Mich.

■ **May 9-11**—National Association of Farm Broadcasters south central regional meeting. Holiday Inn Airport East, Little Rock, Ark.

May 10—National League of Cities briefing session on provisions of Cable Communications Policy Act. Atlanta. Information: (202) 626-3140.

May 10-12—Radio-Television News Directors Association region 12 meeting, with Pennsylvania AP. Lackawana Hilton, Scranton, Pa.

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

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

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

May 11-15—Broadcast Financial Management Association/Broadcast Credit Association 25th annual con-

ference. Palmer House, Chicago.

Also in May

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

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

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

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

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

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

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

■ **May 14-17**—First national instructional television utilization conference, "Branching Out in '85," sponsored by Southern Educational Communications Associ-

Major Meetings

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

May 7-11—American Women in Radio and Television annual convention. New York Hilton. Future convention: May 27-31, 1986, Loew's Anatole, Dallas.

May 11-15—Broadcast Financial Management Association/Broadcast Credit Association 25th annual conference. Palmer House, Chicago. Future conferences: April 27-30, 1986, Century Plaza, Los Angeles, and April 26-29, 1987, Marriott Copley Place, Boston.

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

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

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

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

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

June 2-5—National Cable Television Association annual convention, including National Cable Programming Conference. Las Vegas Convention Center, Las Vegas. Future conventions: March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

June 6-9—Broadcast Promotion and Marketing Executives/Broadcast Designers Association annual seminar. Hyatt Regency, Chicago. Future conventions: June 11-15, 1986, Loew's Anatole, Dallas; June 10-14, 1987, Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

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

CH-1820 Montreux, Switzerland.

June 8-12—American Advertising Federation national convention. J.W. Marriott, Washington. Future convention: June 14-18, 1986, Hyatt Regency Chicago.

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

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

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

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

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

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

Oct. 27-Nov. 1—Society of Motion Picture and Television Engineers 127th technical conference and equipment exhibit. Convention Center, Los Angeles.

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

Nov. 20-22—Television Bureau of Advertising 31st annual meeting. Anatole, Dallas. Future meetings: Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

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

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

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

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

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

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

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

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

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

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



ation. Gulf Park Conference Center, Long Beach, Miss.

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

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

■ **May 15**—*Federal Communications Bar Association* monthly luncheon. Speaker: George Vradenburg III, VP-general counsel, CBS Inc., on Westmoreland vs. CBS trial. Touchdown Club, Washington.

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

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

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

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

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

May 17-19—*American Public Radio* annual meeting. Westin hotel, Vail, Colo. Information: (612) 293-5417.

May 17-19—Advanced economics conference for journalists, co-sponsored by *Foundation for American Communications* and *Dallas Morning News*. Dallas/Fort Worth Airport Hilton, Dallas. Information: (213) 851-7372.

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

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

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

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

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

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

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

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

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

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

■ **May 27-28**—*National Association of Broadcasters science and technology department* 17th annual directional antenna seminar. NAB headquarters, Washington. Information: (202) 429-5346.

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

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

May 29—*Golden Jubilee Commission on Telecommunications* conference, "At the Crossroads—Technology vs. Regulation in Mobile Radio and Enhanced Computer Services." Keynote speaker: Lionel Olmer, undersecretary of commerce for international trade. Mayflower hotel, Washington. Information: (202) 955-4687.

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

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

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

■ **May 31-June 2**—"Chemophobia and the News," journalism conference co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. Indian Lakes Conference Center, Chicago. Information: (213) 851-7372.

June

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

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

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

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

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

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

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

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

Errata

In story updating **Turner Broadcasting System** proposal to take over **CBS** (BROADCASTING, April 29), it was incorrectly reported that **management letter to CBS shareholders** cited several press reports in which Ted Turner was quoted or was said to have made negative comments about various minority and ethnic groups and women. Letter did refer collectively to "a number of pejorative statements by Mr. Turner" about such groups, but made no specific citations, although BROADCASTING had learned that specifics cited in story were some of "statements" CBS had in mind.

□
Caption for picture on page 90 of April 29 "Riding Gain" department should have referred to 20th anniversary of all-news format on Group W's **WINS(AM) New York**.

□
CBS mini-series, **Christopher Columbus**, will air **May 19 and 20**, not May 5 and 6, as listed in April 29 "Stay Tuned."

□

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

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

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

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

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

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

■ **June 7-9**—*National Association of Farm Broadcasters* Southeast regional meeting. Grove Park Inn and Country Club, Asheville, N.C.

June 8-11—*American Advertising Federation* national convention. J.W. Marriott, Washington.

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

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

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

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

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

■ **June 11-12**—Video show, hosted by *General Television Network-Communication Systems Group*, video systems company based in Oak Park, Mich. Fairlane Manor, Dearborn, Mich. Information: (313) 399-2000.

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

June 12—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: programing management. National Association of Broadcasters, Washington.

June 12—*Ohio Association of Broadcasters* sales workshop. Columbus Marriott Inn North, Columbus, Ohio.

June 12-13—*Illinois Broadcasters Association* annual trip to Washington for visits with legislators and FCC. Washington.

■ **June 13**—*Advertising Council of Rochester* annual dinner. Guest speaker: Ted Turner, Turner Broadcasting System. Marriott Thruway hotel, Rochester, N.Y.

■ **June 13**—*Women in Cable, Bay Area chapter*, meeting. Topic: theft of service. Dominick's restaurant, San Raphael, Calif. Information: Michal Dittick, (415) 463-0870.

June 13-16—*ABC* annual press tour. Century Plaza, Los Angeles.

■ **June 14**—Presentation of 26th annual Clio Awards for advertising. Waldorf-Astoria, New York.

■ **June 14-16**—Advanced economics conference for journalists, co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. Indian Lakes Conference Center, Chicago. Information: (213) 851-7372.

June 14-23—*American Film Institute* faculty development workshop, "Interpretation of Avant-Garde Film." Center for Media Study, State University of New York, Buffalo, N.Y.

■ **June 17**—*Clio* annual black-tie gala, honoring world's best TV commercials. Lincoln Center, New York.

June 17-19—*CATA '85, Community Antenna Television Association* annual meeting. Opryland hotel, Nashville. Information: CATA Show, P.O. Box 9893, Alexandria, Va., 22304-0479.

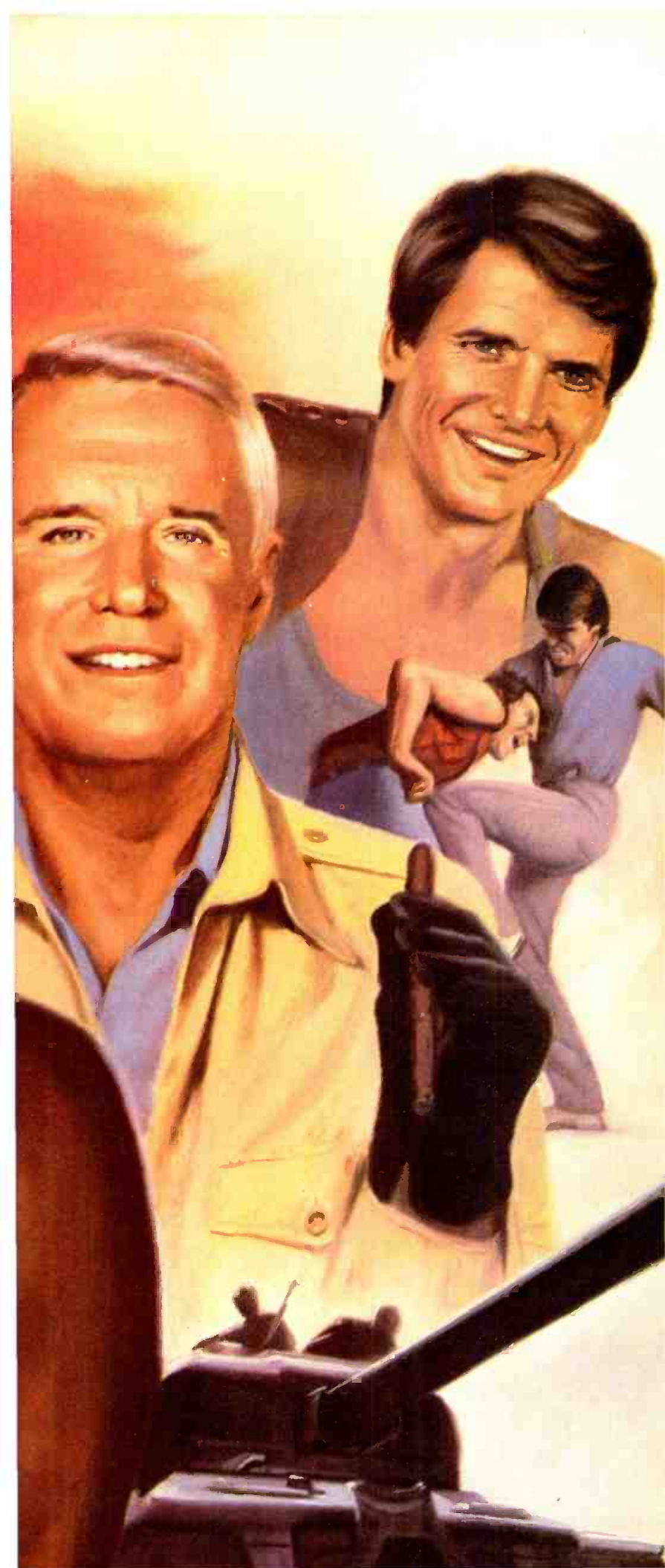
June 17-21—*American Film Institute* faculty development workshop, "Politics and the Media: Mutual Ma-

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to watch, of all things, a rerun.**





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nipulation." American University, Washington.

June 18—*Southern California Cable Association* luncheon. Speaker: Charles Firestone, president, Los Angeles board of telecommunications commissioners. Marina del Rey Marriott, Marina del Rey, Calif.

■ **June 18**—*Women in Cable, Bay Area chapter*, seminar, "Introduction to Politics: 101." Gallagher's restaurant, Oakland, Calif. Information: Sharon Reneau, (415) 428-2225.

June 18-21—*National Broadcast Editorial Association* annual convention. Salt Lake Marriott, Salt Lake City.

June 19-21—*Oregon Association of Broadcasters* spring conference. Ashland Hills Inn, Ashland, Ore. Information: (503) 257-3041.

June 20-22—*Maryland/District of Columbia/Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau, Ocean City, Md.

June 21-23—"Fifth Annual Invitational Weekend: Anxieties, Pressures and Substance Abuse," sponsored by *National Council for Families and Television* in cooperation with *The Entertainment Industries Council* and *Caucus for Producers, Writers and Directors*. Speakers include producers John Markus, Al Burton and Renee Longstreet; network programming executives Bill Allen, Garth Ancier and John Barber, and production company executives Alan Courtney and Charles Keller. Ojai Valley Inn, Ojai, Calif. Information: (213) 622-0349.

■ **June 23-26**—21st annual International Conference on Communications, sponsored by *Institute of Electrical and Electronics Engineers' Communications Society* and *Chicago IEEE section*. Palmer House hotel, Chicago. Information: (312) 922-2435.

June 24-26—Videotex '85, international conference

and exhibition. New York Hilton, New York. Information: (212) 279-8890.

June 27-30—*Florida Association of Broadcasters* annual convention. Doral Country Club, Miami, Fla.

June 30-July 6—Leadership Institute for Journalism and Mass Communication, program of *Gannett Center for Media Studies*. Columbia University, New York. Information: (212) 280-8392.

July

■ **July 8**—Deadline for entries in *Maggies Awards* sponsored by *Planned Parenthood Federation of America*, for "outstanding media projects dealing with issues of contraception, abortion, sexuality education, teen-age pregnancy or other family planning concerns." Information: Maggie Awards, Planned Parenthood, 810 Seventh Avenue, New York, N.Y., 10019; (212) 541-7800.

July 9-12—Satellite communications, course offered by *Continuing Education Institute*, nonprofit organization providing professional development in engineering and applied science. Old Town Ramada, Alexandria, Va. Information: (301) 596-0111.

July 10-14—*National Association of Farn Broadcasters* summer meeting. J.W. Marriott, Washington.

■ **July 10-14**—*National Association of Broadcasters* Northeast regional meeting. J.W. Marriott, Washington.

July 11-13—*National Federation of Local Cable Programmers* national convention. Boston Park Plaza hotel, Boston. Information: (202) 544-7272.

July 14-17—*New York State Broadcasters Association* 24th executive conference. Stouffer Westchester hotel, White Plains, N.Y.

Stay Tuned

A professional's guide to the intermedia week (May 6-12)

Network television □ **ABC:** *Lace II* (two-part mini-series), concluding Monday 9-11 p.m.; *99 Ways to Attract the Right Man* (comedy/variety), Tuesday 10-11 p.m.; *The Real Trivial Pursuit* (game show special), Thursday 9-10 p.m.; *Just Married* (comedy), Friday 9:30-10 p.m.; *Letting Go* (romantic comedy), Saturday 9-11 p.m.; *A Death In California* (two-part dramatization), Sunday and next Monday, 9-11 p.m. **CBS:** *Bon Voyage*, *Charlie Brown (And Don't Come Back!)* (animated film), Tuesday 8-9:30 p.m.; *Going for the Gold: The Bill Johnson Story* (dramatization), Wednesday 8-10 p.m. **NBC:** *20th Annual Academy of Country Music Awards* (live telecast), Monday 9-11 p.m.; *Saturday Night's Main Event* (wrestling/music special), Saturday 11:30 p.m.-1 a.m. **PBS** (check local times): *The Heart of the Dragon** (12-part documentary series), Monday 8-9 p.m.; *Displaced Person* (story adaptation), Monday 9-10 p.m.; *Politicians on the Griddle: 100 Years on the Gridiron* (political satire), Monday 10-11 p.m.; *Space Flight** (four-part documentary series), Wednesday 8-9 p.m.



Reunion at Fairborough

Network radio □ **CBS Radio Network:** *VE Day + 40 Years* (news magazine), Friday 2:30-3 p.m.

Cable □ **Arts & Entertainment:** *Viktoria Mullova: Welcome to the West* (documentary), Friday 9-11 p.m.; *One-Night Stand: A Keyboard Event* (jazz music special), Sunday 9-11 p.m. **Cinemax:** *Rick Springfield: The Beat of the Live Drum* (concert/video), Monday 10-11 p.m. **The Disney Channel:** *Sail to Glory* (race reenactment), Monday 9:30-10:30 p.m.; *Michael Iceberg in Concert* (synthesizer music), Monday 10:30-11 p.m.; *Legends and Heroes** (weekly adventure series), Friday 7-8:30 p.m. **HBO:** *Reunion at Fairborough* (romantic drama), Sunday 8-10 p.m. **WGN(TV) Chicago:** *The Key to Rebecca* (two-part spy drama), Tuesday and Wednesday, 8-10 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ *Milton Berle: Mr. Television*, 60 hours of material highlighting Berle's early days of translating vaudeville to television, now through July 11.



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That's 18 times faster than the AP Radio Wire.

Not only that, NEWSPOWER lets you pre-program your news. So you get only the news you need—state and local reports, sports, financial, world news and weather.

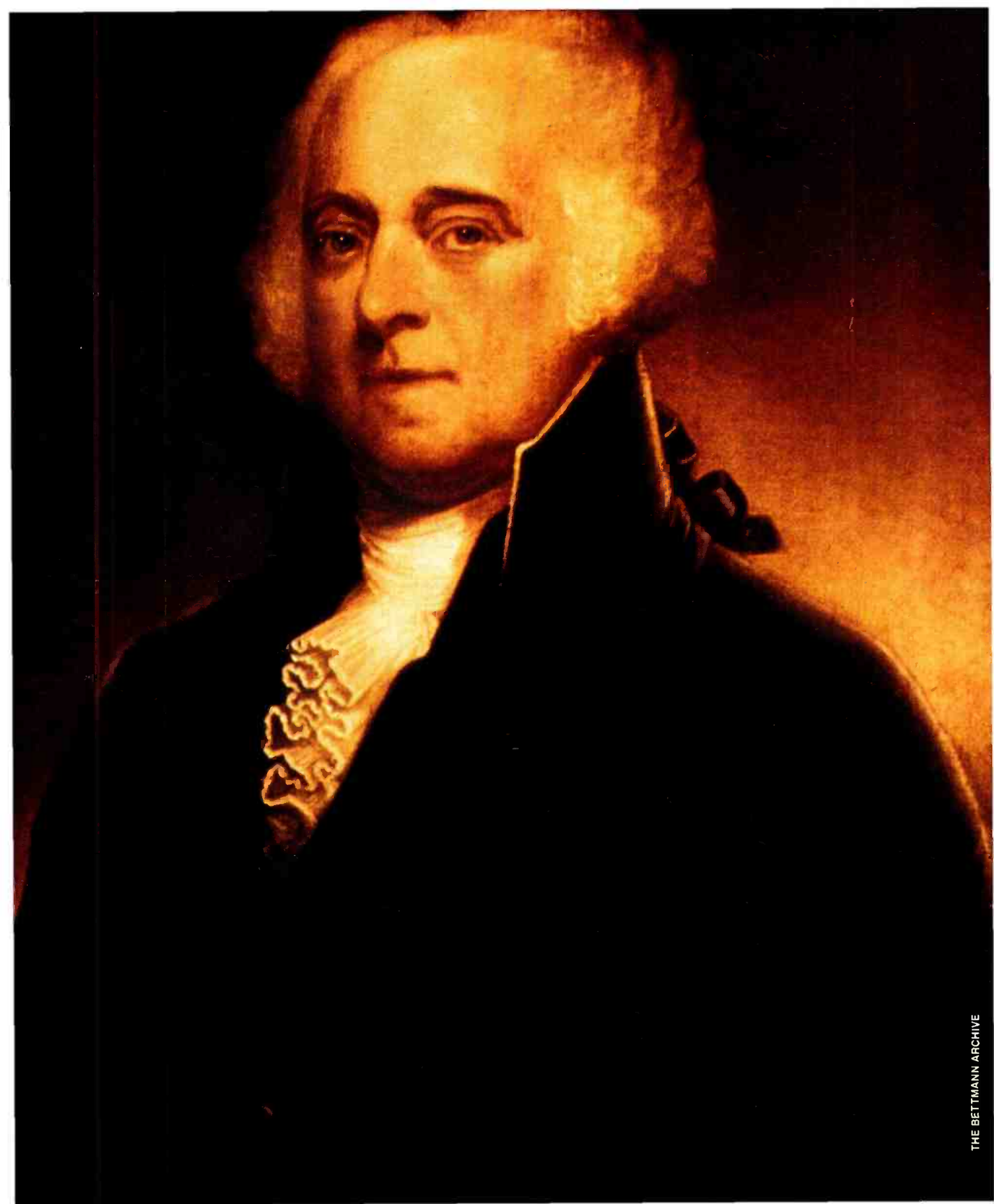
There's something else. With NEWSPOWER 1200, you get a direct line to the most pervasive, precise news staff in the world.

And when you consider all that, you realize something.

You realize that AP NEWSPOWER 1200 can be a tremendous advantage in your business, no matter what kind of competition you run up against.

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AP ASSOCIATED PRESS BROADCAST SERVICES WITHOUT A DOUBT.



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John Adams, 1809

John Adams clearly believed in negotiated, mutually agreeable settlement of problems. For nearly 100 years, a restrictive regulatory system stood between railroads and their customers, making negotiated resolution of problems extremely difficult—in some cases illegal. The debilitating effects of this regulation nearly destroyed our freight rail system.

The 1980 Staggers Rail Act lightened the regulatory burden, allowing railroads to compete vigorously in the transportation marketplace. With new flexibility granted by Staggers, railroads have negotiated more than 22,000 rate contracts with willing customers in just four years.

This ability to negotiate contracts brought about improved service for custom-

ers and a more stable business environment for the railroads. Many contracts resulted in lower rates or lower rate increases, and many more provided special service guarantees or customer incentives.

Negotiation also resolved legitimate problems several customer groups had with some features of the Act. Railroads negotiated new agreements with the National Industrial Transportation League, the American Paper Institute and the Chemical Manufacturers Association. Those agreements solved problems for large numbers of railroad customers and helped thwart special interest shippers seeking to reregulate the rail system for their own benefit.

These special interest shippers, masquerading as a consumer group (CURE), are

urging Congress to revise Staggers and reimpose restrictive regulations that would, in effect, force other shippers and the railroads to share freight costs of the companies CURE represents.

The Staggers Act must remain intact if America is to have a viable railroad system. Now is not the time to return to the regulatory morass that stifled competition and fostered economic decay.

For more information, write:
Freedom of Choice, Dept. 513, Association of American Railroads, 1920 L Street, N.W. Washington, DC 20036.

Or if you're on a deadline, call us at (202) 835-9550 or 9555.



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Television.***

People Do.

***AND MORE PEOPLE
WATCHED NBC'S
PRIMETIME
PROGRAMMING DURING
THE 1984-85 SEASON
THAN ANY OTHER
NETWORK.***



National Broadcasting Company, Inc.

Source: NTA Average Audience estimates, persons 2+, Sept 24, 1984-Apr 7, 1985, Mon-Sat. 8:00-11:00PM, Sun 7:00-11:00PM.
Subject to qualifications available on request.

Broadcasting May 6

Vol. 108 No. 18

TOP OF THE WEEK

Another spin for TV's revolving door

Metromedia wants to sell six of its TV stations to group headed by Murdoch, 20th Century Fox and Marvin Davis for \$1.5 billion; other TV expected to go to Hearst

Eleven months after Metromedia completed a \$1.45-billion leveraged buyout to take the company private, Metromedia chairman and principal owner, John W. Kluge, is working on an agreement to sell all of Metromedia's television station interests for more than \$1.5 billion to an entity composed of 20th Century Fox Film Corp., Denver oilman Marvin Davis and Australian publisher and broadcaster Rupert Murdoch. Twentieth Century Fox is owned 50% by Davis and 50% by a subsidiary of The News Corp. Ltd., which in turn is principally owned by Murdoch.

Sources said the deal calls for the sale of the six Metromedia independent television stations, while the seventh, ABC affiliate WCVB-TV Boston, will be sold to an unidentified third party for "substantially in excess" of \$400 million. Metromedia bought the station in August 1982 for the then-record price of \$220 million.

Unconfirmed reports said the buyer of the Boston station was Hearst Broadcasting, group owner of five TV's, four AM's and three FM's. The purchase price was said to be about \$450 million. Hearst officials could not be reached for comment. (In 1982 Metromedia sold KMBC-TV Kansas City, Mo., to Hearst for \$79 million.)

Metromedia's five AM and six FM stations are not part of the contemplated transaction, sources said.

(The week earlier a group of WCVB-TV executives had approached Kluge about the possibility of buying the station from Metromedia. Philip S. Balboni, vice president of news at the station, told BROADCASTING that he, along with James Coppersmith, the station's vice president and general manager; Paul LaCamera, programming vice president; Thomas Bringola, business affairs vice president, and Dr. Timothy Johnson, met with Kluge about acquiring the station in a leveraged buyout. Balboni said that although Kluge was "extremely gracious," he told them that he had already made a verbal agreement with another entity that if the station ever went up for sale it would be offered right of first refusal.)

Murdoch, because of FCC crossownership problems with newspapers that his U.S. subsidiary, News America, owns in New York, Chicago and Houston, presumably

would have to divest either the broadcast or publishing properties in those markets. In his visit to the FCC last week, Murdoch did not indicate what his plans were other than to say he would comply with all regulations.

Murdoch's companies own the *New York Post*, *Chicago Sun-Times*, *Boston Herald*, *San Antonio Express and News*, *The Village Voice*, *New York* magazine and weekly newspapers in Houston as well as *The (London) Times* and *Sunday Times* and Australian newspapers and television network.

A possible obstacle to FCC approval is that Murdoch is not a U.S. citizen. Howev-

er, he told BROADCASTING he will seek citizenship. According to a spokesman for the U.S. Immigration and Naturalization Service, Murdoch has been a "permanent resident" since April 27, 1975, and that he needs only about six months to obtain citizenship—the normal waiting period is three to five years. The spokesman added that could be speeded up if Murdoch were able to get a "private bill" passed through Congress.

The new entity is said to want to keep the television stations' present management and personnel in place.

Details of the agreement are yet to be an-



Buyer and seller. John Kluge, Metromedia chairman, president and chief executive officer (r), and Rupert Murdoch, international media mogul (l), last week made courtesy calls on all of the FCC commissioners (James Quello is shown above) to brief them on their \$1.5-billion deal.

According to the commissioners, Kluge and Murdoch revealed that Murdoch is planning to become an American citizen. (FCC rules prohibit foreigners from owning more than 20% of a broadcast licensee directly; the limit is 25% if that interest is held through an intervening corporate layer.) They also revealed that Kluge planned to retain the Metromedia radio properties.

In an impromptu interview with BROADCASTING at the commission, Kluge declined comment on his motivation for selling the properties. He also declined comment on the deal's price tag. But one commissioner said Kluge noted that off-network programming was getting "very expensive," and that Kluge wanted to expand his investment in cellular radio. "He [Kluge] said he wanted money for cellular and that cellular represented a new challenge for him," the commissioner said. Kluge and Murdoch apparently did not tell the commissioners how much money the deal involved.

The commissioners also said Kluge and Murdoch told them they intended to file a long-form transfer application with the FCC, and that they were hoping to go public with their plans today (May 6). No mention was made of waiver requests. In addition, Murdoch told the commissioners that he would bring money in for programming. "He [Murdoch] doesn't seem to be undercapitalized," said one commissioner. "I think they [the Metromedia television stations] will be bigger and better than ever."

Quello said Murdoch and Kluge indicated they planned to comply with all FCC rules. "So there shouldn't be any bar to this acquisition," Quello said.

nounced, and speculation immediately ran as to why Kluge, who has spent nearly his entire career building Metromedia into one of the country's top independent broadcasting groups, should decide to get out.

Many sources were looking at Kluge's 1984 \$1.45-billion leveraged buyout of Metromedia (and the debt accrued) as the cause of the deal. When it was first announced, Kluge financed the LBO with a \$1.3-billion loan from a group of banks led by Manufacturers Hanover Trust Co. Five months later, in October, Metromedia restructured its LBO financing by making a public debt offering through a newly formed subsidiary, Metromedia Broadcasting Corp. Almost all the money raised from the four debt issues was used to pay off Metromedia's bank loans.

What the refinancing essentially accomplished, analysts noted, was to lift debt servicing from the parent company and place it on the broadcasting operations. Some analysts speculated that the stations are not

throwing off as much cash as originally estimated to service the debt. In the prospectus for the debt offering, Metromedia acknowledged the refinancing could be subject to amendments: "Based on current levels of operations, the company's cash flow would be insufficient to make interest payments on the debt securities, and it would have to use other funds, to the extent available, to make such interest payments."

According to sources and analysts, Kluge now wants to focus his attention on other interests. Said one source familiar with the developments: "He is so debt laden. He's paralyzed, and he can't expand in television. He watches all the deals, and he's finding he needs more money for paging and long distance telephone. Something had to give. I think he had to trade TV for reinvesting in cellular, paging and long distance telephone."

Top Metromedia executives, including the television station general managers, were scheduled to meet Saturday morning (May

4) in New York. Sources said that after that meeting WCVB-TV management was to have met with Hearst Broadcasting executives.

Several outside observers speculated that the deal was the beginning of the long-talked-about "fourth network." They pointed out that 20th Century Fox, a major Hollywood studio, would immediately have an outlet for its programming.

But others involved in the deal tended to play down the fourth network theory, saying there wasn't enough advertising to support it. In response to reports that Kluge would keep the New York station while Chicago would be sold to another buyer, a source commented that "those stations are pivotal; without them we're just another station group."

Another rumor last week had Robert M. Bennett, president of Metromedia Television, negotiating with Kluge to acquire Metromedia Producers Corp., the program production and distribution arm of MPC. Bennett could not be reached for comment. □

CBS's big radio deal ups ante for Turner

Buys five stations from Taft for about \$100 million; Turner said to be looking for partner; Paley's public displeasure about takeover attempt; CBS takes closed circuit case to affiliates

CBS last week stepped up its resistance to Ted Turner's takeover attempt as Turner was reportedly hunting for a partner to bring some cash to the deal. TBS was reported to have talked to Gannett about possibly joining forces. However, an executive who played a major role in putting the deal together for Turner and who insisted he would have known about such talks said he was unaware of any.

Speculation also focused on possible alliances CBS might develop for merger or acquisition that would foil TBS's bid to acquire two-thirds of all outstanding shares. General Electric Corp. is the most often mentioned potential partner, although CBS has told the Securities and Exchange Commission it plans no merger or major acquisition as a defensive ploy in the current takeover battle. Last week CBS bought a substantial package of radio stations, however—the five radio stations that Taft Broadcasting was required to spin off to acquire the Gulf Broadcast Group. CBS paid about \$100 million cash for the five-station package (see box, right, and "In Brief," this issue). CBS officials said the transaction was conducted in "the normal course of business" and did not figure in the strategy against TBS.

Last week William Paley, founding chairman of CBS Inc., broke his silence on the takeover attempt with a prepared statement. "CBS is strong. CBS is healthy," he said. "But the strength and health are the products of more than a half a century of careful, concerned nurturing by a great many dedicated people. To throw this away would be a

tragedy. To risk its loss would be to trifle recklessly with the company's future and with the public interest."

Paley implied that Turner's plan to sell off a number of the company's assets was ill advised. "Radio and television broadcasting, publishing, the records business, all mutually reinforce one another and together give the company the strength that it needs for the period of rapid technological change that we now face and will continue to face." Paley also touched on what the company means to him personally: "CBS is more than a business. It is a public trust. And for more than a half a century, CBS has been my life. What this company means to me cannot be measured in monetary terms."

He added: "I want, above all, to insure that CBS remains in good hands, now and forever more. This means in reliable, competent, responsible hands. It means in the hands of people who understand the unique public responsibility that is inherent in the management of this company, and have the skill and the talent and the courage and, when necessary, the self-discipline and forbearance, to meet that responsibility wisely and well."

Also last week, the CBS/Broadcast Group, in response to numerous inquiries from affiliates, produced and fed a half-hour program apprising affiliates of the regulatory steps the company was taking to fend off TBS (SEC and FCC filings). The program also featured Morgan Stanley executive Joseph Fogg (financial adviser on the TBS matter to CBS), who said that the takeover proposal would leave TBS/CBS with such a huge pile of debt that the company could not operate effectively and might even go bankrupt a few years down the road. Gene Janowski, president of the Broadcast Group, said it would be difficult, if not impossible, to compete effectively in the marketplace with such a huge debt. "We are about to go into the final schedule meetings for next season," he said. "I can only ask you to imagine what that schedule would look like if we were forced to spend three times as much money servicing our debt as we do on program development." The affiliates were urged to consider filing petitions to deny the Turner transfer application at the FCC (the deadline is May 23).

Also featured in the program were Joseph Carriere of KBIM-TV Roswell, N.M., current

CBS's audio concentration

CBS's \$100-million purchase of Taft Broadcasting Co.'s five radio stations—WLTJ(FM) Bethesda, Md. (Washington), KTXQ(FM) Fort Worth and KLTR(FM) Houston, both Texas, and WSUN(AM) St. Petersburg and WYNF(FM) Tampa, both Florida—will, if approved, set a new record as the largest radio-only station sale in history, eclipsing the previous high of \$76 million from Harte-Hanks's divestiture of its radio properties last year. The acquisition will make CBS the largest radio group behind the new Capcities/ABC and, depending the spinoffs in that deal, CBS could become the country's largest radio group owner. CBS/Broadcast Group already owns: WCBS-AM-FM-TV New York, KNX(AM)-KKHR(FM)-KCBS-TV Los Angeles, WBBM-AM-FM-TV Chicago, WCAU-AM-FM-TV Philadelphia, KCBS(AM)-KROR(FM) San Francisco, KMOX-AM-TV-KHTR(FM) St. Louis and WHTT(FM) Boston. The sale will bring its radio ownership to seven AM's and 11 FM's.

chairman of the CBS Affiliate Advisory Board; Buddy Bostick, president of the Bostick Stations of Texas, and Leroy Paul, head of the Columbus, Ga.-based American Family Corp.'s broadcast group. Paul contended the proposal was so "financially unsound" that the network's ability to provide affiliates with competitive news, programming and compensation "would be in serious jeopardy." Bostick said: "If this high leverage takeover were to occur, it would destroy the CBS network as I know it, as I like it and as I want it to be. And for our four stations, it would be such a dramatic change and such a negative factor, that the day after the takeover, I would be looking for another network."

Added Carriere: "The major investments we have in our properties would be seriously jeopardized by a Turner takeover. His cash plans, or lack of cash plans, will not afford the leadership that we've known and come to expect from CBS." Carriere warned affiliates not to "underestimate Turner's ability to get through the FCC with a license to hunt. It may well happen and most certainly will happen if you, station ownership and management, don't get involved and involved soon. Contact your congressional people. Let them know how you feel. Let's put pressure on folks. Let's also flood Chairman Mark Fowler and the FCC with letters and filings indicating our concerns about this ludicrous proposal set forth by Ted Turner."

Also last week, E.F. Hutton, which put together TBS's proposal to take over CBS, pleaded guilty to a series of federal mail and wire fraud violations stemming from the company's handling of its checking accounts at commercial banks, which enabled it to earn \$8 million in extra income. The company agreed to pay a \$2-million fine.

The sentiment among analysts and institutional shareholders last week seemed to be that TBS stands little chance of accomplishing its goal as the proposal now stands. And even if Turner gets the cash most see as essential to attract shareholders to exchange their stock, the prevailing sentiment seemed to be that CBS simply won't let Turner gain control of the company—even if it means being swallowed whole by another, more friendly, suitor. □

Multimedia bid detailed

Management discloses recapitalization plan it proposes for company; Lorimar drops out of race as speculation increases on other bidder's "affiliates"

At least one bidder for Multimedia Inc., Lorimar, dropped out last week and another, Wesray Corp., had not been heard from for a while. That still left open the question of whether Jack Kent Cooke and his "affiliates" were intending to pursue their \$63-per-share offer that the Greenville, S.C.-based company's founding families and management had spurned the week before.

Who Cooke's "affiliates" were—whether

his own corporate entities or other partners—was also the subject of speculation. Multimedia Chairman Wilson Wearn said that he met with Cooke two weeks ago but there were no others present: "We feel that he acquired a significant number of shares in the past 10 days," he told BROADCASTING on Friday, "but I don't know precisely how much he has now."

Meanwhile, the founding families and their partners, who the company said own over 44% of the outstanding stock, made definitive their recapitalization plan. The agreement, according to Wearn, is almost "identical" to the plan as originally announced ("Top of the Week," April 15) that offers a variety of options involving debt, cash and new stock in exchange for the 16.7 million currently outstanding shares: "We had originally planned to do an exchange of bonds for stock that was to have taken place virtually immediately after the definitive agreement was signed," said Wearn. "The procedure is now changed so that the exchange of bonds is still available, but it will now take place simultaneously with exchange of the new stock, assuming the deal

is approved."

If the recapitalization plan is approved, Multimedia would continue to be a publicly traded company with 11 million shares outstanding. Company officials were preparing proxy materials containing details of the proposal for submission to the Securities and Exchange Commission at the end of last week. The vote on the proposal will take place at the annual shareholders meeting, tentatively planned for mid-June.

For the plan to be adopted, it will have to receive the approval of a majority of the "disinterested" shareholders. It has always been understood that the founding families and management were not counted as "disinterested" shareholders, but last week the company said that neither Cooke nor any of his affiliates was to be counted in that category. There still seemed to be some investor speculation that the deal might be sweetened. Although the stock dropped several points from the previous week to about \$55 per share last week on average volume, that price was still at least a dollar above the estimated closing value of the recapitalization plan. □

Storer vote going down to the wire

Proposal by dissident shareholders up for review at Tuesday's meeting; court decisions go Coniston's way

The battle for Storer took on the appearance of a political campaign last week as each side lobbied heavily in the final days of its quest for control of the company. Whether most of the proxies for voting on a new slate of directors belonged to Storer management or the insurgent group known as Coniston Partners was still an open question at the end of last week. But everyone who was talking said the race would go down to the wire.

Last week both sides made last-minute entreaties and ran full-page newspaper ads making their cases to stockholders. There were also two court cases, one regarding an alleged Coniston violation of securities law and the other seeking to reverse the FCC's stamp of approval for Coniston. The judicial decisions rendered in both cases favored Coniston, allowing it to continue its campaign to unseat a majority of Storer's current board.

The election is scheduled for Tuesday (May 7), at the annual shareholders' meeting in Bal Harbour, Fla. If victorious, Coniston has said it would set about liquidating the assets of the Miami-based MSO and television group owner.

The previous week, Storer management proposed to sell the firm through a leveraged buyout (LBO) rather than allow Coniston's proposed liquidation ("Top of the Week," April 29). The LBO, controlled by the New York-based investment firm of Kohlberg Kravis Roberts & Co., would allow current Storer management up to 8% equity in the new company, according to a Storer ad that ran last Friday.

In its ad, Storer also pointed out that the agreement in principal with KKR—a deal

estimated by some at \$78 to \$80 a share—would terminate if "less than a majority (five) of the incumbent directors are re-elected." Coniston had turned the argument around earlier in the week in an ad that suggested Storer management itself might cancel the deal if its directors were not unseated: "We do not believe Storer management has a strong incentive to consummate this proposed transaction."

Late in the week, the company negotiated a definitive agreement with KKR which was approved Friday by the full Storer board.

The court decisions rendered last week continued to support Coniston, which has yet to lose a major administrative or legal argument in the proxy campaign.

In the case before the U.S. District Court for Southern Manhattan, Storer alleged that the Coniston had begun conducting its campaign before filing the appropriate papers with the Securities and Exchange Commission and allowed others to accumulate shares based on inside information ("Top of the Week," April 8). But Judge Edward Weinfeld was unconvinced. "The equities of the situation require that defendants [Coniston] be permitted to present to their fellow Storer shareholders their case for a fundamental change in corporate policy and that the shareholders be permitted to decide for themselves how to resolve a dispute that is of considerable importance to them," the judge ruled.

In Washington, a three-judge panel of the U.S. Court of Appeals affirmed the FCC decision conditionally approving the proposed transfer of control to Coniston supporters without giving the public 30 days in which to comment or file petitions to deny. The panel issued its unanimous order—which was to be followed by a written opinion—at 1 p.m. last Thursday, some two

hours after lawyers for Storer and the commission had participated in a one-hour argument. Storer's attorneys and counsel for several citizen groups had argued that the commission had erred in contending that the change in control that would occur would not be "substantial" and that the 30-day waiting period was not required. Storer had argued that Coniston's plans to liquidate the company left no doubt that the change in control would be "substantial." But two of the judges—Patricia Wald and Kenneth Starr—indicated by their questioning they feared that Storer's position, if upheld, would require the commission to subject every proxy fight to the 30-day waiting period and to petitions to deny.

There was yet another judicial decision in the case. In a Connecticut state court in New Haven, a judge had heard arguments on

Storer's complaint that Coniston had violated state law because it had previously failed to seek approval of the Department of Public Utility Control (DPUC) even though the insurgent group's action might result in the sale of Storer systems serving roughly 95,000 Connecticut residents or in the possible disruption of "necessary service." The complaint asked the judge to also grant an injunction against the defendant's continued proxy campaign.

Judge Ronald J. Fracasse found that Coniston had violated state law and ordered it to file with the DPUC as of last Wednesday, May 1, as the New York-based firm did. But Storer's counsel had withdrawn the request for an injunction against Coniston's proxy solicitation, thereby allowing Coniston to continue.

The decisions of all three courts last week

cleared the way for Tuesday's vote count. And the most important participants in the voting were the roughly 100 investors who are believed to hold approximately three-quarters of the company's 16.4 million outstanding shares.

Because the voting is cumulative—allowing a shareholder to cast all his votes in just one of the board seat contests—it was at least possible that Coniston might win several seats while Storer management retained the majority. Of three institutional investors that talked with BROADCASTING last week, one said Coniston would win. Another said that Coniston would likely pick up at least several seats and thereby keep pressure on management to follow through with the leveraged buyout. He predicted that Storer as presently constituted would no longer exist: "It's kind of over regardless who wins." □

Growing hostility toward hostile takeovers

But those who fear market dislocation are at odds with those who feel market is its own best determiner of corporate futures; junk bond financing also under scrutiny

Congressional concern about hostile takeovers—in the communications and other industries—has been mounting for the past few months, and some of it has been translated into legislation aimed at halting or at least slowing down such takeovers. Whether the concern is deep enough or widespread enough to induce passage of any of the bills is uncertain. "I think among members who are studying it, there is a great deal of concern," said Al Swift (D-Wash.), a member of the House Telecommunications Subcommittee, which also has jurisdiction over finance issues. "I don't know whether other members have a sense that this is a crisis or whether they see it as a series of events."

There is no indication that a consensus has developed. The problems confronting legislators on the issue are not simple: A key one is how industrial stability can be maintained by statute without protecting inept management. What's more, there are those who see the free play of the marketplace as good for the economy, whatever the impact on the management of specific companies. And among those sharing that view is the Reagan administration—a fact to be reckoned with by those who would seek legislation to curb hostile takeovers. The administration, noting that protectionist measures are already on the books, opposes further federal intervention.

"I fail to see where [hostile takeovers] serve any useful purpose to the market or to society," said Swift. "They produce no jobs, they produce no product, they produce no wealth for society. They are just a quick way for someone to make a buck without there being sufficient ripple effects so that the rest of the country benefits." He is one of those who believes legislation to discourage hostile takeovers is necessary.

He also is among those who believe hos-

tile takeovers raise particularly sensitive questions when the objects of the hostile takeovers hold broadcast licenses. "We have developed a mechanism by which the public interest is served in the licensing of broadcasters," he said. "Does that mechanism get applied appropriately in these kinds of takeovers?" The commission itself, by word and deed, has indicated it does not view the Communications Act as constituting a shield for the managements of broadcast companies.

And in that connection, the House Telecommunications Subcommittee is working closely with the commission as it drafts a notice of inquiry on what its policy and procedures should be in the case of hostile takeovers of broadcast companies. "When you are dealing with broadcast companies there is absolutely no doubt that the FCC has to make a public interest determination as to whether there is a transfer of control of broadcast stations," said Tom Rogers, senior counsel to the subcommittee. "And the real public policy question is how you structure the FCC process so that the process itself does not interfere with the ability of the shareholders to make a judgment as to what's in their best interest and... so that it does not become a barrier to a hostile takeover or become a factor that dictates a particular mode of financing."

Subcommittee Chairman Timothy Wirth's (D-Colo.) "view of all this is that it is inappropriate for the government to be a cheerleader for any side of a takeover," he said. In shaping the FCC process, it's important to be "neutral and make sure the process does not inadvertently become a cheerleader mechanism for raiders or inadvertently become a useful shield for incumbent management."

Legislation has been introduced in both the Senate and House in response to concerns about hostile takeovers generally. The Senate Finance Committee is considering legislation that would discourage hostile takeovers by disallowing the deduction of junk bond interest payments and imposing a stiff excise tax on "greenmail" profits. Simi-

lar legislation has been introduced in the House by Representative Jim Jones (D-Okla.). The House Ways and Means Committee has held three days of hearings on the Jones bill, which now has 70 co-sponsors. Linda Robertson, an aide to Jones, said, "We expect the bill to be seriously considered by the committee."

And two weeks ago, Senator Pete Domenici (R-N.M.) introduced legislation (S.975) that would, in part, impose a moratorium on hostile takeovers at least 20% of whose financing is provided by high-risk, high-yield securities called "junk bonds." According to Domenici aide Martin Janowski, the bill is aimed more at stemming the proliferation of junk bonds than at discouraging hostile takeovers. Oil companies that were taken over with junk bonds, he said, now are so burdened with debt that they are cutting back in research and development and in exploration.

But whatever Domenici's intent, enactment of the bill would serve as a barrier to Ted Turner's effort to acquire CBS Inc. That bid is financed primarily by junk bonds.

On the House side, the Telecommunications Subcommittee, besides working with the commission on its notice of inquiry on procedures to be followed in the event of hostile takeovers, is conducting hearings designed to inform its members on the intricacies of the phenomenon and to serve as a basis for a decision of whether legislation is required. "You have to have a very, very solid sense of what's going on out there," said Rogers, "because all of this activity very fundamentally relates to the health of the economy."

But there is one word that would appear to provide an apt description of Congress's mood: ambivalent. At a hearing of the Senate Finance Committee on the issue of hostile takeovers late last month, the comments of the senators who testified were about evenly divided between those who supported action to discourage hostile takeovers and those who fear that any legislation would shield "inept management." As a result, said

William Diefenderfer, the committee's chief of staff, prospects of legislation emerging from the committee were dim. "There was no middle ground," he said. "So what do you do?"

There is no uncertainty on the part of the Reagan administration, however. It sees corporate takeovers as good for the economy—and, if anything, it opposes federal regulation to restrict them.

Joseph R. Wright Jr., deputy director of the Office of Management and Budget, in testimony before a subcommittee of the Senate Banking Committee, said corporate takeovers—whether friendly or hostile—can benefit the economy in a number of ways. "They can," he said, "allocate resources to higher valued uses, promote economies of scale and scope, increase the return from investing in the stock of publicly traded companies, reinforce market incentives that require managements to compete effectively, free up capital for new investment opportunities and move assets to smaller, more focused companies."

And he said it would be "unnecessary and unwise" to increase the amount of federal regulation of the market; he said it is already subject to "extensive regulation." Further regulation, he added, "would likely impede the operation of the nation's capital markets and hinder economic growth on which future employment and investment opportunities depend"—and run the risk "of intruding into areas that are traditionally and properly the subject of state regulation." Wright said the administration will monitor developments, but, he said, there is no evidence that federal regulation can improve the operation of the market "and, thus, there is no case for further federal regulation."

As clear an expression of views as that testimony was, the annual report of the President's Council of Economic Advisers, in its annual report to the President, made the case even more emphatically. In a chapter on "The Market for Corporate Control," the CEA says: "Competition plays a central role in the evolution of the economy: It promotes efficient modes of production and eliminates processes and organizational structures that have outlived their usefulness." And if the CEA is concerned about abuses in that market, they involve not the tactics of the attackers but of the attacked. It says the evidence suggests the abusive practices are limited to those employed by target managements "who, in opposing takeover bids, defeat or deter tender offers at the expense of their stockholders or the economy." □

The View From The FCC

All FCC commissioners note that the commission is required by the Communications Act to review transfer applications to make sure that those who want to take control of broadcast licensees are qualified. But they differ on how much of a presence the FCC should present in hostile takeover attempts.

Commissioner James Quello's concern seems to be focused primarily on takeovers initiated solely to turn a "fast buck." Quello

told BROADCASTING last week that he thought those who attempted hostile takeovers and adhered to the commission's "normal process"—that is, according to the commissioner, those who file long-form transfer applications—were entitled to "full consideration." But Quello also said that, in passing judgment on whether a particular hostile takeover would be in the public interest, he would "have a tendency" to distinguish between those attempting takeovers "for the fast liquidation buck" and those who want to operate the broadcast facilities in the public interest.

The FCC, Quello said, has the obligation to protect the public interest, and that means assuring quality service to broadcast listeners and viewers. "The liquidators are a little bit suspect," Quello said.

Chairman Mark Fowler, however, told BROADCASTING last week that, as a general proposition, there was "nothing wrong with permitting people to propose to shareholders that they consider an offer to buy their stock... as long as we make sure that a proposed licensee meets our statutory and other requirements so we can find that the public interest is served. That's a part of the marketplace philosophy."

Among other things, the possibility for hostile takeover attempts can act as a "spur to incumbent management to manage as wisely and prudently as it can," Fowler said.

Commissioner Mimi Dawson said her one concern was with the qualifications of the licensees that would be operating the stations. "But I don't think it's appropriate for us to involve ourselves in what I believe to be shareholders exercising their rights," Dawson said.

Commissioner Henry Rivera said he thought hostile takeovers were a "healthy thing." When management is "insulated," it "becomes complacent," Rivera said. "It wouldn't hurt management to understand that the FCC is not going to stand in the way if it can possibly get out of the way," Rivera said.

Commissioner Dennis Patrick said he didn't want "to see this agency erect any unnecessary barriers that would have the effect of insulating or protecting incumbent management from shareholders or the market." □

Intelsat making headway on Hill

Legislative proposal would give satellite carrier greater pricing flexibility in face of telecommunications competition; but some members feel it goes too far

Behind-the-scenes jockeying was underway on Capitol Hill last week over legislative proposals that would achieve some of Intelsat's aims in its effort to counter U.S. policy endorsing the establishment of separate international satellite systems that would compete with it. Language was being added to a report accompanying an FCC supplemental

appropriations bill in the House that would endorse Intelsat's position on the flexible pricing it says it would need if faced with competition. Similar language was being drafted as a rider to be added to a State Department authorization bill on the House floor this week. But in both cases, the language is getting a hard look by members who feel that it may tilt too far in Intelsat's favor—and against U.S. interest in promoting entry of separate satellite services. As a result, work is underway on compromise language.

The report language is being prepared by Representative Bob Carr (D-Mich.), who has appeared sympathetic to Intelsat's cause. The rider is the work of Representative Don Bonker (D-Wash.), chairman of the House Foreign Affairs Committee's subcommittee on International Economic Policy and Trade. He and Representative Dan Mica (D-Fla.), chairman of the Foreign Affairs Committee's Subcommittee on International Operations, have held a series of hearings on the Intelsat-separate satellite systems issue.

In both cases, the secretary of state is called on to take the lead in proposing to Intelsat's Assembly of Parties an amendment to Article V(d) of the Intelsat Agreement that would authorize the organization's board of governors, "as exceptional circumstances warrant for the protection of the Intelsat global system," to establish rates for individual traffic routes.

Intelsat Director General Richard Colino has maintained that such an amendment is necessary since the agreement, in its present form, requires global averaging of prices, which results in the same price being charged for the same service regardless of the route. That provision was written into the agreement to ease the price burden on developing countries, most of which are located on so-called thin routes.

But Mica, along with Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, feels the Bonker language is too strong. Mica would prefer language calling on the secretary of state and the secretary of commerce to make a joint determination as to whether the proposed amendment is required before the U.S. proposes one. And Wirth is understood to believe Intelsat has sufficient pricing flexibility under the existing agreement—the position the U.S. has maintained.

As a result of those concerns, the staffs of the three members are attempting to draft compromise language. An aide to Mica said, "We like to think we're working together for the same thing." But if an agreement cannot be reached, Mica is prepared to offer a rival amendment. One other hurdle to be cleared is the concern of Wirth and Representative John Dingell (D-Mich.), chairman of the Energy and Commerce Committee, that the rider not intrude into the jurisdiction of the Commerce Committee over communications matters. Because of the continuing uncertainty over the final form of the rider, a final decision on Carr's report language is being deferred. Aides said the report language would follow that in the rider. □

Hall assailed for tract called racist

CRT chairman who began week credited with being co-author of controversial booklet ends week claiming to have had only clerical role; she seeks to disassociate from racist views; House panel skeptical, questions whether agency is 'broken'; other commissioners' attendance questioned

The effectiveness of the Copyright Royalty Tribunal and the competence of its commissioners were called into question last week by the House Copyright Subcommittee, which challenged the abilities and qualifications of CRT Chairman Marianne Mele Hall and Commissioners Edward W. Ray and Mario F. Aguero during an oversight hearing. Hall, who was the only commissioner to appear before the panel, also came under serious criticism for her role in the creation of a controversial 71-page booklet called "Foundations of Sand"—an association first disclosed in BROADCASTING's April 29 issue.

Indeed, House Copyright Subcommittee Chairman Robert Kastenmeier said the tribunal is in "dire need of reform." He said the subcommittee has a "classic case of a broken agency on its hands." And, he added, "I don't know, at this time, whether the agency is broken beyond repair."

Kastenmeier explained that the purpose of the hearing was to inquire into whether "the agency generally is effective, whether the commissioners' relative lack of expertise in copyright law has hurt the tribunal, whether judicial review has been meaningful, and whether the absence of clear guidance from Congress on how the tribunal should make rate decisions creates a statutory defect that must be rectified."

"A recent article in BROADCASTING raised several of these questions," the chairman continued. "The article also contained a discussion of a book, 'Foundations of Sand,' authored by Dr. Lawrence Hafstad with Marianne Mele Hall and John Morse. Admittedly, Chairman Hall authored (or edited) the article prior to her appointment by President Reagan as a commissioner. I have several questions about 'Foundations of Sand' that I will ask during this hearing," he said.

For the most part, the hearing focused on Hall's association with the book. One chapter—"The Minority Problem"—has drawn the most fire. It holds that "Black male youths have great difficulty overcoming their millenia of breeding for short-sighted, high-energy solutions to problems. Their race has skipped centuries of training which has produced in other races the discipline, foresight and tolerance of drudgery, necessary for success in the agricultural and industrial ages in the temperate zones...."

However, some members, including Kastenmeier, addressed the subject of the overall competence of the agency and its commissioners. There was even some concern expressed as to why the other commissioners were not present at the hearing. It was re-



Hall

vealed later, however, that only Hall was officially invited. Usually, the chairman is accompanied by other tribunal members.

The subject of the other commissioners' absenteeism was raised. "Do the other commissioners show up to work five days a week on a 9 to 5 basis?" asked Representative Mike Synar (D-Okla.). "No, they do not," Hall answered. Their attendance record, she noted, has "no consistent schedule or pattern." Synar requested a record of their attendance at tribunal meetings.

"Am I correct that the background of the other two commissioners is that one is of Cuban descent who is a former Olympic basketball star and the other one is a Chuck Berry road manager? Is that correct?" Synar inquired. Hall replied, "No." "Do either one of them have background in the copyright area?" Synar pressed on. Hall said they both



Kastenmeier

had extensive experience in industry.

Synar also asked that the commissioners submit written answers concerning their views on the compulsory license and the CRT's 3.75% distant-signal rate hike decision. Hall, however, declined to comment on the the 3.75% decision because Turner Broadcasting has asked for a review of it and she was reluctant to comment until the proceeding is completed.

Hall, Kastenmeier noted, had made a favorable first impression on the subcommittee because of her "willingness to work" and her interest in reforming the agency. Since the revelation of the book, however, Kastenmeier said the subcommittee's concern about the tribunal and its effectiveness as well as Hall's own "competence" had become an issue.

During the hearing Hall presented some of the views that have earned her a reputation as a CRT reformer. "I believe there is more need for legislative reform at this time," she said. Hall suggested that the chairmanship, which rotates from one commissioner to another each year, be made a permanent position. She criticized the current system because it makes it difficult for the CRT to "render a consistent internal policy." Moreover, Hall asserted the agency needs more professional staff and an economist. The CRT, she recommended, also needs subpoena power.

In addition, she suggested that the agency needs closer coordination with the licensing division of the Copyright Office. "I believe the licensing division should report to our tribunal," she said. "Do you think the tribunal should be part of a larger agency; would that help?" asked Representative Carlos Moorhead (R-Calif.). "I don't think that would help; it could hurt. We need to be independent," she answered.

Hall also discussed the size of the agency. Of the five commission seats, only three are currently filled. (A fourth member was nominated last week [see box, page 45].) "I recommend three members. We don't need more decision-makers. We need more professionals," she said.

Despite Hall's testimony on the CRT, the subcommittee was more interested in the book and continued to raise serious doubts about her ability to serve on the tribunal. Kastenmeier noted that when a public official in a federal position expresses "these views," it becomes an issue of whether or not she could continue in her job and maintain the "confidence of those who are affected by your decisions."

Kastenmeier asked Hall what her role was in writing the book. She denied she was anything more than an editor. "I was merely the editor in an extreme ministerial position. Simply nouns, verbs, pronouns, dangling participles, sentence structure," she answered. The book, published in 1982, credits "Dr. Lawrence Hafstad with Marianne Mele, John Morse" as the authors. And according to a certificate of copyright registration filed by Hall with the Copyright Office

on Aug. 23, 1982, she is listed as one of three authors and signed the document as the "authorized agent" of the book. Hall, who was confirmed by the Senate on April 2, also listed herself as a "co-author" of the booklet in a sworn statement submitted to that chamber.

Kastenmeier asked Hall why she identified herself as an author if she were only the editor. Hall contended she considered herself a ghost author. "I didn't know what to call it, I didn't know how to express it and I was much younger. However, I never did any research or offered an opinion or drew conclusions or indicated those views were mine. They are not mine, they are Dr. Hafstad's."

But the chairman and others doubted her assertions. "You were more than an editor, I take it. You were in fact a writer," Kastenmeier said. But Hall insisted she had only acted "in the sense of a translator who writes sentences in English from a foreign language." The chairman wanted to know if she

agreed with the conclusions and why she had not disassociated herself from the book. Hall said she did not agree with the conclusions.

The CRT official argued that in the same sense she had edited "High Frontier: a New National Strategy," a study that proposed the "strategic defense initiative" that was later adopted in part by the Reagan administration. "Many of the hours I spent editing 'High Frontier' I didn't understand what I was writing." And she claimed she didn't understand many parts of "Foundations of Sand."

Kastenmeier was also concerned about Hall's affiliation with the High Frontier organization. He asked if she realized the organization is listed as a lobbyist. Hall explained that she served as a director in the belief that High Frontier had tax exempt charitable status and did not lobby. "I am not aware of the problem you've uncovered," she told Kastenmeier. On the whole, the congressmen appeared dissatisfied with Hall's answers. "Were you that hungry?" remarked Patricia

Schroeder (D-Colo.), "to say, 'Well, I did it because it was my job; I thought it was still a free country and we can pick and choose jobs.'" she added.

Later Schroeder asked Hall how she got the job. The CRT official claimed she was called in for an interview and hired. It was a reply that generated laughter from the audience. Her name, she said, was in the White House computer because of a resume she sent in 1980. "Don't you think your editing of these works looked philosophically appealing to the White House?" Schroeder asked. "I think probably my teaching credentials and copyright credentials were more important," Hall contended.

That prompted Kastenmeier to query Hall about her copyright credentials. She told the chairman she has taught copyright at Northern Virginia Law School since 1979. "So really your claim to copyright expertise at least in terms of practice is pretty tenuous," the congressman said. "I've studied it a great, great deal. I've done some copyright

Aroused Congress calls for Hall resignation; investigation launched

There were repeated calls on Capitol Hill last week for the resignation of Copyright Royalty Tribunal Chairman Marianne Mele Hall for her association with "Foundations of Sand," a book the lawmakers were calling "racist garbage" (see story, page 44). And as Hall spent the week trying to distance herself from the book. House members were mounting a campaign to remove her from the chairmanship. And at week's end, Senator Charles Mathias (R-Md.), head of a Senate Judiciary Committee unit charged to investigate the Hall matter, had concluded that she should resign, and advised President Reagan to that effect. "People who hold or have associated themselves with the racist views expounded by this book do not belong in public office. . . . I personally request, and I officially advise, that you seek Ms. Hall's immediate resignation," Mathias said.

The Senate Copyright Subcommittee kicked off an investigation of the matter, and while Hall was testifying before a House Copyright Subcommittee on Wednesday, House members were making one-minute speeches calling on the President to fire her. Representatives Don Edwards (D-Calif.), Howard Wolpe (D-Mich.), Norman Mineta (D-Calif.) and Thomas Downey (D-N.Y.) all issued such a request. They were responding to a *Washington Post* account concerning Hall and the book in which she said—after being asked why she hadn't left her name off the work—"If I wash a floor real well, I'll take credit." Remarked Mineta: "Ms. Hall didn't wash a floor real well. She took part in a vile, baseless and racist piece of literature."

Hall also told the *Post*: "For me to become defensive now will turn this into a spat, and this whole experience doesn't deserve that kind of dignity. If somebody calls you a whore, and you protest, what can you say? Can I scream I'm not a whore?"

Edwards, along with 56 other House members, sent a letter to President Reagan urging him to seek her resignation. "We were appalled to learn today that Marianne Mele Hall, the newly confirmed chairperson of the Copyright Royalty Tribunal, is also the co-author of a book which reeks with the stench of racism," the letter said. "Mr. President, we call upon you to provide the only effective remedy for this slanderous insult to the American people by removing Ms. Hall from her privileged position of public service without delay."

A White House spokesman said there would be "no reaction," and that Hall was an editor of the book, "grammar and spelling only," and that she was "no scientist or anthropologist." She was asked to "edit it for grammar and punctuation—not for content," he said.

In addition to congressional pressure, civil rights groups and women's organizations were also issuing statements seeking Hall's removal. Bill Richardson (D-N.M.), chairman of the Congressional Hispanic Caucus, also called for Hall's resignation. The Congressional Black Caucus introduced a "Sense of the House" resolution demanding Hall's immediate resignation. "It is our belief that her involvement as co-author of 'Foundations of Sand,' containing abhorrent racist philosophies, is an indictment of her judgment and in and of itself is grounds for dismissal," stated CBC Chairman Mickey Leland (D-Tex.) during a press conference in which he was joined by Mineta, Wolpe, Edwards and others.

"This agency needs to know that we'll be looking with great askance at their budget," warned Representative Vic Fazio (D-Calif.), chairman of the House Legislative Appropriations Subcommittee, which has jurisdiction over the CRT budget. "It's important that this is not a long, drawn-out affair. It's important that this individual resign," Fazio added. Mineta questioned whether the CRT was a necessary agency. "I don't even know in this day or age if we need a tribunal. Maybe we better take a basic look at the situation," he said.

Meanwhile, in the Senate, Strom Thurmond (R-S.C.), chairman of the Senate Judiciary Committee, which confirmed Hall, asked Charles McC. Mathias Jr. (R-Md.), chairman of the Senate Copyright Subcommittee, to look into the matter. The investigation will determine whether Hall authored or edited the book. "He's concerned that there appears to be a discrepancy between what she testified and wrote," a Thurmond aide said. They also want to know if Hall "personally associates herself with those remarks."

In Hall's sworn statement to the Senate, she said she was a co-author. (A committee staffer noted that no one, at the time, had looked at the book, adding that there was "no reason to.") Indeed, many Senate nominees list books they have written and the staff doesn't check them all out unless there is a reason. "No one had heard of it," he said. And the committee had been busy with the appointments of several judges, said another staffer.)

A spokesman for Mathias's subcommittee said the investigation was underway. He noted that although there may also be some discrepancies on her resume, the book remains the essential problem. "It's pretty clear that she consistently calls herself author until this week," he noted.

But the question remains, he added, after she knew what was in it, "Why did she agree to put her name on it?" Moreover, he noted that Hall's role in publishing the book is even "more troubling." "I don't know what her role really was, but no one forced her to put her name on it," he said. Although Mathias has not called any hearings the spokesman noted it is a possibility.

Meanwhile, last Tuesday (April 30), the White House nominated Rose Marie Monk for a seven-year term on the CRT, one of two vacancies on the tribunal. She is executive assistant with Nofziger Communications, the political consulting firm run by Lyn Nofziger, former assistant to the President for political affairs. She also served as executive assistant to Nofziger when he was at the White House in 1981 and 1982 and when he was with the Reagan for President Committee in 1980. She was with Nofziger at the Lyn Nofziger Co. in Los Angeles from 1979 to 1980. Monk also was a special assistant to Milan D. Bish, ambassador to Barbados and the Eastern Caribbean from 1982 to 1983.

Hill reaction to the Monk nomination was one of surprise. Mathias, an aide said, asked Thurmond to hold off on the Monk nomination until the Senate receives another candidate to fill the other vacancy on the tribunal. Mathias prefers considering both nominations rather than taking a "piecemeal" approach, he said. He noted that Monk, whose background appears to have little to do with copyright, would be in for a "much more thorough investigation than Hall."

work but no litigation," she replied.

"If these were your views do you think that would raise questions as to the appropriateness of your service?" asked Representative Bruce Morrison (D-Conn.). Hall said that what is relevant is her ability as a lawyer and manager, and not those views. Morrison was not satisfied with her reply. Finally, Hall agreed: "A person who has those views should not be serving in a job where expertise in copyright is necessary."

Morrison also asked why Hall, who listed in her biographical sketch at the CRT that she is "co-author and/or consultant to four books," cited only "Foundations of Sand" to the Senate. "You want us to believe that you were just a ministerial player with respect to each of these items, but one of these ministerial functions was so important to you that you listed yourself as co-author in this document," Morrison said. "I think it's perfectly legitimate for members of the subcommittee to look behind your self-serving statement to discover whether it's likely that these are your views," Morrison said. "I don't think you can have it both ways."

Hall argued: "I think we're getting tangled in the semantic definition between ghost-writing and writing." Replied Morrison: "Ma'am, I am not tangled at all. I am trying to find something out."

Hall also told the Senate Judiciary Committee she is a director and secretary for HMM Inc., "which is a privately held corporation for the purpose of producing and marketing our book." She testified that the corporation has since been dissolved. Hall revealed that she was paid \$1,000 for her work on the book.

Morrison was equally interested in determining Hall's role in the selection of the tribunal's chief counsel. He asked her to provide data on the candidates, including the number of minorities and women who applied for the post.

"I am very pleased to hear that those are not your views," stated Representative Frederick (Rick) Boucher (D-Va.). "But I really wonder just how you feel about the views that were expressed. They are very inappropriate from my point of view. Are they as repugnant to you?" he asked.

"I understand your concern," Hall responded. "I agree with you. They are expressions which are very repugnant. They are not my views and as a lay person they are repugnant to me as well. I told Hafstad it would be ill-advised to publish them. However, in my limited capacity that was all I could do. I was into the project, I completed the job. I believe in finishing what you start."

Hall maintained that any further fallout should be directed toward Dr. Hafstad. "I would like to go back to work and finish the job," Hall stated.

Hall also submitted for the hearing record a letter by Hafstad that was delivered to BROADCASTING last Monday morning (April 29): "Not being a professional writer myself, Marianne Mele was employed by me to edit my material for the book 'Foundations of Sand.' In addition to correcting my spelling and rearranging the material, she made

many helpful contributions. In no sense, however, should she be held responsible for any assertions of opinion, fact or logic in the content of the book. As author, that responsibility rests squarely on me," Hafstad wrote.

On Thursday, Hall sought to put still more distance between herself and the controversial material in "Foundations of Sand." In a

written statement delivered to the Copyright Subcommittee she repeated her claims to having performed only a clerical role in reviewing "grammar [sic], sentence structure and punctuation" and said: "For the record, I want to reiterate that I did not write the material. I disavow it fully. I find it inflammatory, explosive, repugnant and distasteful." □

THINKING POSITIVE FOR FALL '85

NBC: If it ain't broke, don't fix it

Network schedules only four hours of new programing for next fall

NBC's prime time schedule for the 1985-86 season, announced last week in New York, includes a scant four hours of new programing, the least in 15 years for that network, according to Brandon Tartikoff, president of NBC Entertainment. Six new shows account for the four hours, including two back-to-back, half-hour anthologies for the middle of Sunday evening, two back-to-back, half-hour comedies on Saturday night, an hour-long drama to anchor Wednesday and an hour-long comedy-adventure show to anchor Friday.

■ On Sunday from 8 to 9 p.m., the two anthologies will replace *Knight Rider*, which is moving back to Fridays where it started three seasons ago. Airing at 8-8:30 will be Steven Spielberg's *Amazing Stories*, a collection of eerie tales (with what NBC called "wonderment, irony, comedy and fantasy" sprinkled throughout) composed by guest directors. Following *Amazing Stories* at 9-9:30 will be *Alfred Hitchcock Presents*. About 60% of the episodes will be remakes of the original series, while the rest will be new stories "in the time-honored tradition of the master." *Sunday Night at the Movies* follows from 9 to 11.

■ Monday remains intact with *TV's Bloopers and Practical Jokes*, which Tartikoff said won its time period for the second year in a row this season, and *Monday Night at the Movies*. NBC has budgeted for 35 made-for-TV movies and 13 theatrical films.

■ Tuesday night, which NBC won this season, also remains intact with *A-Team* at 8-9, which won every week but one this season, followed by *Riptide* and *Remington Steele*.

■ *Highway to Heaven* will start its second season in the Wednesday 8-9 slot next fall, followed by the new hour-long drama, *Hell Town*, with Robert Blake as a rough-and-tumble priest in seamy East Los Angeles. Tartikoff said that *Hell Town*, a made-for seen last March, was made into a series following viewer requests. *Hell Town* replaces *The Facts of Life*, which moves to Saturdays, and the second-season *Sara* which has been canceled. *Hell Town* will be followed by the returning *St. Elsewhere*.

■ Thursday is the third evening of the schedule to remain untouched, led by this season's biggest hit, *The Cosby Show*, followed by *Family Ties*, *Cheers*, *Night Court* and *Hill Street Blues*. This season, *Hill Street* lost both its co-executive producers,

Steven Bochco and Gregory Hoblit. Replacing them next season will be co-executive producers David Milch and Jeffrey Lewis, who have been with the show and MTM Productions for three years.

■ *Knight Rider* returns to the Friday 8-9 slot, replacing *Best Times* which has been canceled. At 9-10 is an adventure-comedy called *Misfits of Science*. *Code Name: Foxfire* and *Half Nelson*, second season shows in that slot, have not been renewed. Following *Misfits* is the returning *Miami Vice*.

■ On Saturday, the half-hour comedy, *Gimme a Break*, is being moved up from 9 p.m. to 8, replacing *Diff'rent Strokes*, which has not been renewed because star Gary Coleman decided not to return to the program. With *The Facts of Life* shifting from Wednesday to Saturday at 8:30, the sitcom, *Double Trouble*, is out of that slot and isn't being renewed. From 9 to 10, two new half-hour comedies have been scheduled. The first, *The Golden Girls*, starring Bea Arthur (formerly of *Maude*) and Betty White, is about a group of four older widowed or divorced women and their gay houseman who have become a surrogate family. The second is *227*, starring Marla Gibbs (formerly of *The Jeffersons*), who portrays a "down-to-earth, street-wise woman and mother." *Under One Roof* has been canceled. At 10, the returning action/adventure series, *Hunter*, completes the night.

Among the programs waiting in the wings, should they be needed, said Tartikoff, are *Stingray*, by Stephen J. Cannell, and *All is Forgiven*. Tartikoff also said he was working with NBC News President Larry Grossman to find a weekly slot for a newly developed news magazine show featuring Roger Mudd and Connie Chung that will debut in August. It will air on a monthly basis until a regular spot is found for it in prime time.

The network's mini-series for next season include the 10-hour *Peter the Great*, starring Maxmillian Schell, the seven-hour *Mussolini*, starring George C. Scott, a four-hour sequel to *Rage of Angels* with Jacquelyn Smith, the four-hour *Long Hot Summer* with Jason Robards, Cybill Shepherd and Don Johnson. Among next season's made-for's are *Imagine: The Story of John and Yoko*, *I Dream of Jeannie: Fifteen Years Later*, *The Return of Perry Mason*, *Return to Mayberry* and *Lincoln*, based on the recent Gore Vidal novel.

"Annie," "An Officer and a Gentleman," "48 Hours" and "Flashdance" highlight the network's theatrical presentations. □

The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

ABC □ Adams-Russell □ Affiliated Publications □ Ally & Gargano □ American Express □ American Family □ Anixter Brothers □ Arvin Industries □ Avnet □ BBDO □ A.H. Belo □ Burnup & Sims □ CBS □ Capital Cities □ Centel □ Cetec □ Chris-Craft □ Coca-Cola □ Comcast □ Communications Satellite □ Compact Video □ Conrac □ Control Data □ Cox Communications □ Disney □ Dow Jones □ Doyle Dane Bernbach □ Dun & Bradstreet □ Eastman Kodak □ Foote Cone & Belding □ Gannett □ GenCorp □ General Electric □ General Instrument □ Graphic Scanning □ Gray Communications □ Grey Advertising □ Gulf + Western □ Gulf Broadcast □ Harris Corp. □ Heritage Communications □ Interpublic Group □ JWT Group □ Jefferson-Pilot □ John Blair □ Josephson International □ Knight-Ridder □ LIN Broadcasting □ Lee Enterprises □ Liberty Corp. □ Lorimar □ M/A-Com □ MCA □ MGM/UA □ MTV Networks □ Maclean Hunter □ Malrite □ McGraw-Hill □ Media General □ Meredith □ Motorola □ Multimedia □ New York Times □ North American Philips □ Oak Industries □ Ogilvy & Mather □ Orion Pictures □ Park Communications □ RCA □ Reeves Communications □ Rogers Cablesystems □ Rollins Communications □ Scientific-Atlanta □ Scripps Howard □ Selkirk □ Signal Companies □ Sony □ Stauffer Communications □ Storer Communications □ Taft Broadcasting □ Tektronix □ Tele-Communications □ Telepictures □ Texscan □ 3M □ Time Inc. □ Times Fiber □ Times Mirror □ Tribune Broadcasting □ Turner Broadcasting □ United Cable Television □ United Television □ Varian □ Viacom International □ Warner Communications □ Washington Post □ Western Union □ Westinghouse □ Wrather □ Zenith

**KNOTS
LANDING...
IT'S MORE
THAN YOU
THINK.**

Flourishing year for Fifth Estate companies

BROADCASTING's annual ranking finds most companies posting revenue and earnings improvements over 1983; GE heads revenue list, ABC captures top position on Electronic Communications Index

1984 was a good year for the Fifth Estate. It was an especially good year for owners of broadcast properties, cable systems or advertising agencies, an improved year for most hardware suppliers, and a difficult year for some of the largest entertainment software companies. Overall, the public companies surveyed in BROADCASTING's annual Top 100 Companies in Electronic Communications ranking tallied revenues of \$184 billion, a 12% increase over 1983. Total net profits for the industry grew 20% to \$10.5 billion, for an overall profit margin of 6%.

Fifth Estate companies outperformed broader indices. Their healthy totals compare with a *Forbes* 500 revenue increase of 5½%, a profit increase of 6% and a profit margin of 5.3%. The Top 100 numbers were also greater than the 1984 gross national product rise of 10.8% and inflation, which was roughly 4%.

BROADCASTING's Top 100 are publicly traded networks, group owners, MSO's, and companies that provide programing, advertising, ratings, syndication, equipment, post-production and other services. The list also includes companies engaged in satellite master antenna television, subscription television, direct broadcast satellite, multipoint distribution service, teletext, videotext and low-power television businesses.

The companies are ranked by total revenue. Figures are based on calendar-year reports. When fiscal years were different, figures most closely approximating the calendar year were used. Revenue figures are based on continuing operations, after extraordinary items. BROADCASTING has also assigned each company an Electronic Communications Index (ECI) rank and percentage (the percentage of revenues contributed by its communications interests). The ECI is derived from a variety of sources: estimates by company officials, securities analysts or BROADCASTING's own computations.

The ECI rankings were led by ABC (15th in revenues) at \$3.4 billion. ABC was followed by CBS (12th) with \$2.7 billion; RCA (fifth) with \$2.4 billion; Time (16th) with \$1.3 billion; Westinghouse (fourth) with \$1 billion; Cox Communications (45th) with \$683,000,000; Storer Communications (51st) with \$537,000,000; Interpublic Group (47th) with \$451,000,000; Harris Corp. (20th) with \$438,000,000 and Tele-Communications Inc. (53d) with \$449,000,000.

Leading the list in overall revenue is General Electric with \$27.9 billion. American Express leapfrogged into second place with a 32% increase in revenue to \$12.9 billion. It is followed in order by Eastman Kodak, Westinghouse, RCA, 3M, Coca-Cola and the Signal Companies. The sale by Getty Oil of its 80% interest in ESPN meant that company no longer qualified for the list, allowing room for a new occupant in the higher ranks. Motorola, which showed a 28% increase in revenue, moved from 13th last year to the number-nine spot. Rounding out BROADCASTING's top 10 was Sony.

General Electric takes in more than one of every eight Top 100 revenue dollars and more than one of every five Top 100 income dollars. The first 10 companies account for 56% of all revenue dollars among them, a 1% decline from 1983. The concentration is even higher on the income side where two of every three Top 100 income dollars lands in the coffers of the top 10 companies. That is a 5% increase over the previous year. Among the first 25 companies,

\$8 of every \$10 in revenue goes to them as does \$8 of every \$10 in income.

The growing wave of group owners and MSO's being taken private removed at least four companies from last year's ranks. Those no longer on are Metromedia (50th on last year's list), Wometco (just behind it at 51) and Harte-Hanks (last year, 56), which left due to leveraged buyouts, and Post Corp. (90 last year), which was purchased by the Nashville, Tenn.-based Gillette Group. SFN Companies, of Glenview, Ill., never made it on the list, having quickly assembled a group of stations before it went private in January. Even though it was sold, A.C. Nielsen Co. (43d last year) in effect remained on the list since it was bought by Dun & Bradstreet (19).

There were plenty of new entries waiting to take the places of departing companies. Avnet (26), a New York-based electronics manufacturer, was added to the list as was Centel (42) a Chicago-based provider of telephone, cable television and electrical services. The Greenville, S.C.-based Liberty Corp. (62), owner of Cosmos Broadcasting Co., made it this year. Companies that have recently gone public and were added to the list include: Ally & Gargano (77), MTV Networks (88), Park Communications (90) and Malrite Communications (96). Burbank, Calif.-based Compact Video registered a 31% increase in revenue, enabling it to join this year's list at 97.

Compared to 1983, when 17 of the Top 100 companies reported reduced revenue, last year's figures found only six companies bringing in less money than the year before. For the Top 100, the average revenue gain was 12%. Revenue changes in some cases came about because of purchases and divestitures. On the positive side, A.H. Belo's purchase of the Corinthian stations from Dun & Bradstreet accounts for a significant portion of its 46% revenue increase reported in 1984. Taft Broadcasting's 15% decrease in revenue for the year can be attributed to its divestiture of several theme parks.

Increased advertising expenditures, including those occasioned by the Olympics and the elections, helped group owners and mixed media companies register double-digit revenue gains, virtually without exception. The extra revenue in most cases more than covered increased costs, and a survey of group owners and mixed media companies showed that of 19 such companies, 15 showed better profit margins than the year before. Large advertising agencies also showed healthy double-digit profit percentage increases.

Showing the highest profit margins in the Top 100 were Taft Broadcasting (19.8%); LIN Broadcasting (17%); Centel (15.5%); Scripps Howard Broadcasting (15.4%); A.H. Belo (15.3%); Capital Cities Communications (14.4%); Lee Enterprises (14.1%); Dow Jones (13.4%); Park Communications (13.2%), and Jefferson-Pilot (12.2%).

Total income found General Electric first with \$2.3 billion; Eastman Kodak (\$923 million); 3M (\$723 million); Coca-Cola (\$629 million); American Express (\$610 million); Westinghouse (\$536 million); Motorola (\$387 million); Signal Companies (\$301 million); Sony (\$292 million), and Dun & Bradstreet (\$253 million).

While the overall profit picture improved—the average earnings increased by 20%—there were still almost as many companies showing reduced earnings or increased losses (25 versus 27 the previous year) and two more companies that actually reported losses (nine versus seven). Large production companies had a conspicuous presence among the bigger firms experiencing difficulty. Warner Communications (21) reported a bigger loss (\$586 million) than in 1983; while Disney (24) had an earnings drop of 60%; MCA's (28) dropped 35%, and MGM/UA's (47) dropped 40%.

The Top 100 chart appears on pages 50-53. ■

TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP

TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100

Company	Revenues (000)		% change
	1984	1983	
1. General Electric	27,947,000	26,797,000	4
2. American Express	12,895,000	9,770,000	32
3. Eastman Kodak	10,600,000	10,170,000	4
4. Westinghouse	10,264,500	9,532,600	8
5. RCA	10,111,600	8,977,300	13
6. 3M	7,705,000	7,039,000	9
7. Coca-Cola	7,364,000	6,829,000	8
8. Signal Companies	6,005,000	6,062,000	-1
9. Motorola	5,534,000	4,328,000	28
10. Sony	5,149,167	4,534,779	14
11. Control Data	5,026,900	4,582,800	10
12. CBS	4,924,872	4,396,229	12
13. North American Philips	4,325,900	3,799,800	14
14. Gulf + Western	4,223,000	4,243,018	†
15. ABC	3,707,713	2,948,849	26
16. Time Inc.	3,067,000	2,717,000	13
17. Times Mirror	2,771,320	2,478,533	12
18. GenCorp	2,727,062	2,517,272	8
19. Dun & Bradstreet	2,397,333	2,060,477	16
20. Harris Corp	2,187,729	1,809,000	21
21. Warner Communications	2,023,513	1,723,209	17
22. Gannett	1,960,196	1,703,600	15
23. Tribune	1,794,436	1,586,526	13
24. Disney	1,780,300	1,339,374	33
25. Zenith	1,716,000	1,361,300	26
26. Avnet	1,714,595	1,383,192	24
27. Knight-Ridder	1,664,679	1,471,050	13
28. MCA	1,651,242	1,584,539	4
29. Tektronix	1,419,872	1,208,759	17
30. McGraw-Hill	1,401,778	1,295,175	8
31. Western Union	1,333,978	1,044,829	28
32. New York Times	1,229,580	1,091,302	13
33. Jefferson-Pilot	1,035,362	987,229	5
34. General Instrument	1,017,700	974,317	4
35. Washington Post	984,303	877,714	12
36. Dow Jones	965,620	866,437	11
37. Capital Cities	939,722	762,295	23
38. Varian	928,700	760,300	22
39. Maclean Hunter	902,656	634,104	42
40. John Blair	842,438	414,317	103
41. American Family	823,600	703,500	17
42. Centel	796,942	719,886	11
43. Arvin Industries	781,986	600,605	30
44. M/A-Com	768,449	637,279	21
45. Cox Communications	742,855	614,623	21
46. MGM/UA	685,600	711,130	-4
47. Interpublic Group	644,393	603,044	7
48. Anixter Brothers	638,668	541,926	18
49. Media General	547,661	507,784	8
50. Storer Communications	536,824	458,871	17

Notes: NM means not meaningful. † indicates percentage figure less than 0.5.

100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100

Earnings (000)		% change	Profit margin %	Earnings per share	P/E ratio	ECI %	ECI rank
1984	1983						
2,280,000	2,024,000	13	8	5.03	12.05	1	48
610,000	515,000	18	5	2.79	15.59	2	26
923,000	565,000	63	9	5.71	11.65	2	35
535,900	449,000	19	5	3.04	10.24	10	5
246,400	148,300	66	2	2.15	20.12	24	3
733,000	667,000	10	10	6.27	12.72	4	21
629,000	558,000	13	9	4.76	14.50	5	13
301,000	113,000	166	5	2.65	13.58	4	31
387,000	244,000	59	7	3.27	9.71	7	12
291,555	121,596	140	6	1.26	13.39	6	20
83,200	161,700	-49	2	2.15	14.01		63
212,353	187,198	13	4	7.15	15.10	55	2
130,500	95,700	36	3	4.53	8.64	5	33
186,800	159,800	17	4	3.43	11.30	7	22
195,332	159,834	22	5	6.71	15.95	91	1
216,000	169,000	28	7	3.37	16.06	41	4
232,703	199,580	17	8	3.38	14.35	4	57
7,210	72,413	-90	0	0.33	136.36	6	40
252,716	187,900	34	11	3.33	22.75	5	53
90,641	63,800	42	4	2.17	11.64	20	10
(586,099)	(417,803)	NM	-29	(9.73)	-2.93	17	16
223,934	180,500	24	11	2.80	21.07	11	34
103,043	69,267	49	6	2.55	17.35	18	17
44,931	110,556	-59	3	3.65	21.64	4	79
63,600	46,300	37	4	2.88	7.03	11	38
78,800	76,343	3	5	2.21	13.91	†	100
140,810	119,435	18	8	2.15	15.70	4	80
94,937	147,160	-35	6	1.96	27.10	25	11
131,540	48,311	172	9	6.84	8.48	18	27
144,171	126,478	14	10	2.86	16.04	6	70
(73,795)	(66,875)	NM	-6	(3.04)	-2.88	10	51
100,169	78,668	27	8	2.53	18.23	5	83
126,559	96,367	31	12	3.98	9.67	7	78
32,664	184,966	-82	3	1.04	16.59	34	15
85,886	68,394	26	9	6.11	18.78	14	49
129,140	114,224	13	13	2.01	20.77	9	69
135,193	114,704	18	14	10.40	21.27	37	14
59,900	44,900	33	6	2.72	11.31	11	62
49,205	30,771	60	5	1.35	17.96	21	37
10,469	18,306	-43	1	1.31	16.60	18	44
43,100	31,300	38	5	2.16	13.08	4	91
123,406	113,259	9	15	4.42	9.22	8	82
30,226	18,338	65	4	2.59	7.53	4	92
38,200	31,430	22	5	0.90	21.25	30	32
87,292	77,950	12	12	3.09	24.31	92	6
25,431	42,364	-40	4	0.50	26.25	13	67
32,794	25,380	29	5	3.03	1.40	70	8
17,242	11,932	45	3	0.94	14.89	40	28
39,760	35,907	11	7	5.60	14.64	18	64
(16,742)	(39,673)	NM	-3	(1.02)	-73.41	100	7

TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP

	Company	Revenues (000)		% change
		1984	1983	
51.	JWT Group	518,924	460,230	13
52.	Meredith	465,000	436,216	7
53.	Tele-Communications	449,416	347,267	29
54.	Communications Satellite	442,297	440,418	†
55.	Ogilvy & Mather	439,178	358,395	23
56.	Scientific-Atlanta	423,200	326,567	30
57.	Taft Broadcasting	375,400	443,581	-15
58.	A.H. Belo	354,245	242,556	46
59.	Affiliated Publications	343,836	293,806	17
60.	Oak Industries	333,244	320,172	4
61.	Viacom	320,366	315,577	2
62.	Liberty Corp.	318,042	294,338	8
63.	Lorimar	310,738	218,054	43
64.	BBDO	305,269	263,999	16
65.	Multimedia	304,361	269,720	13
66.	Josephson International	295,130	185,528	59
67.	Rogers Cablesystems	294,779	250,561	18
68.	Turner Broadcasting	281,732	224,532	25
69.	Foote Cone & Belding	267,646	225,483	19
70.	Reeves Communications	226,436	219,984	3
71.	Doyle Dane Bernbach	217,300	202,243	7
72.	Grey Advertising	204,007	161,992	26
73.	Burnup & Sims	192,501	164,013	17
74.	Lee Enterprises	190,009	172,557	10
75.	Orion Pictures	188,300	158,558	19
76.	Selkirk	184,115	149,324	23
77.	Ally & Gargano	182,871	174,067	5
78.	LIN Broadcasting	170,342	122,347	39
79.	Chris-Craft	170,000	105,631	61
80.	United Cable Television	155,700	115,302	35
81.	Conrac	154,284	141,136	9
82.	Graphic Scanning	141,000	114,455	23
83.	Heritage Communications	128,788	105,972	22
84.	Times Fiber	124,405	136,940	-9
85.	Scripps Howard	117,985	100,631	17
86.	Wrather	111,008	102,101	9
87.	Adams-Russell	109,663	91,883	19
88.	MTV Networks	109,543	49,801	120
89.	Telepictures	106,756	71,135	50
90.	Park Communications	106,398	93,897	13
91.	Stauffer Communications	104,901	88,165	19
92.	Comcast	103,007	84,437	22
93.	Rollins Communications	93,102	80,221	16
94.	Gulf Broadcast	86,927	74,639	16
95.	Texscan	80,385	84,025	-4
96.	Malrite	76,974	46,887	64
97.	Cetec	75,663	72,812	4
98.	United Television	75,240	56,136	34
99.	Compact Video	43,105	32,789	31
100.	Gray Communications	40,444	38,951	4

Notes: NM means not meaningful. † indicates percentage figure less than 0.5.

100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100

Earnings (000)		% change	Profit margin %	Earnings per share	P/E ratio	ECI %	ECI rank
1984	1983						
20,478	17,579	16	4	2.24	13.73	55	24
40,642	38,551	5	4	4.30	14.42	23	60
16,982	15,967	6	4	0.38	74.01	100	9
51,165	50,051	2	12	2.83	11.35	1	99
25,838	17,800	45	6	2.76	14.49	73	18
13,238	370	3478	3	0.43	27.33	60	29
74,338	37,190	100	20	4.71	14.12	38	45
54,141	31,225	73	15	4.67	10.68	45	41
27,350	22,228	23	8	2.24	20.09	12	88
(95,524)	(65,555)	NM	-29	(9.13)	-0.21	16	86
30,597	28,129	9	10	2.27	18.50	100	19
18,584	17,640	5	6	1.83	16.94	25	73
26,529	10,899	143	9	3.52	9.77	86	25
22,644	18,055	25	7	3.57	13.45	60	39
33,688	35,174	-4	11	2.02	28.96	47	46
(2,573)	5,124	NM	-1	0.10	90.00	7	94
(16,332)	(14,083)	NM	-6	(0.86)	-8.50	100	23
5,075	3,357	51	2	0.25	87.00	90	30
16,807	7,078	137	6	4.71	11.94	77	36
(5,395)	3,871	NM	-2	(0.43)	-23.26	34	74
8,678	7,369	18	4	1.51	14.24	51	58
10,220	8,026	27	5	16.02	11.05	64	52
10,082	(4,679)	NM	5	1.12	7.92	34	81
26,749	22,774	17	14	1.95	19.36	26	87
4,960	7,618	-35	3	0.31	34.27	50	65
17,364	7,780	123	9	1.68	14.36	63	56
1,135	2,242	-49	1	0.51	22.55	73	50
29,088	23,528	24	17	1.31	20.99	93	42
(11,241)	6,371	NM	-7	0.70	66.43	70	54
1,466	(30,419)	NM	1	0.65	57.31	100	43
13,013	6,985	86	8	2.12	6.49	8	96
(25,825)	19,371	NM	-18	(0.61)	-8.40	100	47
6,561	5,353	23	5	0.65	24.81	44	84
(1,050)	5,185	NM	-1	(0.11)	-88.64	75	66
18,158	17,558	3	15	1.76	20.45	100	55
(22,724)	(1,480)	NM	-20	(3.31)	-6.23	5	97
7,820	6,617	18	7	1.28	23.34	37	89
11,907	(12,291)	NM	11	0.78	32.53	100	59
9,315	6,057	54	9	1.28	17.77	96	61
14,053	11,180	26	13	1.53	23.53	52	85
6,066	4,755	28	6	6.07	8.57	18	95
12,173	9,025	35	12	0.96	27.86	80	72
10,209	12,625	-19	11	0.69	32.07	90	71
7,730	6,261	23	9	0.18	82.64	100	68
417	6,677	-94	1	0.06	562.50	95	76
2,468	5,088	-51	3	0.30	55.00	100	75
1,961	1,415	39	3	0.86	7.85	7	98
(2,870)	7,294	NM	-4	(0.26)	-81.73	100	77
(6,097)	491	NM	-14	(0.61)	-7.38	89	90
2,830	2,282	24	7	5.65	15.04	66	93

Prime time on minds of ABC affiliates

Annual meeting, to be held in New York this year, comes at time when network hits third place, first time in 10 seasons

When 212 ABC affiliates gather for their annual meeting in New York today (May 6), it is no secret that uppermost in their minds will be what ABC executives have to say about the network's plans to improve prime time ratings. Anxious affiliates won't have to wait long to get the news: the 1985-86 prime time schedule will have been freshly announced that morning a few blocks away to advertising agencies and sponsors, including the affiliate board of governors, who are also invited to the breakfast presentation.

But like families that tend to draw closer in hard times, the ABC Television Network/affiliate relationship does not appear to be in any danger, despite the network's coming in third for the first time in 10 seasons. Indeed, according to sample conversations with affiliates around the country, ABC executives have made tremendous strides in the past year in patching up a number of long-standing beefs—especially network program overruns on Sunday and Monday nights.

When affiliates pack their bags after three days of meetings, ABC executives hope they will carry home several messages. Principal among them, says ABC President Frederick S. Pierce, is that—this past season's setback notwithstanding—"ABC will not settle for being number two."

Pierce acknowledges it is a formidable promise and that the road back may be harder to travel than the one that brought the network to its present place. But as part of ABC's plan to improve its prime time programming, Pierce said there would be a "re-emphasis" on the kind of programs that cata-

pulted ABC from third to first place 10 seasons ago: young-adult-oriented shows targeted toward major urban markets.

He also said ABC would not depend on short-term solutions, but instead would "develop programming for the long run"—even if such shows take a longer period to establish themselves. That commitment, he added, is especially aimed at developing 8 p.m. shows, a franchise that Pierce admits ABC has largely lost to the competition.

Pierce did not elaborate on what he meant by short-term solutions, but one ABC official said: "*Foul Ups, Bleeps and Blunders* is not our idea of developing programming for the long term."

Pierce pointed out this affiliate meeting is more than a routine annual gathering, coming at a pivotal time in the network's 30-odd-year history. First, he noted, ABC's merger with Capital Cities Communications is pending—it still must meet shareholder approval before passing the regulatory green light—and just two months after a major restructuring of the ABC Broadcast Group designed to streamline decision making and bring Broadcast Group President Anthony D. Thomopoulos closer to the front lines of programming.

One outcome of the merger with Capital Cities, said Pierce, is that he'll be free to concentrate his attention purely on the broadcasting interests of the new entity. (It has been speculated that publishing, and perhaps cable, will come under separate divisions.)

The pending merger with Capital Cities also figures highly on the affiliates' agenda, although all contacted spoke of it in favorable terms. "We've lived with these guys for years and they're admired," said Thomas J. Cookerly, vice president and general man-

ager of WJLA-TV Washington, and a former affiliate board chairman. "They're station oriented, which stations like. ABC will be more weighted toward stations, so stations are that much more important in the scheme of things. I haven't heard anything negative."

Clayton Brace, vice president and general manager of KGTV(TV) San Diego and present affiliate board chairman, said prime time programming was the "top priority" among affiliates. Although he said ABC affiliates were "disappointed" with the network's prime time performance this season, he noted in the same breath that "they're all realists and realize you can't win them all. Remember, ABC affiliates were riding pretty high there for a while. But they'll be back."

That optimism was shared among other affiliates, who say that while the network is down, it is not out. "I don't think it's gone on long enough to have had any real negative impact this soon," observed William Ryan, vice president and general manager of WPLG-TV Miami. "Most affiliates have confidence in the network's ability to regroup."

(One general manager of an ABC affiliate in a major market related—not entirely in jest—that he first sensed something was wrong with ABC's prime time programming this past season when he returned home from work one evening to discover his 18-year-old daughter glued to NBC. "Obviously NBC had picked off the 18-49 crowd.")

In order to woo the 18-49-year-old viewer back, emphasized James Duffy, president of the ABC Television Network, this fall's schedule will see a "return to the ABC kind of program," which he described as "younger audiences in the A and B counties." Continued Duffy: "That's where we slipped the most. We're going into scheduling [sessions] with at least two shows, *Moonlighting* and *Who's The Boss?*, which are pretty sure things."

One of the changes for which some affiliates are pushing is a three-minute window for local news at 11 p.m. during sports overruns. George Newi, vice president and general manager of the ABC Television Network—who will move up to president of the network when Duffy assumes the newly created position of president of communications for the ABC Broadcast Group in June—said the window is "something we're looking at, but it's very difficult to achieve. It's a subject that has come up before."

Newi pointed out that by moving the Sunday night movie starting time up to 8 p.m. (NYT), "we've limited it to two overruns this year."

But prime time ratings, although the prime concern among affiliates, is not the only one. "I have a concern over the challenge that the *Today* show has mounted to

Prime examination. Young & Rubicam USA, New York, has issued a report evaluating first-quarter 1985 prime time that emerges with an assortment of conclusions: Network erosion continues but it differs by demographic segments; TV usage among younger men has declined; CBS-TV is the undisputed, overall leader in the ratings race, but NBC-TV is on top in eight out of 10 key demographics, and nonnetwork viewing is climbing.

In releasing the report prepared by Y&R Media Research, Paul Isacson, executive vice president of broadcast programming and purchasing, Y&R, commented that "nothing remains the same in television." He felt this was particularly true this season, "marked by dramatic changes." The study draws heavily on Nielsen research.

The study points to a sharp contrast in prime time usage between men and women. Usage has grown by 1.8% among women, has remained the same among men generally but has fallen by 2.2% among men from 18 to 49.

According to Y&R, the three-network share in the first quarter fell to 77% from 79% in the first quarter of 1984, while women, 18-49, remained the same and men, 18-49, dropped to 69% from 72% in 1984.

Regarding nonnetwork viewing, Y&R found that aggregate ratings for all commercial independents and cable origination (nonpay) networks continue to show noteworthy increases. The agency observed that much of this gain relates to their growth in penetration (more stations, more cable subscribers). Y&R noted that viewing of pay services is essentially flat.

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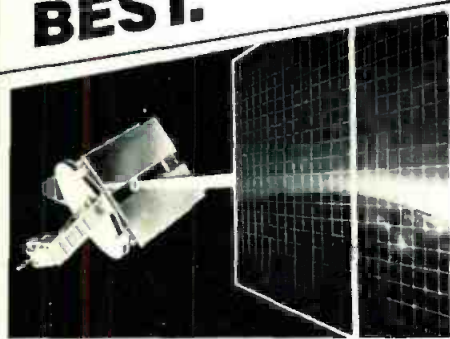
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Good Morning America," said Jim Copper-smith, vice president and general manager of WCVB-TV Boston. Although Copper-smith affirmed he has "great faith" in GMA, he pointed out that "the week in Rome, the programming from Vietnam, and the whistle stop tour of America [done by Today] are some things the GMA people should consider as serious competition."

The affiliate meeting, following registration on Monday (May 6) afternoon, will open at 8:30 Tuesday (May 7) morning with remarks by Duffy, Newi, ABC Television President Mark Mandala and Richard Kozak, vice president of affiliate relations. There will be presentations by ABC News and Sports, as well as the news and sports research departments. The affiliates closed-

door meeting with the network will be Tuesday afternoon.

Wednesday (May 8) will open with remarks by Thomopoulos, followed by presentations from children's, daytime and early morning programming departments. The affiliates will be introduced to the new prime time schedule Wednesday afternoon. There will also be remarks by Pierce and ABC Chairman Leonard H. Goldenson.

Noticeably, there are no formal remarks scheduled by Thomas Murphy, chairman of Capital Cities, or Dan Burke, president of Capital Cities. Pierce said that general managers of Capital Cities-owned ABC affiliates will be in attendance, and that other Capital Cities executives will informally be in attendance. □

Syndicators sow fields for late night

Despite failure of 'Thicke of the Night,' several firms are making lower-budget entries; stand-up comedy popular choice

First-run programming specifically designed for late-night time periods is the latest bandwagon on which program distributors are jumping. Nearly one year after the failure of *Thicke of the Night* to establish a beachhead for independent stations against long-entrenched *The Tonight Show Starring Johnny Carson*, distributors are once again trying to come up with a formula to serve a time period that programmers from all quarters say is ripe for development.

At present, at least three distributors are developing first-run programming targeted to late-night audiences. Two of the distributors are debuting their shows next fall and a third is preparing for fall of 1986. And in a related development, Hubbard Entertainment announced that *The Country Music Television*, a late-night (midnight-6 a.m.) program service that airs country music videos, has been sold in seven markets.

Today (May 6), Viacom Enterprises is

scheduled to announce that stations will have another alternative for the late-night block—*Comedy Break*, a half-hour "offbeat combination" of fresh comedy bits and vintage tape of comedy shows hosted by Mack Dryden and Jamie Alcroft. The show is being produced by Bob Booker and Associates. Viacom and Tribune Entertainment are selling the show together in a joint venture. Tribune has already sold the show to all the Tribune stations. The barter arrangement, handled by Viacom, has Viacom holding two of the show's 30-second spots. Matt Shapiro, program operations manager at MMT Sales Inc., says late fringe is presently a "barren" area where "a number of attempts haven't worked." Shapiro cites shows' budgets as factors in their survivability during the time period. Budget, he says, was the reason for the failure of *Mary Hartman, Mary Hartman*. John Ranck, executive vice president for station sales. Orbis Communications, New York, says that kind of feeling could well have created difficulties for late-night syndication.

As Joe Zaleski, president of domestic syndication at Viacom, puts it, late-night fringe



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WJFM Grand Rapids, Michigan	WKJF Cadillac, Michigan	WKJF-FM Cadillac, Michigan	KMEG-TV Sioux City, Iowa

is "one of the most important time frames for syndicators," and so stations are willing to buy."

Viacom is not the only distributor selling a first-run, comedy-based strip targeted to the late-night audience. Orbis is getting into the act with a first-run, late-night comedy strip titled *Comedy Tonight*, which will feature mostly young comedians performing their stand-up acts. "There has been a tremendous interest in this," says John Ranck, executive vice president for station sales at Orbis. *Comedy Tonight*, produced by Boggsker Productions in association with Media General Services Inc., has cleared "almost 70 stations," according to Ranck, including eight of the top 10 markets and the entire Metromedia group with the exception of WCVB-TV Boston. Ranck says a clearance of 75% is expected.

Orbis is selling the show on a barter basis. It keeps three 30-second spots and stations get the three-and-a-half-minute balance. The show debuts in mid-September, and will run daily for 13 weeks, with re-run policy yet to be announced.

Finally, in the area of production, King World and Motown Productions recently announced an as-of-yet untitled joint half-hour venture for late fringe (BROADCASTING, April 29). The project is still in the development stages, and beyond saying that it will be music/comedy/variety in format and will feature a moderately well-known host, King



"Comedy Tonight"

World says it cannot elaborate on the show.

King World has become known for its stellar performance in the post-national news fringe area (7:30 EST) with *Wheel of Fortune*. In announcing the joint venture, Michael G. King, president and chief executive officer of King World, said the post-late news time period "is just as stagnant as access was two years ago before we launched *Wheel*. . . We believe we can turn late night into a major profit center and build another new franchise for our stations." King says it is his "ultimate dream" to program a station from "sign-on to sign-off." He added that King will also come into the market with a morning talk show in September 1986.

King added that "all major studios are tak-

ing up first-run" projects like his. "This is a very important time period in terms of revenue."

In the case of King/Motown, King says that, as with the establishment of *Wheel* in its time slot, "we don't look to make money right away. . . . We will spend as much money as needed to make it right." Every good company in the syndication market must be prepared to do likewise, he said.

Many feel the model for late-night fringe success, fleeting though it was, was *Mary Hartman, Mary Hartman*, produced by Norman Lear's Embassy Telecommunications. "Everyone is saying, 'Why not do another *Mary Hartman*,'" says Ranck. "But ad revenues can't produce" a show like that any more, he adds. *Comedy Tonight* saves money on writers, Ranck pointed out, because the producers will use comedians with their own material. "We do envision using a few stars," he says, naming Soupy Sales, Pat McCormick and Whoopi Goldberg. The show will be hosted by Bill Boggs, now host of *Midday Live*, a talk show on WNEW-TV New York, and will be taped at the station. Ranck calls Boggs an "attractive Ed Sullivan for the 80's."

Ranck added that interest in the show has come in equal shares from independents and affiliates of the three networks, but said it would be particularly attractive to ABC affiliates for post-Nightline broadcast.

In addition to the production of these three

In the syndication marketplace

Threads, a made-for-TV movie co-produced by Western World Television, BBC and Nine Network of Australia about the aftermath of a nuclear war, has been sold to a total of 36 stations representing 55% coverage, including nine of the top 10 and 15 of the top 20 markets. Recent additions include KRLD-TV Dallas; WPTT-TV Pittsburgh; WBFF-TV Baltimore; WPDS-TV Indianapolis; KNXV-TV Phoenix, and WNOL-TV New Orleans. Lionheart is distributor. ■ *America*, the new \$20-million, one-hour, first-run, early fringe, 52-week strip set to launch in September 1985, has now been cleared in all of the top 20 markets for a total of 95 stations, representing 85% coverage. According to Paramount Domestic Television and Video Programming, the show's producer and distributor, "100%" of the stations signed up for *America* are network affiliates, and three-quarters are either ranked first or second in the early fringe time period. Latest stations to sign up include WBZ-TV Boston; KATU-TV Portland, Ore.; and WTVF-TV Nashville. Paramount is guaranteeing a 7 national rating for the Monday-Friday version of *America*, and a 10 rating for combination weekday and weekend version. Rate card for 30-second spots opens at \$27,500, and all availabilities are nearly gone, said Steve Goldman, vice president, advertising and client relations, PDTVP. Major sponsors include General Foods, Pillsbury, Starkist and Keebler. ■ TV Net, the advertiser-supported ad-hoc network joint venture between Tribune Broadcasting and Viacom Enterprises, has cleared 126 markets representing 92% coverage. *TV Net's* first line of product, a package of 12 movies under the umbrella title *Tonight Only*, has already sold out its commercial inventory through the fourth quarter of 1985, reported William Kunkel, vice president, marketing and sales, Tribune Entertainment Co., which is selling the commercial time for the Viacom-distributed package. Stations get 12 minutes of advertising per title while national advertisers get 10 minutes. National sponsors with major schedules include Coca-Cola, Dannon yogurt, Sears, Kellogg and Nabisco Brands. The first title from *Tonight Only* package, "The King of Comedy," aired in April, and the second, "Francis," will air in May. ■ D.L. Taffner has added nine markets for first-run episodes of *Too Close For Comfort*, which is in its second year on an ad-hoc network. The show is distributed on a cash-plus-barter basis with two 30-second spots per episode withheld for national advertisers. Nine stations include WRAU-TV Peoria, Ill.; WTXN-TV

Waterbury, Conn.; KTVX-TV Salt Lake City; KMBC-TV Kansas City, Mo.; and WLKY-TV Louisville, Ky. ■ Metromedia Producers Corp. has cleared *Expedition: Danger* in 21 markets, mostly in weekend afternoon time slots. Besides the seven Metromedia stations, others signed up include independents KTSP-TV Phoenix and KDTU-TV Tucson, Ariz. Twenty-six half-hour episodes are available on an all-cash basis. According to Carl Menk, MPC vice president and director of sales, who is positioning action/adventure/nature show as companion to other nature shows like *Mutual of Omaha's Wild Kingdom* or *Life and Times of Grizzly Adams*, multiple runs are being negotiated for varying license periods. ■ MG/Perin's *Soap Opera Special*, a variety show featuring soap-opera stars and hosted by Audrey Landers (of the *Dallas* cast) with "East Coast anchor" Larry Angelo (co-host of *Good Sex* on the Lifetime cable channel) has cleared 81 markets representing 77% coverage. The special, designed for post-soap opera watching in early fringe time periods, as well as prime time if desired, is being offered on straight barter basis. MG/Perin will keep five minutes and stations will get the difference, which depends on how the show is cut. Affiliates are said to be picking up the show in greater numbers than independents because of the soap opera connection. Among stations carrying the show (which has a window of May 27 to June 9) are three ABC O&Os (KABC-TV Los Angeles, WLS-TV Chicago, WXYZ-TV Detroit), a CBS O&O (WCBS-TV New York), as well as KYW-TV Philadelphia, KRON-TV San Francisco, WOTV-TV Boston, WFAA-TV Dallas, WEWS-TV Cleveland and KTRK-TV Houston. ■ MCA TV's Universal Pictures Debut Network has cleared 105 markets, or 87% of the country. The package offers a major theatrical debut every two months for two runs over two years, beginning in September 1985, in its barter phase. MCA will keep 10½ minutes and buyers will get 11½ minutes. All but three of the 24 titles have never been seen before on network television. The three are Hitchcock's "Rear Window," "Vertigo" and "The Man Who Knew Too Much," which have not been seen on network television for 10 years. The second phase of the package, beginning in September 1987 and featuring off-network debuts such as "Psycho I," "Jaws 3" and "Missing," will offer nine more movies on a cash basis for six runs. There will be no pay cable window between the barter and cash parts of that second package.

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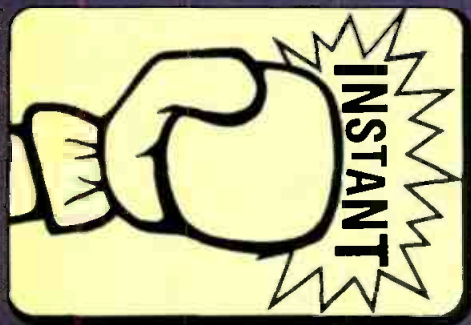
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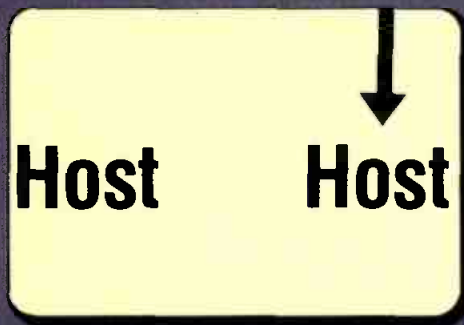
To be a hit on television, a game show has to have strong play-along appeal. And of all game shows on the air next fall,

when it comes to viewer involvement, "Catch Phrase" leads the pack. "Catch Phrase" has unconscious addictive appeal.

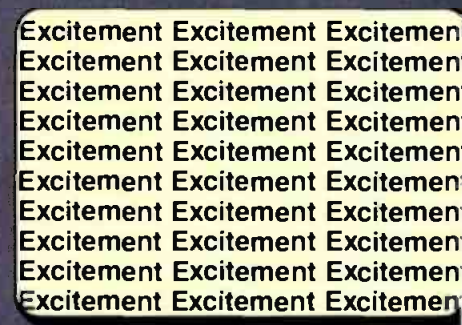
When viewers see the catch phrase puzzles, they instinctively play along. And the more they watch, the more they become



1



2



3



6



7



8

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YOUNG

4

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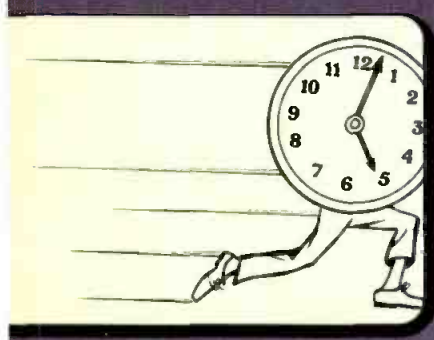
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9

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- 7. TESTED THROUGH THE ROOF 8. 83 STATIONS ON BOARD
- 9. TIMES RUNNING OUT 10. SIGN ON THE DOTTED LINE

first-run syndicated strips for late night, Embassy is selling 100 half-hours of *Tales of the Unexpected*, a mystery series modeled loosely on *Twilight Zone* and *Alfred Hitchcock Presents*. Each episode features a guest star, is written by a recognized mystery writer and is "self-contained" (leading into no other episode). The show may be stripped or used in other scheduling arrangements and is produced by Anglia Television Ltd. *Tales* is being sold on a cash basis. "basically for six runs," according to Barry Thurston, Embassy vice president of domestic syndication. Forty episodes, handled by J. Walter Thompson, originally appeared in 1979.

Thurston says late-night fringe can be a problematic market, and he hesitates to call program development for the time period a "trend." A particular problem, he says, exists because viewers are tired after a hard day's work and "make up their minds faster" and therefore change channels faster.

Richard C. Coveny, president of Blair Entertainment, which looked at late-night fringe programming at the recent MIP-TV convention in Cannes, said late night for first-run distributors has its own special problems. "There's not much time open," he said, adding that HUT levels are also lower. On top of that, Coveny says the late-night market is jammed with off-network series, making large production costs prohibitive. Better opportunities for first-run productions, he believes, exist in daytime and early fringe time periods. "It's a scary venture."

"This is an area where a lot of people have

been sniffing around," Shapiro says. "Some are willing . . . but some just talk big." Many are willing to run a *Mary Hartman*, he says, but few are willing to risk the money.

If few may be willing to risk money on first-run projects for the time period, overall interest in programming for the period cannot be doubted. In fact, some affiliates are preempting their own networks' programming for "greener pastures" in late-night fringe.

According to one program representative looking at information from the Arbitron ratings for February, in the top 75 markets, 21 CBS affiliates pre-empted or delayed the network's programming in Eastern and Pacific zones; 12 ABC affiliates similarly pre-empted or delayed in those zones. In central and mountain time zones, 22 CBS affiliates did not follow network suit, and the same number did not follow with ABC.

CBS will not accept anything more than a half-hour delay, according to Scott Michaels, vice president of affiliate relations at CBS. "In the past year, more delay requests have come in than in the past," he said. Michaels said he did not think delay requests would escalate, because late night programming through a network is "the best deal you can get from a network."

Because NBC forbids taped delay of the *Tonight* show, three NBC affiliates who might otherwise delay the broadcast, pre-empt it all together.

At WMAR-TV Baltimore, Arnold J. Kleiner, vice president and general manager, said his station made the move on May 30,

1983. "I'm sorry it didn't work out . . . we want to be a good affiliate," he said. "NBC has been extremely understanding." WMAR made the switch to *Benson* because its news lead-in was being beaten by its competitors, principally in share. Kleiner said his news share has picked up since the switch was made, but as of the February Nielsen local sweeps, only by five share points. In the time period, WMAR-TV was competing against *M*A*S*H* and *Entertainment Tonight* on the competing network affiliates.

At WSMV(TV) Nashville, which also preempted the *Tonight Show*, president and general manager, David Kettenring, attributed his station's move to the overall programming orientation of his station. "What you do depends on your situation." WSMV's "biggest commitment is to news and local programming." But he also said the *Tonight Show* had "eroded over the years to the point where [WSMV] was making little to no money." A delay request to NBC was denied and the station now runs *Three's Company* and *Barney Miller* following its last newscast.

The third NBC affiliate that pre-empts *Tonight* is WTMJ-TV Milwaukee.

While just what will win, or even survive, in this so-called new television market remains to be seen, whether it is an opportunity for producers, distributors and stations alike is hardly in doubt.

"You're going to see a lot of efforts" in the late-night fringe area, says MMT's Shapiro. "A lot of people are saying, 'That's where we are going' [in first-run production]." □

CBS wins in first week of post-season play

In the first week following the regular prime time season, CBS took an unfamiliar place behind both of its competitors.

Based on Nielsen's national ratings index (NTI), NBC won the week with a 14.2 rating and a 24 share. ABC had a 13/22 and CBS had a 12.8/22.

NBC had four of the top five shows, with its first 90 minutes of its Thursday lineup—*The Cosby Show*, *Family Ties*, *Cheers*—finishing in first, second and fourth among the 71 shows.

In nightly wins, CBS took Monday on the strength of fifth place *Kate and Allie* (18.7/28) and eighth place *Newhart* (18/28). NBC won Tuesday, with *A Team* (19.9/32), which finished third, and Thursday

ABC won on Wednesday, despite the fact that its schedule did not include *Dynasty*. That night, all three networks were knocked off course by a presidential address. ABC won Friday and Saturday, as well.

The *CBS Special Movie Presentation-Arthur the King*, replacing the entire CBS Friday schedule, finished 60th with a 9.5/17.

In its third week on the schedule, ABC's *Hail to the Chief* on Tuesday at 8 p.m. continued to slide from its premiere high of 22/32. It finished with a 26th place 14.8/23. Also in its third week, CBS's *Double Dare*, on Wednesday, which usually airs at 8 p.m. but was delayed this week because of the President's speech, did a 12/19.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	24.6/40	25.	20/20, Wed.	ABC	15.0/30	49.	Cover-Up	CBS	12.1/23
2.	Family Ties	NBC	21.4/34	26.	Johnny Carson Special	NBC	14.8/33	50.	Double Dare	CBS	12.0/19
3.	A Team	NBC	19.9/32	27.	Hail to the Chief	ABC	14.8/23	51.	Hunter	NBC	11.9/22
4.	Cheers	NBC	19.9/38	28.	TV Bloopers & Prac. Jokes	NBC	14.7/23	52.	Marathon Man	ABC	11.4/19
5.	Kate & Allie	CBS	18.7/28	29.	Love Boat	ABC	14.6/28	53.	Diff'rent Strokes	NBC	11.3/22
6.	Crazy Like a Fox	CBS	18.3/29	30.	Scene of the Crime	NBC	14.5/24	54.	Games Mom Never Taught	CBS	11.1/18
7.	60 Minutes	CBS	18.1/36	31.	Highway to Heaven	NBC	14.5/23	55.	The Best Times	NBC	10.6/19
8.	Newhart	CBS	18.0/28	32.	Off the Rack	ABC	14.2/25	56.	Airwolf	CBS	10.3/19
9.	Miami Vice	NBC	17.6/32	33.	Hill Street Blues	NBC	13.8/21	57.	Me and Mom	ABC	10.2/19
10.	Murder, She Wrote	CBS	17.0/29	34.	Fall Guy	ABC	13.7/21	58.	Honor, Duty—Vietnam	CBS	9.9/17
11.	Who's The Boss?	ABC	16.9/26	35.	Hardcastle & McCormick	ABC	13.7/21	59.	Scarecrow & Mrs. King	CBS	9.7/16
12.	Facts of Life	NBC	16.8/26	36.	Gimme a Break	NBC	13.6/25	60.	Arthur the King	CBS	9.5/17
13.	Simon & Simon	CBS	16.7/26	37.	Remington Steele	NBC	13.5/24	61.	Jeffersons	CBS	9.5/15
14.	Riptide	NBC	16.6/26	38.	MacGruder & Loud	ABC	13.5/24	62.	Punky Brewster	NBC	9.2/17
15.	Trapper John, M.D.	CBS	16.4/28	39.	TV Academy Hall of Fame	NBC	13.4/22	63.	Lucie Arnaz Show	CBS	9.2/15
16.	Night Court	NBC	16.4/26	40.	Sara	NBC	13.4/22	64.	Wildside	ABC	9.0/15
17.	Mr. Belvedere	ABC	16.1/28	41.	Brothers in Law/Braker	ABC	13.4/22	65.	Ripley's Believe It or Not	ABC	8.7/17
18.	Webster	ABC	16.0/29	42.	St. Elsewhere	NBC	12.9/26	66.	Charles in Charge	CBS	8.1/16
19.	Benson	ABC	16.0/28	43.	Code Name: Foxfire	NBC	12.9/22	67.	Silver Spoons	NBC	7.9/16
20.	20/20	ABC	16.0/28	44.	Knight Rider	NBC	12.8/22	68.	E/R	CBS	7.8/14
21.	Scarecrow & Mrs. King	CBS	16.0/25	45.	Magnum, P.I.	CBS	12.8/21	69.	Vietnam: 10 Years Later	NBC	7.7/15
22.	Hotel	ABC	15.7/26	46.	Three's a Crowd	ABC	12.8/21	70.	Eye to Eye	ABC	7.7/12
23.	Finder of Lost Loves	ABC	15.3/29	47.	T.J. Hooker	ABC	12.3/23	71.	Analysis—Reagan Speech	CBS	5.7/11
24.	Cagney & Lacey	CBS	15.2/26	48.	Foul-ups, Bleeps and Blunders	ABC	12.2/19				

*Indicates premiere episode

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The New York Times 3/24/85

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EPA, FCC set to look at Seattle antenna farm

Officials will conduct tests of RF radiation at Washington site

A federal investigation of radio frequency radiation levels at the Seattle antenna site used by 10 FM stations is set to begin Monday (May 6) with representatives of the Environmental Protection Agency and the FCC present to conduct the week-long study ("Closed Circuit," April 29).

The 10 FM's at the Cougar Mountain site (a suburb several miles outside Seattle) are KUBE, KPLZ, KLSY, KZOK, KMPS-FM, KISW, KMGI (formerly KRAB), KEZX, KIXI-FM and KQKT (formerly KKMI). Three of the stations have antennas on a single tower, two share a second, and the other five use their own structures at the 12-acre facility, which houses 21 towers for FM, microwave and two-way radio communications.

The antenna farm was targeted for the joint EPA-FCC study following complaints by nearby residents of alleged excessive exposure to RF, or nonionizing, radiation resulting from the broadcasters' towers. Certain types of long-term exposure usually within 150 feet of a high power density field of nonionizing radiation are known to have the potential to cause internal heating of the body, although EPA and FCC officials note

that the vast majority of excessive exposure come only within 30 feet of a field. Scientists remain unsure about other long-term effects of exposure, although a growing number of studies suggest the possibility of cell damage even without a recognizable rise in body temperature.

Residential areas at Cougar Mountain are 300 feet or more away from the nearest tower and a fenced off public recreation area is over 1,000 feet distant from the site, according to Seattle broadcasters.

One federal official commented: "The systems on Cougar Mountain have the potential for exceeding FCC selected exposure limits, but the point to get across is if the public has no access to those high level fields, then it is a non-problem." Final results of the study, which may require temporary power reductions or shut downs by the FM's, are not expected to be available for several months.

FM antennas have broadcast from the site since the 1950's with little objection, according to the owner of 11 acres on the 1,500-foot-high mountain top. The complaints began recently with concern over the addition of the facility's first TV antenna, for 5,000 kw UHF station KONG-TV of Everett, Wash. Early this year, according to several sources,

one resident living close to the mountain wrote the FCC arguing against permission for KONG-TV to construct a tower and at the same time raised questions about RF radiation levels already emanating from the site. Copies of the letter were sent to the state's congressmen, including Representative Al Swift (D), member of the House Telecommunications Subcommittee.

County officials were also contacted by residents, and although the King county council will consider a moratorium on further construction at a May 20 meeting, a similar moratorium was voted down by the council during early April and KONG-TV has reportedly been granted a variance to begin construction of its tower.

"We are neither dismayed nor overjoyed by the investigation," said Garnet Drakiotis, chief engineer of KUBE. "Although we don't want to have to spend too much money changing the facility, we are as concerned as the others about possible radiation hazards. I spend a lot of time there myself. I'd like to know."

Added one local radio engineer: "There are places on the mountain where you can feel the ERP [effective radiated power] like the heat of the sun, only the sun isn't shining." □

Burgeoning exhibit hall poses problems for NAB

Hilton exhibitors say traffic in that adjunct hall this year was not up to speed; smaller companies want to move up to better place but space remains premium; cost increases also causing problems as is room at next year's convention site: Dallas

In the midst of the National Association of Broadcasters' largest equipment exhibition last month, the organization unwittingly set off a stream of complaints about exhibit management—louder than any heard in recent years—and now is moving to resolve the discord.

Reproaches by many of the show's nearly 700 exhibitors apparently began to peak after announcements during an April 17 exhibitor's meeting in Las Vegas concerning his plans for the 1986 Dallas convention. The issues raised concerned booth set-up time, the allocation of square footage, the use of secondary halls and a proposed increase in the cost of exhibit space.

NAB, to head off growing complaints, has responded to requests to meet tomorrow (May 7) with several major exhibitors. The meeting in Washington will include President Eddie Fritts; Michael Harwood, NAB secretary-treasurer; Henry Roeder, convention manager, and Ed Gayou, convention exhibit director, who runs the show from his

St. Louis office.

One of the first issues up for discussion is likely to be the association's tentative plan to add an extra day to next year's show, opening the exhibit hall on Saturday instead of Sunday. The desire for a four-and-a-half-day event would in itself probably not surprise most exhibitors, since it is acknowledged by many that the growing expanse of the show has made it increasingly difficult for attendees to cover it entirely in the current three-and-a-half days.

But exhibitors, especially larger space users, are unhappy over the decision to extend the show during the 1986 convention because NAB won't have access to the Dallas hall until the Monday preceding the show. That leaves only five working days of set-up time, and many of the biggest exhibitors currently take nearly twice that span.

"Very costly" and "impossible" were among the reactions to the plan, and one major exhibitor joked: "Even God had six days to create the world, and they want us to do NAB in five." According to Carl Ostrom, exhibit manager for Grass Valley Group, the squeeze in set-up time was the least welcome announcement. "This is the one issue that triggered it [the complaints]. Everything else was upsetting, but that was the key, the number-one issue."

The idea of a longer show was an "almost

spontaneous decision on the part of NAB," admitted NAB's Gayou, without considering that most exhibits are used to a full, week-long move in. "But the earlier show doesn't close until Sunday, and you can't force the others, so our exhibitors may be cheated out of a day."

Another thorny question appears to be the allocation of exhibit space in Dallas, and the solution NAB proposed at the Las Vegas meeting, a lottery in some form, seems to have raised its own set of associated difficulties, particularly in dealing with differences between larger and smaller exhibitors.

According to Gayou, the lottery proposal, still in its formative stage, was an effort to find an answer for many of the companies, exhibitors less than five years, that were frustrated over the inability to move up from the back of the exhibit hall.

"The last two or three years we've seen an enormous influx of new firms," Gayou said, "and they need to be given consideration. But they're at the bottom of the heap, and we assigned them booths after almost everybody else was assigned, so little progress was seen."

The current procedure, he explained, factors in several elements for placing companies, the most important being the length of an exhibitor's continuous participation. Other factors, added Gayou, include the size of

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the exhibit, "importance to the industry" as well as an element of "trying to give little firms a break."

A lottery could help bring the lesser priority companies into a more equitable arrangement of space, he said, and at the same time retain elements of the seniority system by separating it into separate levels. The first level, for instance, might have companies with 10 to 20 years of participation selecting spaces before companies with one to 10 years. A third category, Gayou said, could be devised to help first place a number of the largest users of space.

The lack of a clear outline for the lottery concept concerned many exhibitors, although most were unready to condemn the idea without consideration. The negative reaction of some was stronger, however, with one medium-sized exhibitor calling it a "cop-out."

"This will make matters much worse," said Nat Ostroff, president of Comark, "since you will have the same inadequacies, but in this case they can only be blamed on chance. If they put their resources into an equitable layout, instead of a lottery, they could probably minimize the effect on the little guy."

Ampex's Al Fisher, who officially represents exhibitors on NAB's convention committee, commented: "Exhibitors are concerned about the chance aspect of the whole thing. There's always been an element of seniority in the selection of exhibit space, so when you change and people don't see the advantage they get concerned. On the other hand, the smaller and newer companies must feel like they're really behind the eight-ball."

"The NAB is trying to work out a more equitable system," he added. "The exhibitors just don't want chaos."

Complicating the allocation process for the space is the smaller size (approximately 265,000 square feet) of the Dallas Convention Center compared to the Las Vegas Convention Center (at 300,000 square feet). Many believe the exhibit has already outgrown the larger site, and solutions such as cutting every company's space across the

board, leaving out newer companies at the bottom of the list or taking the excess off of the largest companies, have little appeal to most.

No one appears happy either about one of NAB's suggestions to deal with the space problem, opening a second exhibit center in the Dallas Market Hall, a 100,000-square-foot hall several miles from the Convention Center itself.

"We're concerned about the Market Hall split," said one major exhibitor who asked not to be identified. "It doesn't matter what the NAB does, people just don't want to go to a second hall."

GVG's Ostrom agreed: "With two halls that far apart, it's a real logistical nightmare, especially for travel between the two sites."

If the example set by this year's use of the Hilton Center as an exhibit adjunct to the Las Vegas Convention Center is any indication, a number of commenters argued the use of Market Hall doesn't bode well. Even Gayou had to concur.

"At one point last summer, we had 150 new firms interested in being in the show," he explained. "I thought I was doing some of these companies a favor by grabbing the Hilton. We thought we'd have all the traffic they could use, but according to them, they didn't have enough bodies."

After receiving numerous complaints early in the show, Gayou said NAB attempted such remedies as rerouting buses to take attendees directly to the Hilton, putting up signs, making announcements, and erecting passageways to direct traffic to the hall inside the hotel itself, but the nearly 100 exhibitors claimed none of this helped the situation, and Gayou said he was castigated by many of them.

The possibility of lowering the cost for the less desirable Market Hall site is one which would be considered if it were used in 1986, Gayou added. A tiered cost scale is also a consideration in the main hall itself, with the lower level of the Convention Center (which has a 12-foot height limitation) costing \$3 less than the upper level, and \$2 less than Market Hall.

Although a scaled-cost plan would likely be acceptable to most exhibitors, most have difficulty with cost increases being suggested by the NAB for next year's show. Square-foot costs would be raised 25% from the current \$12 to \$15, and while that falls into industry trade show averages, some believe it is too much to ask.

"We pay dearly for floor space," argued Comark's Ostroff. "Any increase in charges is too much if they continue to do the layout the same way, without plowing the money back into the process and making it more professional."

The cost issue didn't seem controversial to NAB Treasurer Harwood, who declined to disclose profit figures for the annual event. "It does cost us that much more to hold the convention and do business in Dallas, and the increased size of the show has meant an increase in staff effort throughout the year," he responded.

"We are in the middle sector of trade shows in terms of cost," commented Gayou. "Exhibitors have been loping along when other trade shows have costs above us. We did have a previous pattern of remaining the same for two of three years, but now we've had four or five years of steady increases in order to try to catch up with other industries and our exhibitors are moaning and groaning at us. But our costs are increasing. For instance, this year Las Vegas tripled our cost per square foot for the Convention Center from 5 cents to 15 cents, and they also increased labor expenses."

Another facet of the cost increase, acknowledged Gayou, is NAB's attempt to slow down demand for space with supply not able to keep up. Putting a brake on exhibitors, he explained, may lower space demands and open footage for those that have had little space.

It is this unbridled growth of the exhibition that may be at the crux of most of the NAB's current difficulties (and most would add, its importance).

"The exhibit has gotten totally out of control and the NAB doesn't know what to do with it," said GVG's Olstrom. "It's gotten to the point where it has outgrown Las Vegas, the second biggest hall in the country. The only place bigger is in Chicago."

"For several years they've cut it loose to grow without rules," he continued. "There are ground rules, but there is a lack of commitment to them. They're fine until they go against other loosely made verbal agreements. As a result there's a growing mistrust and adversary relationship between the NAB show management and the exhibitors which doesn't need to be there. NAB needs to get its hands on this and control it."

Fisher of Ampex commented: "The burden of growth is terribly complex. It goes back to the days when the show was half as big, and it's still one guy with the same system. That is an awful burden to put on one person, and that's exactly what Gayou's up against. It's a delicate juggling act and he gets a lot of flack, and he takes the full brunt of all the lobbying."

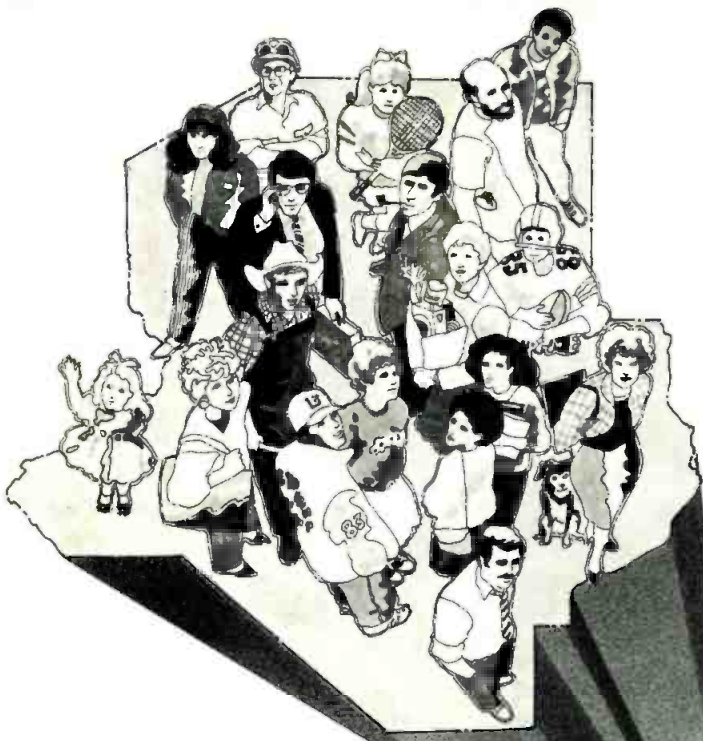
"It's no surprise there were changes suggested to take the heat off," Fisher added. "But we need changes that are going to work." □

Taking attendance. The turnout at this year's National Association of Broadcasters' Engineering Conference at the association's annual convention was significantly better than 1984, according to NAB, with the increase due both to the increased number of sessions (22, up from 18 last year) and high attendance at several of the programs, including sessions on multichannel television sound and AM technical improvement and a panel of engineers from the FCC.

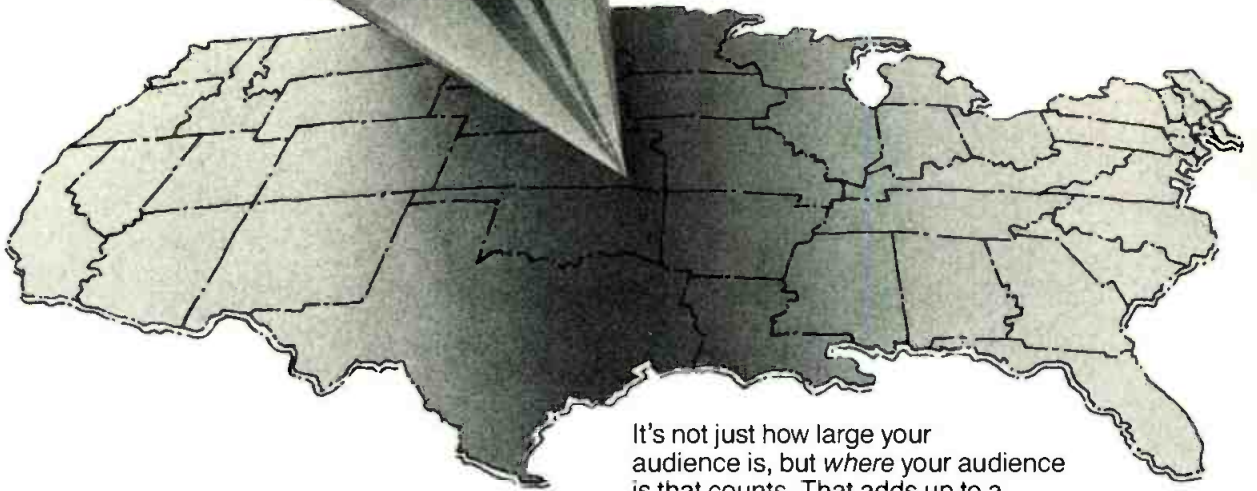
Overall attendance exceeded 4,500 for the more than four days of television, radio and mixed topic sessions, said NAB staff engineer, Ed Williams. Last year's overall session attendance figure was approximately 3,600. The seven television programs this year drew 1,800, averaging more than 250 per session; 10 radio programs drew over 2,000; five special sessions drew 700, and four Tuesday evening workshops were attended by over 200.

Saturday sessions were top draws for both TV and radio programs, benefitting for the second year in a row from lack of competition from the still-unopened floor exhibits. For television, an afternoon session on multichannel sound transmitter conversions was the biggest draw of the show, with well over 500. The morning panel on electronic graphics centers was also well attended with more than 450 on hand. An AM technical improvement session on Saturday morning drew over 400, although afternoon programs on radio broadcast engineering and RF maintenance drew only 130 and 150, respectively.

Other large draws were, on the TV side, multichannel TV sound technique (300), and for radio, a studio maintenance workshop (350) and AM stereo panel (300). A special program, the FCC engineers panel, drew about 300. Also drawing a large crowd, about 650, was a Tuesday evening ham radio reception featuring FCC Commissioner Mimi Dawson. The majority of other sessions ranged from the low to mid-100s.



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ARBITRON RATINGS



VHF-UHF swap proposal draws fire on Hill

Fight over FCC's rulemaking breaks down between party lines; new fee schedule approved

The FCC's proposal to permit public broadcasters to swap their VHF channels for commercial UHF's plus cash ran into deep trouble on Capitol Hill last week. During a Senate Commerce Committee markup, Democrats and Republicans clashed when Democrats attempted to block the commission from completing its rulemaking on the matter. Democrats, led by Senators Ernest Hollings (D-S.C.) and Wendell Ford (D-Ky.), tried to attach to an FCC authorization measure (S. 999) an amendment that would freeze the FCC's noncommercial television allocations, but failed by a vote of 9 to 8. Hollings is expected to try to kill the proposal again.

Even though all the committee's Republicans voted against the amendment, they made it clear their opposition was based more on procedural concerns than on the substance of the issue. The Republicans argued that the FCC should be permitted to finish its rulemaking first and that Congress could intervene later, if necessary. The vote, they insisted, didn't reflect their views on the proposal. "One side was voting on substance and one side voting on procedure," noted one Senate staffer.

Indeed, Senate Commerce Committee Chairman John Danforth (R-Mo.) expressed regret that the vote had occurred along party lines. He said the vote did not reflect his stand on the proposal. "We shouldn't get into the business of making policy judgments prematurely," Danforth maintained. "The question is whether the time is ripe for this now. Do we want to tack an amendment on this bill without any consideration? We can look at the FCC's general policy decision and then make a decision," the chairman said.

"I am not arguing it's good or bad," said

LPTV grants. Using lotteries, the FCC has tentatively granted the low-power television applications of National Innovative Programming, ch. 19, New York; Sunburst Broadcasting, ch. 55, Phoenix; Frontier Gulf Broadcasting, ch. 69, New Orleans; Russell Communications, ch. 15, Springdale, Ark.; Minerva Rodrigues Frias, ch. 7, Stephenville, Tex.; Judith Acevedo, ch. 12, Falfurrias, Tex.; Full Gospel Fellowship, ch. 28, Candu, N.D.; Jose Armando Tamez, ch. 3, Garden City, Kan.; American Television Network, ch. 39, Vail, Colo.; Morris Dimsdale, ch. 21, Laramie, Wyo.; Citizens Television, ch. 58, Buffalo, N.Y.; Catholic Views Broadcasts, ch. 46, St. Louis, Mo.; Focus Translators, ch. 66, St. Louis; Lidia Rodriguez, ch. 13, Willmar, Minn.; Contemporary Communications, ch. 50, Louisville, Ky.; Gulf Publishing, ch. 48, Biloxi, Miss.; University of Arizona, ch. 27, Tucson, Ariz.; Western Slope Communications, ch. 35, Aspen, Colo.; Mountain TV Network, ch. 20, Brookings, Ore.; Local Power Television, ch. 33, Coos Bay, Ore.; Mountain TV Network, ch. 29, Lakeview, Ore.; Clearvision Communications, ch. 15, Vero Beach, Fla.; Que Television, ch. 26, Medford, Ore., and Weatherford News, ch. 27, Weatherford, Okla.

Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.). "I think we should leave it up to the FCC. There will be ample time to block swaps after the FCC finishes its rulemaking," Goldwater added. Goldwater also promised to hold hearings on the proposal.

Nonetheless, the confrontation between the Democrats and Republicans was viewed by some as political. The Republicans, observed one Senate source, were trying to protect a "Republican FCC" from another congressional "bashing."

Hollings still went after the commission. "I don't trust them. I think that crowd will move like greased lightning." He claimed that Fowler is "intent upon changing this." He also called the FCC chairman "devious." He promised to keep fighting the proposal and threatened to stop the FCC in other legislation.

"What we've got," Hollings said, is a "fundamental assault on the private interest." He argued that the FCC is not giving public broadcasters an "option," but "they're changing the policy." He warned that if swaps are allowed, the public broadcasting system will be turned into a network of the "have's and the have not's." And he claimed that the "Congress is being preempted by the FCC."

Prior to markup, Goldwater and Danforth sent a letter to their Republican colleagues urging them not to support the Hollings amendment. "Again, our opposition to this

amendment is procedural. It is wholly separate from any substantive evaluation of the merits of the proposed 'swaps.' We strongly urge you to join us."

Danforth's arguments to allow the FCC act first fell on deaf ears. He said there would still be plenty of time to act and cited a recent letter from FCC Chairman Mark Fowler that noted the commission doesn't expect to make a decision on the proposal until "late fall this year."

But the Democrats wanted Congress to act now. They wanted the committee either to adopt the Hollings' amendment or to hold a hearing on the issue and then vote on the matter. "If we hold a hearing I don't see what should keep us from making a judgment," Ford said. Ford also offered an amendment to kill the swap proposal. He suggested that any money made as a result of the swap be deposited in the public treasury. "If there is a transaction, I think it ought to come back to the general fund," Ford said. That amendment was defeated 9 to 7.

"Let's hold off on this bill until we have an opportunity to hold a hearing," suggested Al Gore (D-Tenn.). Gore, along with John (Jay) D. Rockefeller (D-W.Va.), argued against the swap proposal. "I don't think the public should have that signal taken away from them just for a short-term cash flow," Gore said. Rockefeller, whose wife, Sharon P., is a member of the Corporation for Public Broadcasting board, said the proposal would be setting a precedent that would have a "devastating" effect on the country. Prior to the markup, Mrs. Rockefeller issued a statement voicing her "strong personal opposition" to the swap proposal. After the markup, she told BROADCASTING, she was disappointed that the amendment did not pass. However, she noted, it was not a vote on the merits of the issue. She characterized the vote as the "first round of what's going to be a long drawn-out fight."

Hollings, Gore and Rockefeller all voted against passage of the authorization measure itself. The measure reauthorizes the FCC for fiscal 1986 and 1987, at \$97.6 million and \$98.1 million, respectively. It also renewed the FCC's travel reimbursement program

Land mobile-UHF sharing. The FCC is expected to decide whether to initiate a rulemaking proposing additional land mobile-UHF sharing, perhaps as soon as this month, an FCC source said last week.

Apparently anticipating that rulemaking, the Association for Maximum Service Telecasters and the National Association of Broadcasters have asked the FCC to establish a joint government-industry advisory committee to "investigate and advise" the commission on protection criteria needed to prevent interference to UHF TV stations from land mobile licensees operating in the UHF band. In a filing at the FCC, the associations recommended that the commission give the committee eight months to complete its task.

According to industry sources, the Land Mobile Communications Council and Motorola Inc. had expressed interest in the advisory committee concept. But, according to those same sources, LMCC and Motorola declined to support AMST's and NAB's request after FCC staffers told them the commission proposal might provide more handsomely for their interests than an advisory committee would.

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and changed the due date for the FCC's annual management report from Jan. 31 to March 31.

The bill also contains a cost-of-regulation fee schedule proposed by the FCC. It is a revision of an earlier fee schedule and does not contain an annual fee (BROADCASTING, April 22). Among the fees listed for broadcast applications are a \$30 fee for renewals, a \$75 charge for applications to transfer FM and TV translators and low-power television stations, and a \$500 charge for minor change applications for commercial radios and TV's. Also, according to the fee schedule, applications for major changes and new commercial TV's would be \$2,250, with \$2,000 for new AM's and \$1,800 for FM's. The bill also provides that the FCC review the fees every two years and that they be adjusted to "reflect changes in the Consumer Price Index." In addition, the legislation states that "increases and decreases in charges made pursuant to this subsection shall not be subject to judicial review." Charges can also be assessed for late payments, and the fees do not apply to local government, police, fire and special radio services. □

FCC hears comments on fraudulent billing, network clipping rules

Many broadcasters in favor of elimination of billing rules, but want retention of combination ad rates, joint sales practices rules

The FCC's proposal to eliminate its fraudulent billing and network clipping rules and policies—and to modify or delete policies governing combination advertising rates and joint sales practices—drew a variety of comments at the commission last week.

Most of the broadcasters commenting supported—or refrained from taking a position on—the proposed elimination of the billing and clipping regulations. Group W, however, gave those regulations its support. Most of the broadcasters commenting also said the policies on combination ad rates and joint sales practices should be retained. CBS and Group W disagreed.

The billing rule prohibits broadcasters from bilking advertisers. The clipping rule prohibits a licensee from telling a network or syndicator it has run programing it has not. (It was intended to keep stations from inserting extra ads or promotions in network or syndicated programing.) The combination rates and joint sales policies prohibit separately owned stations in the same area from offering package advertising rates; they also prohibit jointly owned TV-radio combinations from offering package rates. (Co-owned radio combinations may offer combination rates as long as they also offer separate rates and the combination rate doesn't give them an unfair advantage over other stations.)

CBS said it "generally" supported all of the FCC's proposals. "The elimination or modification of these policies as applied to

matters dealing solely with the private obligations and rights of licensees should free the commission from expending its limited resources on matters which could initially be reviewed by other governmental agencies," CBS said.

The American Legal Foundation also supported all of the commission's proposals. "All three practices discussed in the notice are already being adequately regulated in other state, federal and administrative law contexts," ALF said. "Therefore, the commission need not continue to police these areas, beyond considering any violations of state, federal or administrative law that may occur as an indication of a licensee's character and qualifications."

The National Radio Broadcasters Association was all for getting rid of the billing and clipping rules. NRBA, among other things, asserted that they duplicated "more appropriate" state and federal remedies. "Their

enforcement constitutes a wasteful use of the commission's resources," NRBA said.

NRBA, however, said the essence of the commission's combination rate and sales practices policies should be retained. (It recommended a "minor revision" to permit joint sales for stereo simulcasts by radio-TV combinations, whether those broadcast outlets are jointly or separately owned.) But NRBA asserted it would be "fundamentally unfair" to allow commonly owned stations in the same market area to offer combination sales. "These stations already benefit from the substantial competitive advantage of common ownership (either through grandfathering or satellite status)," NRBA said. Without the rules, NRBA added, single stations in the same market would be able to use combination rates only if the market included a substantial number of stations and was otherwise highly competitive. "Since such market conditions are the exception rather

Washington Watch

Alaska LPTV window. FCC has announced it will permit filing of new and major modification applications for low-power television stations in Alaska from June 3 through June 17. FCC stressed that "only applications for locations in the state of Alaska may be filed." □

No excuse. Failure of FCC to provide legally required private notice of action does not excuse party from effectiveness of 30-day deadline for filing notice of appeal from commission action. National Black Media Coalition and six other parties found that out when court dismissed their appeal of commission action denying their petitions for reconsideration and approving sale of WJAN-TV Canton, Ohio, to David Livingstone Missionary Foundation Inc. Petitioners had opposed sale because licensee, PTL of Heritage Village Church and Missionary Fellowship Inc., faced revocation of its license because of allegations of "fraud by wire, radio or television." Commission released final order on Aug. 17, 1983, but did not send petitioners personal notice. They learned of commission action on Sept. 29 and filed appeal on Oct. 7, 1983, well beyond statutory 30-day period in which appeals are to be filed. Appellants argued that their failure to meet deadline was result of commission's failure to provide private notice provided for by its own rules and Administrative Procedure Act. They claimed that otherwise applicable deadline must be extended lest commission profit from its own violation of law. Court disagreed. Applicable section of Communications Act "makes public notice, not private notice, the operative event for purposes of the running of the statutory filing period, and it makes no exception for excusable failure to file within 30 days of proper public notice." Judge Antonin Scalia wrote opinion for unanimous three-judge panel, whose other members were Judges Robert H. Bork and Kenneth W. Starr. □

Geller petitions. Henry Geller, former head of National Telecommunications and Information Administration, has asked FCC to launch pair of proceedings aimed at insulating state and local governments from control of television programing. In one filing, Geller petitioned FCC for notice of inquiry and rulemaking aimed at protecting public broadcasting stations "as much as possible from improper governmental influence by the states and localities." Geller noted that "many" public broadcasting stations are owned and operated by public broadcasting commissions established by state and local governments. In separate petition, Geller requested that FCC launch rulemaking implementing Section 613(e) of Cable Communications Policy Act. Section prohibits state or franchising authority from exercising editorial control over program content if it has ownership interest in franchise unless "such control is exercised through an entity separate from the franchising authority." □

Christiansted U. In initial decision, FCC Administrative Law Judge Edward Kuhlmann has granted application of Samuel Dean Elder for new UHF on ch. 27 in Christiansted, St. Croix, Virgin Islands, denying competing application of Joseph Bahr. Judge said Bahr had not shown that his common ownership of UHF and WIS(FM) Christiansted would be in public interest. In addition, Elder, who has no other media interests, was preferred on diversification grounds. Elder, resident of Roy, Utah, is registered professional engineer. □

Pikeville UHF. In summary decision, FCC Chief Administrative Law Judge Thomas Fitzpatrick has granted application of Hobart C. Johnson—sole remaining applicant after settlement—for new UHF station on ch. 51 in Pikeville, Ky. Johnson is Pikeville investor who has no other media interests.



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NTIA authorization. Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) expressed concern last week that the National Telecommunications and Information Administration have sufficient funding to function effectively. NTIA head David Markey (I) told Goldwater that "you never have enough money, but we want to be supportive of the President's budget." And he stressed that the agency is "not here asking for more money." Markey's testimony was presented during an authorization hearing. NTIA is seeking an authorization of \$13.1 million for fiscal 1986, and "such sums, as necessary for fiscal 1987."

Goldwater asked Markey if the agency would have to cut staff to get through 1986. He told the senator that the agency reduced its staff several years ago and would "do everything we can do so we don't have to reduce the staff." Goldwater revealed that he plans to increase the administration's budget request by \$500,000 for FY '86 and '87 specifically to fund NTIA's international division. Markey noted that the agency had been supplementing its international division with carry-over funds and those funds were close to being depleted.

The subcommittee chairman was also concerned about the future of NTIA's public telecommunications facilities program. The administration is recommending eliminating the facilities program. Senator Slade Gorton (R-Wash.) was equally concerned about the fate of the program.

On international matters, Markey indicated that the Senior Interagency Group formed by NTIA and the State Department has "been working rather well." Indeed, he added, "we don't see the need to do anything to upset it." And he agreed with Goldwater that group should become permanent.

than the rule, repeal would give combination owners in most markets yet another advantage over single stations," NRBA said. "Even if the right market conditions existed, the combination owner could easily dissuade single stations from offering combination rates by threatening to bring an antitrust suit. The costs of defending a plan (even if it were legal) would be substantial and would probably exceed the cost benefit of offering the combination rate."

The National Association of Broadcasters said the billing and clipping regulations hadn't been "particularly burdensome" for licensees. But NAB took no position on getting rid of them. If the rules are eliminated, however, NAB asked that the FCC make clear whether other rules and policies "might apply to the behavior in question, and in what circumstances."

NAB opposed elimination of the policies on combination rates and joint sales. "NAB believes that elimination of these policies may lead licensees to inadvertently engage in practices violative of the antitrust laws," NAB said. The association, however, said it would be "appropriate" for the FCC "to explore" allowing jointly owned TV-radio combinations to offer combination rates, just as radio combinations can. "It may be that to minimize any unfair competitive aspects of such practices, the combination rate in such cases should be no lower than the sum of the separate rates," NAB said. "Allowing combination sales in such cases might permit achievement of some efficiencies without anticompetitive impact."

A group of licensees—including Buford Television Inc., Infinity Broadcasting Corp. and Shamrock Broadcasting Co.—urged the commission to retain the rules on combination ad rates and joint sales practices policies. "The combination advertising rates and joint sales practices policies have served the public interest by helping to foster and maintain a generally 'clean' and healthy broadcast industry," the licensees said.

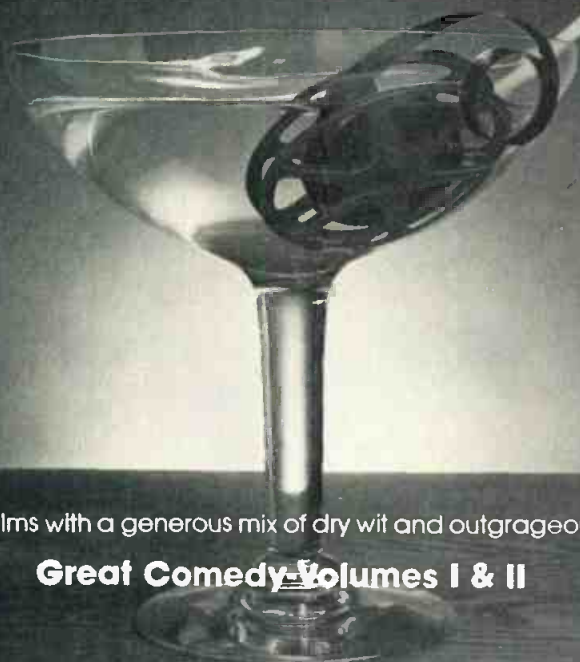
Gilmore Broadcasting Corp. said any "change in the combination rate and joint sales practice policies... may actually harm competition."

Group W said it thought the elimination of FCC restraints on combination advertising rates and joint sales practices appeared to "meet the tests of deregulation which serves the public interest." Nonetheless, it added that the removal of the "strong commission prohibitions" on fraudulent billing and network clipping would invite abuses that have no place in a publicly licensed industry.

On combination rates, Group W said it didn't appear "appropriate or necessary" for the commission to enforce regulations that prohibit practices that aren't illegal under the antitrust laws. "In this case, a revocation by the commission would enable licensees to develop mutually beneficial, but carefully conceived joint relationships, as long as those relationships are not prohibited by the antitrust laws," Group W said. "This could result in increased competition and benefit to the public, and is therefore a deregulatory suggestion which is to be applauded."

The Telecommunications Research and Action Center said the FCC was "bound" by the Communications Act to "maintain and

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vigorously enforce" its billing and clipping regulations. "The commission is charged under the [Communications] Act to require broadcast licensees to serve the public interest," TRAC said. "By treating broadcaster fraud as a mere business matter between private parties, the commission ignores its responsibility to treat broadcasters as holding a public trust."

TRAC also said the commission was wrong to expect state law, private remedies or other agencies to uphold the public interest here. "The expense of litigation, the rigorous standards of proof or limits on admissibility of evidence required in courts of law, and the lack of expertise of other government agencies all serve as barriers to effective enforcement against unlawful practices by licensees."

Ad Audit Inc., which bills itself as a monitoring service, said the FCC was "right" to remove regulatory underbrush. □

FCC plan to change phone conversation rules backed by broadcasters

They support commission move to change requirement that approval be obtained in advance before airing taped telephone conversations

Broadcasters have given support to the FCC's proposal to modify rules governing broadcasts of telephone conversations.

Under current rules, broadcasters are required to get consent from a caller before recording a telephone conversation for broadcast or broadcasting a live conversation. The FCC, however, has proposed to permit licensees to record phone conversations before that consent is obtained, as long as the broadcaster gets the caller's consent before the conversation is actually broadcast.

In comments at the FCC, the National Radio Broadcasters Association said it supported the commission's proposal. "In permitting a station to tape a telephone conversation before consent is obtained, so long as consent is obtained prior to the broadcast, the commission can preserve the spontaneity and entertainment value of certain informational and promotional type broadcasts, while, at the same time, protecting the public's right to be free from unwarranted embarrassment or abuse," NRBA said. "Clearly, there can be no public embarrassment if a telephone conversation is taped, consent is not granted and the conversation is not broadcast."

NRBA, however, said it would oppose modification or elimination of the requirement that broadcasters obtain prior consent from a caller before broadcasting a telephone conversation live. "With respect to the broadcast of live telephone conversations, the NRBA does not believe that a broadcaster's interest in airing spontaneous

conversations is sufficient to overcome the public's right to be shielded from embarrassing invasions of privacy," NRBA said.


The National Association of Broadcasters also supported the FCC's proposal. But the NAB said the FCC also should modify its rules on live broadcasts of telephone conversations. Under current rules, broadcasters must give notice to a live caller that he is going to be on the air before he goes on. NAB recommended that the broadcaster be allowed to provide that notification immediately after the phone line was placed in the on-air mode.

Doubleday Broadcasting Co. recommended that the FCC's rule be eliminated altogether. "As the commission recognizes, the rule is largely duplicative of other, devel-

oping legal protections which are the responsibility of other forums that have acquired considerable expertise in the application of these civil and criminal protections to a variety of factual circumstances," Doubleday said.

Doubleday also proposed its own rule, assuming that some form of the rule is to be retained. That rule would read: "Telephone conversations between a broadcast station and members of the public may be broadcast with the consent of all parties to the conversation. Such consent shall be presumed to be given if the call is initiated by a member of the public, or if the conversation is continued after the station identifies itself and indicates that the conversation is being, or may be, broadcast." □

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Reporters find fault with Pentagon pool arrangements

Lack of planning prior to test resulted in inability of media to file stories; press hopes experience will help both sides iron out problems quickly

"Basically, the Pentagon did an excellent job of transporting and feeding and housing us and giving us basic information, and in most cases of being responsive to our requests for additional information." That was the good news brought back by a member of the first media pool organized in line with a plan to insure cooperation between the Pentagon and the media in covering a military operation. The bad news, as reported by Benjamin Shore, of the Copley News Service, following the return of a 10-member pool from the scene of a simulated U.S. invasion of a Central American country two weeks ago (BROADCASTING, April 29), was that "the Defense Department failed miserably with the one thing we needed to make this an effective exercise—the ability for us to file."

Still, no one is giving up on the idea of establishing a mechanism to put together a pool on short notice under conditions of secrecy and transporting its members to the scene of the action. Michael I. Burch, chief Pentagon spokesman, said that Secretary of Defense Caspar Weinberger and the joint chiefs of staff "want to try again and again, and keep working on it until we're both satisfied with each other's performance." And the seven members of the nine-member pool who briefed colleagues at the Pentagon, thought, as Cable News Network's Gene Randall put it, the project was "a worthwhile experience, worth trying again." The pool members are not waiting for another test to try to work things out. Last week, representatives of the organizations providing mem-

bers of the pool—the Associated Press, Cable News Network, Mutual Broadcasting, *The New York Times*, *Newsweek*, United Press International, and *The Wall Street Journal*, as well as Copley—wrote to Weinberger to request a meeting to review the problems the journalists encountered and "to discuss ways to make the pool work."

In the process, the pool representatives disavowed responsibility for breaching the secrecy under which the pool was to have departed Washington. The letter noted that it was the Pentagon rather than a pool member that "provided first public word that the pool had been convened." It noted that news organizations, including those represented in the pool, did not publish or broadcast the information "until a Pentagon official on April 21 gave these details on the record." The Pentagon spokesman felt the security had been broken when CBS News Washington bureau chief Jack Smith called at 1:30 a.m. Sunday to ask about the establishment of the pool.

The letter articulated complaints heard from news executives about the lack of detailed planning and guidelines for a pool before calls were made from the Pentagon at about 6 p.m. on April 20 to alert bureau chiefs and editors to have reporters, photographers and cameramen at Andrews Air Force Base by 4 a.m. the following day for what proved to be a flight to Honduras and the U.S. military exercise that was to be undertaken on the beaches there.

Communications facilities for the media were virtually nonexistent. Facilities were available—but only for the military. Reporters at the briefing told of their frustrations at not being able to make telephone contact for four days—and then talking to GI's who had telephoned to wives and mothers and spoke

glowingly of the communications facilities available to them. "You can dial any number in the U.S.," one paratrooper was quoted as saying.

Among the problems encountered by pool members and cited in the letter to Weinberger was Mutual's in serving as the radio pool. The letter said that the Pentagon and the radio networks "never established a communications procedure," that a letter from the networks dated Nov. 15, 1984, asking about guidelines was never answered and that, when a network official telephoned the Pentagon "several weeks ago" to press the points raised in the letter, she was told: "It's all down the road. . . It's on hold. We still have details to work out." There was "never a meeting between representatives of radio and representatives of the Pentagon," the letter added. "The next word came shortly after 6 p.m. April 20 with notification that the pool was being activated."

Nor was the notifying officer of much assistance to Mutual, according to the letter. The officer was asked by the pool representative—Bart Tessler, Mutual's news editor—how the pool feed was to be transmitted back to the network, and the letter added: "The officer indicated he had no idea of the answer and very little understanding of the question." Mutual's correspondent, Bob Witten, managed to file two audio reports, thanks to a chance meeting on the beach with another Mutual reporter, Paul Glickman, who was in Honduras and was covering the military exercise unilaterally. Tessler said Glickman transported cassettes on Tuesday and Wednesday to Tegucigalpa for transmission to Washington.

The radio networks had agreed among themselves that, if a pool were established, the pool representative would feed a central patchboard, into which the other networks had plugged their lines. But that required those networks to order AT&T lines—which, the letter noted, "takes at least a couple of hours and has the effect of spreading word that the pool has been convened." Tessler called the radio networks Sunday morning to advise them to order their pool lines from AT&T.

The letter did not detail the CNN crew's problems as the television pool representative, but they were not entirely the fault of the military. The plan had been to provide a courier on Tuesday and Wednesday—there were to be no transmissions on Monday, the pool's first day in the field—to carry Gene Randall's tapes to an NBC transmission point in Tegucigalpa for relay to the networks in New York and to CNN in Atlanta. When the secrecy of the operation was blown early Sunday morning, the lid on transmission on Monday was lifted—but no courier was at hand. However, an ABC official in Tegucigalpa reached Randall in La

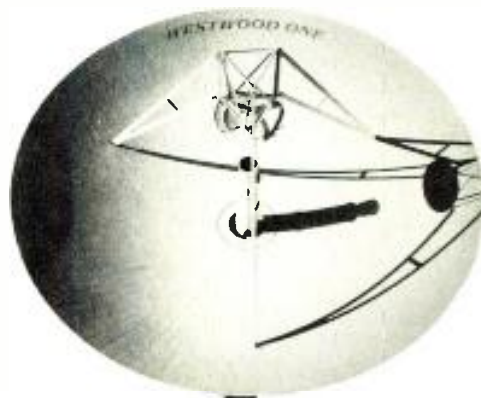
NewsBeat

Libel fallout. Special report on possible implications of Westmoreland and Sharon trials for future libel suits was released last week by Bureau of National Affairs, publisher of specialized information services on various public policy issues. "Libel on Trial" notes, for instance, that Judge Pierre Leval, in General William Westmoreland's suit against CBS, limited each side to 150 hours in which to present its case, restriction designed to impose reasonable limit on length of trial. And in departure for libel trials, Leval prohibited use of term "actual malice," term used to represent standard of proof libel plaintiffs must achieve in suits against public officials. In Israeli General Ariel Sharon's suit against Time Inc., Judge Abraham Sofaer directed jury to return three separate verdicts, on whether *Time* magazine report at issue was defamatory, whether it was false and whether it was published with actual malice. BNA report notes that "multiple reporting" contributed to public view that Sharon had actually "won" case, since jury found for Sharon on first two issues, even though Time Inc. prevailed on ultimate issue.

□

Lone Star network. NBC and 14 of its Texas affiliates have established news exchange system to share regional news stories. Region One News Exchange is based in Dallas. Jo Moring, vice president, affiliate news, NBC News, called news exchange "more than just a function of geography" since "bridge of common interest" was also established with network.

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Ceiba, on the northern coast, and told him of a flight originating near there to the Honduran capital. That took care of Monday's tapes.

On Tuesday and Wednesday, the military courier was available (although on Tuesday he did his job by handing off the tapes to an NBC representative standing nearby). Randall, with the aid of a producer and an editor, provided rough cuts of his material and a narration track. CNN, however, chose not to use Randall's narration; the spots were voiced by other CNN personnel.

But if the pool representatives did not complain about problems in transmitting television tapes, they found fault with the "absence of planning" they say "characterized the notification of the television pool." The letter said the four networks had informed the Pentagon at a meeting on Oct. 3 that, in their view, the best way to organize a Pentagon television pool would be to follow the existing Washington network pool structure, whose chairmanship rotates among the four network news bureaus on a quarterly basis. The network representatives left the meeting under the impression their suggestion would be followed, according to the letter. But the public affairs officers who established the Pentagon pool on April 20 passed over CBS News's Smith, the Washington pool chairman for the quarter, and called CNN's Bill Headline instead. "This created more needless confusion because of the lack of follow-up planning after Oct. 3, although the chairman of the pool repeatedly sought meetings with Pentagon officials to work out details," the letter said.

The organizations participating in the pool also cited a number of other problems:

They were not given sufficient lead time to make staff selections comfortably; in several cases, bureau chiefs were obliged to check with more than one staffer before finding one available, thus spreading word that the pool was being activated.

The lack of prior discussion on the development and transmission of photographs was cited as the cause of a public affairs officer appearing mystified when informed a photographer would want to transport a 100-pound portable dark room equipped with liquid and power. And when asked how photos would be transmitted, the officer was quoted in the letter as saying, "I don't know. But we'll take care of it some way. What would you recommend?"

Then, too, there was the complaint that the print media organizations lacked an agreement with the Pentagon as to how they would file their reports. The letter said meetings the Pentagon had promised on pool-related matters that might have resolved such problems were never held.

Nor did the pool representatives appreciate the fact the Pentagon did not inform them the secrecy lid had been lifted even after its officers had provided details of the pool operation to reporters who asked about it. The letter noted that the pool members "continued to operate under the secrecy rules, as they were understood," adding: "The Pentagon's inexcusable failure to lift the lid for the pool organizations resulted in further confusion and planning problems for representatives of the pool organizations." Pool mem-

bers have also complained that, because they honored the secrecy requirements, they were beaten on the story of the pool's creation.

But the pool members told Weinberger that "in view of the almost total lack of planning for this drill, it went better than should have been expected." They added that "the drill and its lessons should serve as the beginning of the planning process because the Pentagon and the news media now have a better understanding of what is involved."

Meanwhile, some finger pointing regarding the leak of the pool operation continued last week, and some were noting that Mutual's correspondent, Witten, is married to CBS News's Deborah Potter—and that it was the CBS News bureau chief who called the Pentagon about the pool early on April 21. (The Pentagon's Burch, on CBS's *Nightwatch* on Tuesday night, put it this way: Witten "is married to a girl from CBS, and when he left the house with his bag, she called her boss at CBS.") Potter was not talking about the matter, nor was Witten. But Tessler said Witten had told him that he and Potter "are professional reporters with a lot of experience and know how to handle such situations; they know what is appropriate and what isn't." Then Tessler said, "Neither Mutual, nor Witten nor Potter was responsible for the leak." □

Is Secret Service getting in way?

White House reporters say agents view them as adversaries and hinder access to President

The adversarial nature of the relationship between the White House and the press appears to have spilled over into the press's relationship with the Secret Service. A report released last week by the White House Correspondents Association asserts that the Secret Service regards the press as an adversary and is used by the White House as a form of press management.

The report, by freelancer Nancy Chasen, was authorized by the WHCA board in November after the association received a number of complaints from correspondents regarding security-related problems during the presidential campaign. Indeed, the report says such problems have increased "dramatically" since John Hinckley's attempt on the President's life outside the Washington Hilton hotel in March 1981. And while the correspondents are said to recognize the need to insure the President's protection, the report says that "press access to the President has been diminished dramatically"—to the point that reporters have less access than members of the public.

The report, which contains allegations of pushing and shoving by Secret Service agents and of reporters being physically restrained from asking questions of the President, was based on a survey of WHCA members as well as interviews with individual members of the White House press

corps. The report says that Secret Service spokesman Robert Snow "was also interviewed in hopes of achieving a balanced report."

The report contains reporters' complaints of being subjected to more rigorous and frequent searches by the Secret Service than are endured by White House staffers and their guests. The report says the correspondents view the "disparity either as a serious breach of security or a sign of antipress bias," adding: "If the Secret Service is legitimately concerned about sabotage, everyone entering the White House should be searched."

The report also contains anecdotes reflecting what it calls "a pattern of petty harassment, unexplained intrusions and apparent overreaction by Secret Service agents." One of the most dramatic incidents reported involved NBC News's Andrea Mitchell during a Rose Garden ceremony featuring the President. A technician knocked over a stanchion holding a rope defining a "press pen." A Secret Service officer, apparently believing Mitchell was stepping over what was now an invisible barrier, "grabbed her around the chest and squeezed hard," the report says. "He then pushed her back into an ABC camera crew. The cameraman pushed back. She was caught, as she describes it, 'between two angry men,' and missed the entire event."

Secret Service spokesman Snow said of the event, "I don't think there is anything to say about it." He added that Mitchell did not press her complaint.

The report suggests that the White House attempts to use the Secret Service for political purposes. Snow is reported to have said the agency "often must resist White House requests to perform duties that are outside the traditional scope of security." But the agency, apparently, does not always succeed. The report says that, among other things, the Secret Service enforces "the shout line," the rope line behind which reporters must stand to shout their questions at the President. And the report contains interviews with reporters who feel the Secret Service has been used "to manage the press." In Buffalo, N. Y., for instance, an agent put his hands in front of ABC News's Sam Donaldson's face as the correspondent began to shout a question, "as if to shield the President from [Donaldson's] words."

The results of the survey, the report says, "leave little doubt that the rapidly escalating security restrictions imposed on the White House press corps are often inconsistent and frequently used by the White House staff as a form of press management. Secret Service officials acknowledge that it is not unusual for them to be used by the White House to perform press management functions that exceed their official duties."

White House spokesmen decline to comment on the report. But Snow said, "It is a false premise that the Secret Service is used as a political shield for the President. The President is going to have whatever access to the press that he wants. We are there for security purposes only."

What the correspondents regard as a major obstacle "to smooth press relations," according to the report, is the fact that the White House and the Secret Service "have

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chosen to devalue the White House press pass." The result, the report says, is that the credentials "often provide reporters with less access to the President than the general public." It also says that "there is a strong adversarial relationship between the White House press corps and the Secret Service that is largely unnecessary"—that "Secret Service agents are told at the beginning of their careers that they should look upon the press as the aggressor."

Several of the recommendations contained in the report for improving relations between the press and the Secret Service are aimed at restoring the value of the credentials.

At present, there are 1,737 White House press pass holders. But only a small percentage are "regulars," those who cover the White House on a daily basis. The report suggests that news organizations request White House passes only for those who need them on a regular basis—that they refrain from requesting them for managers and others "who want the status of having a White House pass." An alternative suggested is for a two-tier system of credentials, with one tier reserved for White House regulars and the second reserved for those who never have occasion to participate in pools or public events that require close access to the President. □



program, contact with Ho Chi Minh City was lost entirely, and ABC News correspondent Charles Gibson appeared on the screen from ABC's Washington news bureau, interviewing Kissinger in Koppel's stead. Before the interview was more than a few seconds old, Gibson had more than one reason to regret the loss of satellite contact.

Le Duc Tho, the life-long revolutionary, proved tougher and more single-minded in pressing a point than most of those Koppel has interviewed. He continued discussing matters—particularly his version of the history of the Paris peace talks—past the point at which Koppel attempted to discuss other matters. At one point, Koppel made a plaintive request to Le Duc Tho's interpreter to interrupt so that the program could break for a commercial that had already been postponed. But the interpreter was not about to interrupt the old revolutionary, who did not stop talking on the peace talks until he had completed his thoughts.

Some of the conversation between Koppel and Le Duc Tho—with Koppel's remarks being translated into Vietnamese and Le Duc Tho's being translated into English—indicated that the two had engaged in some planning for the interview. At one point, Le Duc Tho said, "We could touch upon the thing that we debated, we discussed yesterday." Koppel said, "Yes. . . . One of them was the situation in the region." At another point, Le Duc Tho said, "You once asked me about negotiations in Paris, and now I wish that you would ask me the questions about those negotiations and then we can move on to the other areas that you are interested in." And when Le Duc Tho insisted on discussing those talks, Koppel finally gave in, saying, "I didn't realize we had agreed on any order."

Whether they did or not, Le Duc Tho controlled the agenda, even to the point of expressing "gratitude to the American people for their support and contribution to our present victory."

To Gibson, when he stepped in for Koppel, Le Duc Tho's evident stubbornness seemed a natural subject for comment by Kissinger. Gibson suggested that Kissinger in those Paris talks had to put up with the kind of "filibusters" the viewers had just witnessed. But Kissinger, near the end of the hour, had other things on his mind.

"Yes, that's what we sat through in negotiations," he said. "But I want to make another point. I think what we saw is a defeat which we inflicted upon ourselves, and it is quite significant that Le Duc Tho thanks his American supporters at the end of his remarks. And this is what I heard during all the years of negotiation. And I must say that the different position in this program between the American point of view and the Vietnam point of view and the absolutely one-sided

account of the correspondents is one of the explanations of how we got to where we are."

But Gibson wasn't giving up on the negative point he evidently wanted Kissinger to make regarding Le Duc Tho. He wondered if there wasn't "a certain cynicism" in the Vietnamese's expression of gratitude to Vietnam's American supporters. But that only gave Kissinger another opening for criticism of the American press. "Yes," he said, "but there's also a certain cynicism in correspondents who describe to you in such despicable terms while they are playing up the North Vietnamese victors who violated all of the agreements and led to this situation."

Finally, though, Kissinger did offer an appraisal of his former adversary, and it reflected enormous respect—though respect tinged, again, with regret over what he saw as the performance of the American press in the early 1970s: "He is a man of great courage, great dedication, absolutely single-minded, who used the American divisions to play on us, who would drop cryptic remarks to correspondents who would then accuse their government of not seizing an opportunity for peace."

Those remarks did not empty Kissinger of the bitterness he evidently felt over the coverage the three networks were giving the celebration of the 10th anniversary of the Communist capture of what was then Saigon, the capital of South Vietnam. Appearing on ABC's *Good Morning, America* the next morning, Kissinger said it was "extremely painful" for him to view the networks' coverage of the event. He noted that the coverage had not focused much on the American side of the war.

"I think it is rather demeaning that every television network is over in Vietnam celebrating or helping the Vietnamese celebrate an American defeat," Kissinger said. "I have no objections to going over the Vietnam war in our time, in our manner, but to keep repeating, as I've been hearing on television, all these Vietnamese slogans and [give] so little time to the American side."

Koppel, in signing off the *Nightline* program, offered an editorial comment, unusual for the program, providing some balance for the comments of Le Duc Tho and Kissinger. He painted a grim and forbidding picture of the country from which he was broadcasting. He said South Vietnamese vitality is being "smothered," and that Hanoi's leaders "won't be satisfied until the iron discipline that prevails in the North has brought the South to heel as well." He quoted a young woman as telling a colleague, "It is very dark here and the air is very heavy," and added, "They won the war here 10 years ago today, but the independence they gained is not something anyone in the West should envy." □

Live from Ho Chi Minh City proves no easy task

ABC's 'Nightline' battles technical problems and stubborn interviewee in Le Duc Tho; Kissinger blasts American TV for one-sided coverage marking Saigon's fall

ABC News's plans for live broadcast of its special, one-hour *Nightline* program from Ho Chi Minh City on April 29—part of the network's extensive coverage of the 10th anniversary of the end of the Vietnam war—was recognized as a gamble. It involved the use of a brand-new, Russian-built earth station in Ho Chi Minh City and a linkup between satellites of the Soviet bloc's Intersputnik and of the International Telecommunications Satellite Organization (BROADCASTING, April 29). It also involved a gamble in presenting, live, an interview with Le Duc Tho, one of the most senior members of the Vietnamese politbureau and the man who negotiated the Paris peace accord with then Secretary of State Henry Kissinger. ABC lost on both. And adding to its discomfort was a lecture from another guest—Kissinger, in New York—on what he said were the "one-sided accounts" of correspondents on the *Nightline* program, accounts he felt favored Vietnam.

Anchor Ted Koppel in Ho Chi Minh City complained several times during the broadcast of a degradation of audio quality of the signal he was getting, if not of the audio entirely. At one point toward the end of the

ONE NEWS STORY OTHER STATIONS COULDN'T BRING THEMSELVES TO REPORT.

MAY 1, 1985

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Stock Index

	Closing Wed May 1	Closing Wed Apr 24	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	108 3/4	107	- 1 3/4	- 1.64	16	3,144
N Capital Cities	210 1/4	221 1/4	+ 11	+ 4.97	21	2,700
N CBS	106 7/8	108	+ 1 1/8	+ 1.04	13	3,176
O Clear Channel	16 1/2	16 3/4	+ 1/4	+ 1.49	19	48
N Cox	75 1/8	75 1/8			25	2,120
A Gross Telecast	29 1/2	29 3/4	+ 1/4	+ 0.84	7	24
O Gulf Broadcasting	14 7/8	14 7/8			62	652
O Jacor Commun.	4 1/2	4	- 1/2	- 12.50		26
O LIN	26 1/2	27 1/2	+ 1	+ 3.64	23	557
O Malrite Commun.	16 1/2	16 1/2			20	138
O Orion Broadcast	1/32	0 1/32				2
O Price Commun.	11 1/8	11 1/4	+ 1/8	+ 1.11		56
O Scripps-Howard	39	36	- 3	- 8.33	23	403
N Storer	75 1/4	74 7/8	- 3/8	- 0.50	45	1,234
O Sungroup Inc.	3 1/2	3 1/4	- 1/4	- 7.69		2
N Taft	64 1/2	66 1/2	+ 2	+ 3.01	14	584
O United Television	21 3/8	21 1/4	- 1/8	- 0.59	35	235

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	29 1/4	29 7/8	+ 5/8	+ 2.09	23	178
A Affiliated Pubs	43 1/4	45	+ 1 3/4	+ 3.89	13	352
N American Family	27 3/4	28 1/4	+ 1/2	+ 1.77	14	547
O Assoc. Commun.	25	22 3/4	- 2 1/4	- 9.89		119
N A.H. Belo	50 3/4	49 7/8	- 7/8	- 1.75	19	587
N John Blair	19 3/4	21 3/4	+ 2	+ 9.20	11	158
N Chris-Craft	45 1/2	46 1/2	+ 1	+ 2.15		291
N Gannett Co.	57 1/2	59	+ 1 1/2	+ 2.54	23	4,608
N GenCorp	44 3/8	45	+ 5/8	+ 1.39	12	953
O General Commun.	85	85			19	42
N Jefferson-Pilot	39 1/4	38 1/2	- 3/4	- 1.95	11	1,256
O Josephson Inti.	9	9			69	44
N Knight-Ridder	32 7/8	33 3/4	+ 7/8	+ 2.59	16	2,128
N Lee Enterprises	38 1/8	37 3/4	- 3/8	- 0.99	21	508
N Liberty	31	31			15	311
N McGraw-Hill	45 1/2	45 7/8	+ 3/8	+ 0.82	17	2,284
A Media General	84 3/4	82	- 2 3/4	- 3.35	16	591
N Meredith	60 3/8	62	+ 1 5/8	+ 2.62	15	569
O Multimedia	55 3/4	58 1/2	+ 2 3/4	+ 4.70	24	930
A New York Times	43 1/8	46 1/8	+ 3	+ 6.50	19	1,704
O Park Commun.	34 1/2	36	+ 1 1/2	+ 4.17	25	317
N Rollins	22 1/2	22 1/8	- 3/8	- 1.69	33	329
T Selkirk	23 5/8	24 1/8	+ 1/2	+ 2.07	51	192
A Tech Operations	55 1/2	56 1/2	+ 1	+ 1.77	19	51
N Times Mirror	50 5/8	48 1/2	- 2 1/8	- 4.38	15	3,478
N Tribune	41 1/4	44 1/4	+ 3	+ 6.78	19	1,666
O Turner Bcstg.	20 3/4	21 3/4	+ 1	+ 4.60	415	423
A Washington Post	117	114 3/4	- 2 1/4	- 1.96	21	1,637

PROGRAMING						
O American Nat. Ent	1 7/16	1 5/16	- 1/8	- 9.52	7	3
O Barris Indus	17 7/8	17 7/8			298	102
N Coca-Cola	67 1/8	69	+ 1 7/8	+ 2.72	14	8,889
N Disney	74 7/8	79	+ 4 1/8	+ 5.22	123	2,525
N Dow Jones & Co.	40 7/8	41 3/4	+ 7/8	+ 2.10	20	2,628
O Four Star	4 1/2	4 1/4	- 1/4	- 5.88	5	4
A Fries Entertain.	8 5/8	8 3/4	- 1/8	- 1.43	16	29
N Gulf + Western	36 7/8	38 3/8	+ 1 1/2	+ 3.91	11	2,580
O King World	25 1/4	23 3/4	- 1 1/2	- 6.32	35	126
O Robert Halmi	2 3/4	2 3/4			55	47
A Lorimar	34 3/4	34 3/8	- 3/8	- 1.09	17	246
N MCA	51 1/4	53 1/8	+ 1 7/8	+ 3.53	22	2,484
N MGM/UA	13 3/4	13 1/8	- 5/8	- 4.76	16	683
N Orion	11 1/4	10 5/8	- 5/8	- 5.88	25	106
O Reeves Commun.	10	10			37	124
O Sat. Music Net.	9 1/2	8	- 1 1/2	- 18.75		65
O Telepictures	23 1/8	22 3/4	- 3/8	- 1.65	21	178
N Warner	28 1/4	28 1/2	+ 1/4	+ 0.88		1,713
A Wrather	19 1/2	20 5/8	+ 1 1/8	+ 5.45		133

	Closing Wed May 1	Closing Wed Apr 24	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.	49	46	- 3	- 6.12	14	309
O Compact Video	4 3/4	4 1/2	- 1/4	- 5.56		20
N Comsat	32 1/2	32 1/8	- 3/8	- 1.17	13	587
O Doyle Dane B.	22 1/4	21 1/2	- 3/4	- 3.49	18	118
N Foote Cone & B.	56 3/4	56 1/4	- 1/2	- 0.89	11	195
O Grey Advertising	183	177	- 6	- 3.39	12	109
N Interpublic Group	40 1/4	41 1/4	+ 1	+ 2.42	14	435
N JWT Group	30 3/8	30 3/4	+ 3/8	+ 1.22	9	182
A MovieLab	8 3/8	9 1/4	+ 7/8	+ 9.46		14
O Ogilvy & Mather	40 1/8	40	- 1/8	- 0.31	17	367
O Sat. Syn. Syst.	7	7				10
O Telemation	5	5			5	6
O TPC Commun.	3/16		1/4 - 1/16	- 24.80		
A Unitel Video	6 1/2	6 5/8	+ 1/8	+ 1.89	12	14
N Western Union	8 3/4	8 3/4				211

CABLE						
A Acton Corp.	3 5/8	3 7/8	+ 1/4	+ 6.45		21
O AM Cable TV	2 1/8	2 3/8	+ 1/4	+ 10.53		8
N American Express	42 5/8	43 1/2	+ 7/8	+ 2.01	22	9,180
N Anixter Brothers	14 1/8	14	- 1/8	- 0.89	17	257
O Burnup & Sims	8 5/8	8 7/8	+ 1/4	+ 2.82	123	77
O Cardiff Commun.	9/16	0 9/16				56
O Comcast	26 5/8	26 3/4	+ 1/8	+ 0.47	31	328
N Gen. Instrument	16 3/4	17 1/4	+ 1/2	+ 2.90	17	542
N Heritage Commun.	15 7/8	16 1/8	+ 1/4	+ 1.55	30	120
O Jones Intercable	5 5/8	5 5/8			18	50
T Maclean Hunter X	12 1/4	24 1/4	+ 12	+ 49.48	17	903
A Pico Products	4 1/2	4 1/2				20
O Rogers Cable	7 3/16	7 5/16	+ 1/8	+ 1.71		161
O TCA Cable TV	19 3/4	20 1/4	+ 1/2	+ 2.47	38	132
O Tele-Commun.	27 7/8	28 1/8	+ 1/4	+ 0.89	90	1,166
N Time Inc.	52 7/8	54 1/8	+ 1 1/4	+ 2.31	18	3,209
N United Cable TV	39	37 1/4	- 1 3/4	- 4.70	65	429
N Viacom	43	42	- 1	- 2.38	17	581

ELECTRONICS/MANUFACTURING						
N Arvin Industries	19 1/4	19 1/2	+ 1/4	+ 1.28	6	145
O C-Cor Electronics	8	8 1/4	+ 1/4	+ 3.03	114	24
O Cable TV Indus.	3 5/8	3 7/8	+ 1/4	+ 6.45	21	11
A Cetec	6 5/8	6 3/4	- 1/8	- 1.85	8	14
O Chyron	8 1/2	8 7/8	+ 3/8	+ 4.23	15	78
A Cohu	8 1/2	8 3/4	+ 1/4	+ 2.86	9	15
N Conrac	13 5/8	13 3/4	+ 1/8	+ 0.91	13	84
N Eastman Kodak	64 1/8	66 1/2	+ 2 3/8	+ 3.57	13	10,571
O Elec Mis & Comm.	9	7 7/8	- 1/8	- 14.29		26
N General Electric	58 1/4	60 5/8	+ 2 3/8	+ 3.92	12	26,369
O Geotel-Telemet	1 1/2	1 1/2			17	5
N Harris Corp.	25 1/8	25 1/4	+ 1/8	+ 0.50	12	1,003
N M/A Com. Inc.	17 3/4	19 1/8	+ 1 3/8	+ 7.19	22	768
O Microdyne	6 1/8	6 3/8	+ 1/4	+ 3.92	17	28
N 3M	75	79 3/4	+ 4 3/4	+ 5.96	12	8,779
N Motorola	29 7/8	31 3/4	+ 1 7/8	+ 5.91	10	3,536
N N.A. Phillips	38 1/2	39 1/8	+ 5/8	+ 1.60	10	1,105
N Oak Industries	1 7/8	1 7/8				31
A CMX Corp.	2 1/4	2 5/8	+ 3/8	+ 14.29		5
N RCA	40 1/4	43 1/4	+ 3	+ 6.94	13	3,297
N Rockwell Intl.	34 3/8	35 3/4	+ 1 3/8	+ 3.85	11	5,112
N Sci-Atlanta	11 1/4	11 3/4	+ 1/2	+ 4.26	22	261
N Signal Co.s	33 5/8	36	+ 2 3/8	+ 6.60	14	3,667
N Sony Corp.	16 3/4	16 7/8	+ 1/8	+ 0.74	16	3,867
N Tektronix	56 3/4	58	+ 1 1/4	+ 2.16	9	1,092
A Texscan	3 1/4	3 3/8	+ 1/8	+ 3.70	5	22
N Varian Assoc.	30	30 3/4	+ 3/4	+ 2.44	12	647
N Westinghouse	29 3/8	31 1/8	+ 1 3/4	+ 5.62	10	5,142
N Zenith	20	20 1/4	+ 1/4	+ 1.23	8	442
Standard & Poor's 400	198.32	202.67	+ 4.35	+ 2.15		

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: * 2-1 split, April 30.

Peabody awards bestowed in New York

Moyers' address concentrates on the lessons of history

The 45th annual George Foster Peabody awards were presented in a ceremony attended by about 450 people and hosted by the Broadcast Pioneers at the Hotel Pierre in New York last Wednesday (May 1). Honoring the "most distinguished and meritorious public service rendered each year by radio and television," University of Georgia President Dr. Fred C. Davison presented 1984's 29 winners with certificates and bronze medallions on behalf of the Henry W. Grady School of Journalism and Mass Communications, University of Georgia.

Among networks, ABC won two awards—for "timely and insightful news commentary" by Ted Koppel and *Nightline*, and for the ABC *News Closeup-To Save Our Schools, To Save Our Children*; CBS Entertainment and David Gerber Co. won for *George Washington*; NBC and MTM Entertainment won for *St. Elsewhere*, and PBS won for the "overall excellence" of *Frontline* and "The Roger Rosenblatt Essays" on the *MacNeill/Lehrer Newshour*. Roone Arledge, president of news and sports at ABC, was the only winner of an individual award, winning for contributions to news and sports programming.

In accepting a Peabody for *A Walk Through the 20th Century with Bill Moyers*, the honored correspondent criticized television journalism for neglecting history.

Moyers told the story of a little girl who asks her mother if she remembers a vase that has been in the family for generations. When the mother asks: "Why?" the daughter replies, "Because this generation has just dropped it."

"We can do that to the past," Moyers said, elaborating on his remarks in a conversation the day after the ceremony. Speaking of what George Orwell called in "1984," "the memory hole," where Big Brother put the history he didn't want people to remember, Moyers mentioned President Reagan's decision to visit a cemetery containing the graves of Germans killed in World War II, among them 50 SS officers.



ABC's Arledge and University of Georgia's Fred Davison



University of Georgia's Dean Russell and MTM's Bruce Paltrow for NBC's *St. Elsewhere*

"He has learned painfully that it is possible to sin against history," said Moyers, who emphasized that television must be used properly to mitigate against forgetting the past. "If [history] can be erased in totalitarian state by the powers that be, it can also be eroded in a democracy by neglect.

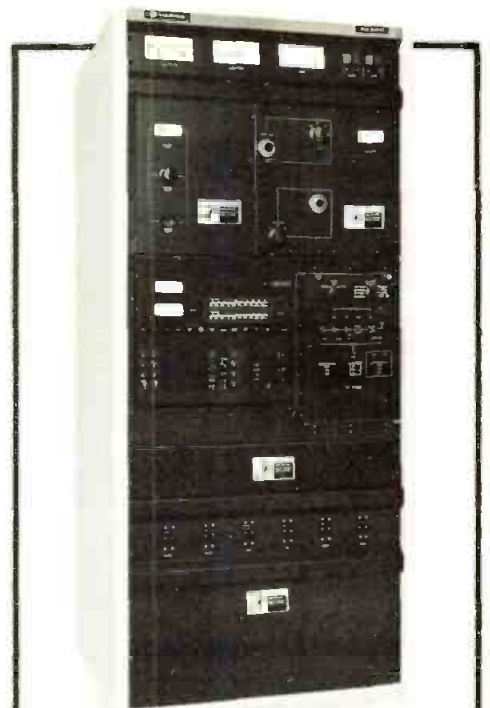
"I worry that we Americans know everything about the past 24 hours because news is so obsessed with moment, and that we know so little about the last 60 years, or 60 centuries, and that television contributes to this agitated amnesia by its obsession with the present.

"This medium can trivialize history or it can invoke and honor history... and it can help us to see what happened before we came along."

Industry leaders seated at the head table included NAB President Edward O. Fritts, NBC President Grant Tinker, ABC Chairman Leonard H. Goldenson and ABC President Frederick S. Pierce. □



CBS's Steve Mills and David Gerber with their award for *George Washington*.



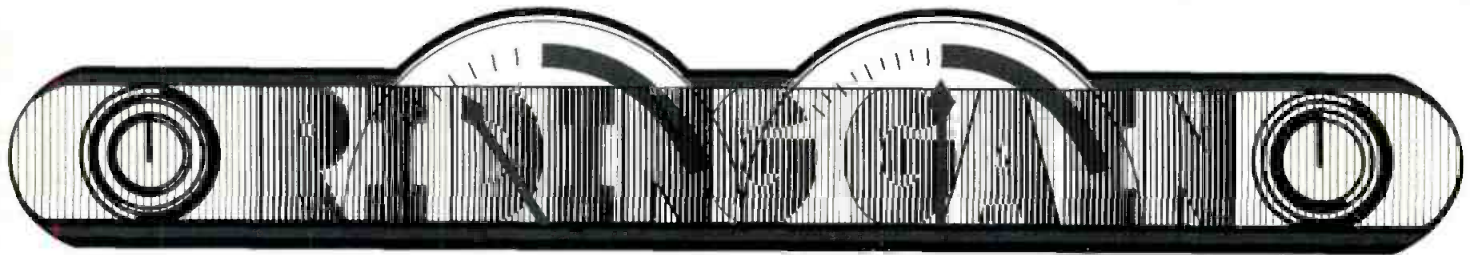
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The week's worth of news and comment about radio

More King on Mutual

Mutual's popular all-night talk show host, Larry King, is expected to sign a new multi-year contract with the network shortly, perhaps as early as this week, according to Ron Nessen, Mutual vice president of news. "It's all over but the shouting," said Nessen. "I'm confident we are going to have Larry for a long time to come." Other networks, including ABC, are said to have expressed interest in acquiring King.

King's current contract with Mutual expires in May of next year. Industry sources have estimated that his annual salary now falls in the \$150,000-plus range. Terms of the new agreement have not been disclosed, although it is expected that *The Larry King Show* will retain its five-hour format, Monday through Friday.

The King Show was launched on Mutual in January 1978 with an affiliation base of 26 stations. The show now airs on 272 stations, including outlets in 98 of the top 100 markets.



King

House in order

The cutbacks are just about finished, said Bill Hogan, executive vice president and general manager of United Stations Radio Networks One and Two Inc. (USRN1&2), the new company set up to purchase the RKO Radio Networks. Hogan told BROADCASTING that about 15% of the approximately 150 employees of The United Stations' newly acquired RKO properties were released, with cuts affecting all departments ("Riding Gain," April 29). "We had to make some changes and put them into effect as quickly as possible in order to get the networks back on track," said Hogan, who noted that the RKO networks suffered substantial revenue losses in 1984.

Some of those changes have included the consolidation of RKO Radio Networks and the United Stations Programing Network's Los Angeles sales offices, resulting in the lay-off of Frank Boehm, Western regional sales manager for RKO. "The billings out of Los Angeles for the two companies didn't justify having two people," said Hogan. Sue Swenson, the United Stations Programing Network's West Coast manager, is overseeing the office. Hogan said that the Chicago and New York sales staffs for both companies will remain intact.

In other areas, Hogan noted that the programming department for USRN1&2 is being eliminated, which could affect the status of Gary Landis, former director of programming for the RKO networks. Hogan said discussions are being held with Landis "to see what can be worked out."

Additionally, Hogan said that the station clearance department for USRN1&2 is being restructured by region rather than by a centralized administrative staff.

There will now be four teams covering four different territories of the country, he said, adding that USRN1&2's clearance department operates separately from that of

the United Stations Programing Network.

Hogan told the staff last week that the most important goal over the next year will be to rebuild the networks' revenue base, with the emphasis on sales. United Stations officials also met last week with the WGA (Writers Guild of America) and NABET (National Association of Broadcast Engineers and Technicians) unions to outline their game plan for the networks. "We certainly hope there are no problems with the unions, and we are looking for their cooperation during a tough period," said Hogan.

Besides Hogan, the other partners in the United Stations are: Nick Verbitsky, president; Frank Murphy, executive vice president/marketing; Ed Salamon, executive vice president/programming, and Dick Clark, radio and television personality.

RAB in Williamsburg

The Radio Advertising Bureau's board of directors, during its spring meeting last week in Williamsburg, Va., instructed the association's staff to undertake an all-industry, retail-oriented research project for radio stations by the end of the year. The board also directed RAB's marketing and sales staff to expand its efforts in working with regional and local radio associations on planning presentations to advertisers.

Speaking at the three-day event was Bill Tenebruso, senior vice president for media services for Kenyon & Eckhardt and chairman of RAB's Media Directors Advisory Council. Tenebruso discussed ways in which radio broadcasters can work more effectively with agencies and advertisers. Tenebruso's talk marked "the first time an outside speaker has addressed an RAB board meeting," according to an association spokesman.

Black boycott ends

Five black-oriented Los Angeles-area radio stations have officially ended a month-long boycott of Warner Bros. Records following an assurance from the company that it will "redouble its efforts to insure fair treatment in all areas of its relationship" with stations targeting black listeners. The Burbank-based record firm has pledged to increase advertising, record service and promotions on such stations. A spokesman for the record company said it will do "whatever [it] can to make sure the treatment and servicing of all stations nationwide is uniform."

The stations, under the leadership of KACE (FM) Inglewood program director, Alonzo Miller, pulled all Warner Bros. material off the air in March after charging the company with consistently discriminating against them in advertising and the giveaway of promotional items such as concert tickets, records and clothing. Others participating

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Contract talks. Paul Harvey (l), whose news and commentary programs have been a mainstay on ABC Radio for the past 35 years, is exploring other options of distributing his broadcasts, including launching a satellite-delivered news network.

The development stems from negotiations over Harvey's current ABC contract, which was signed in 1977 and went into effect in 1978. According to ABC Radio Networks President Edward McLaughlin, Harvey has a "signed contract" with ABC through the end of 1988 and said negotiations are taking place to extend that agreement. Harvey, however, told BROADCASTING that his contract is "open," primarily because it includes some network television involvement along with radio. (Harvey was seen on ABC's *Good Morning America* program through most of 1978, but soon after

began syndicating his reports.) "Our counsel now considers the contract outdated because we had to syndicate our television broadcasts instead of being on ABC," he said.

McLaughlin said that there was some television involvement with *Good Morning America* during the first year of Harvey's current contract, but said it didn't work out to the satisfaction of both parties and it was discontinued. "The move didn't change the compensation or any other aspect of the contract," he said. McLaughlin noted that ABC has been renegotiating a longer contract with Harvey, at his request, since last June.

Harvey also expressed some concern about his status at ABC after the Capcities takeover, noting that his long-term relationship with the network dates back to 1950. "But everybody tells me 'You're going to like the Capcities people'," he said.

Harvey, who reportedly earns about \$1.2 million annually, has become a valuable asset to the ABC Radio Networks. Revenues from his programs are said to account for about \$10 million each year. (ABC Entertainment Network affiliates have right of first refusal for all of Harvey's broadcasts.) Four news and commentary programs are among the top five highest rated network programs, according to Statistical Research Inc.'s (SRI) fall 1984 RADAR 30 report. Based on average audience estimates of persons, 12 and older (audience listening to commercials within programs), Harvey's 8:30 a.m. NYT five-minute news broadcast, Monday through Friday, is in first place, with 5,204,000 listeners (BROADCASTING, March 11). Harvey is currently heard on 1,100 stations across the country.

Harvey said he is not completely sure where the contract negotiations stand today, but is looking for a "happy conclusion." McLaughlin is optimistic that Harvey will remain with ABC: "I have every expectation that we will come to an agreeable conclusion with an extension."

were KJLH(FM) Compton, KGFJ(AM) Los Angeles, KDAY(AM) Santa Monica and KUTE(FM) Glendale. The stations argued that they had helped build audience interest in such Warner Bros. artists as Prince and Madonna, and thus were entitled to at least as much attention as stations catering to nonblack audiences. Although several stations resumed airing Warner Bros. artists during the boycott period, they refused to report airplay to trade publications.

Miller announced the formation of a six-member "liaison committee" designed to monitor advertising and promotion activities of other labels and establish communication with those companies when necessary. Represented on the committee are program directors from stations in New York, Chicago, Atlanta, Memphis, Houston and Los Angeles.

Prescription for success

"Business as usual can no longer be accepted. We [the radio industry] have to work harder and better to be accepted," said ABC Radio President Ben Hoberman last Wednesday (May 1) in a speech in Bermuda before the spring convention of the Pennsylvania Association of Broadcasters.

After citing a 12% increase in the number of commercial radio stations during the past eight years and a growing challenge from other media, Hoberman offered some survival tactics "to insure the vitality" of the radio industry. He said stations should not be their own worst enemies. "We spend so much time and effort attacking the record of other stations that we end up compromising ourselves and the entire medium. . . . Denigrating other radio stations can only result in downgrading our medium," Hoberman warned.

Additionally, the ABC Radio president called for an end to "copycat, follow-the-leader radio" every time a successful format emerges. "Soon the so-called 'hot' format has saturated the market and fragmented an

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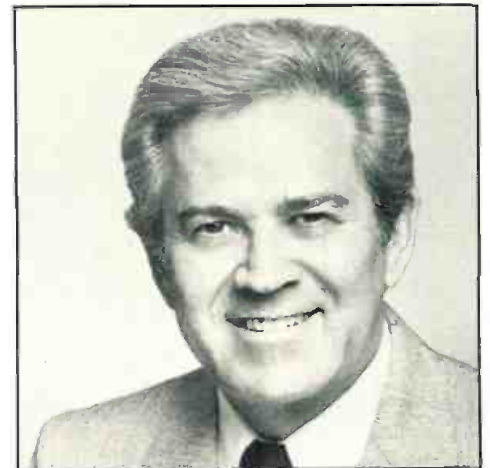
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Hoberman

already fragmented audience." The issue, he said, "really comes down to one of diversity. Radio is a medium that through its sheer numbers can serve discrete segments of the population."

Hoberman also stressed the need to implement effective cost controls. "No one wants to see their budgets cut or manpower reduced," he said. "What many broadcasters fail to realize, however, is that cost controls don't mean blanket, across-the-board

cuts. . . . It means making sure that each and every dollar is spent effectively and efficiently."

Another survival tactic, said Hoberman, is for stations of all sizes to develop strategic plans. "No matter what your size, it is absolutely necessary in today's competitive environment to analyze your market and develop a set of goals," he said. In particular, Hoberman praised the value of a radio network affiliation, which, he said is a resource that "can help draw listeners and advertisers."

As for today's challenges from the visual media, Hoberman called for a "cross-pollination" between radio and television. "It's standard operating procedure today for radio stations to advertise on television. I wish that more TV stations understood the full value of advertising on radio," he said. Hoberman also advised the broadcasters in attendance to contact their local TV and cable companies and discuss the development of programs featuring personalities from radio stations. "If radio is to survive the competition, we must draw upon the best marketing tools. Television, if used properly, can give us added strength," he noted.

Setting sale

Long-time classical music stations KFAC-AM-FM Los Angeles have retained Lehman Brothers/Shearson American Express to assess the value of the ASI Communications-owned outlets and "evaluate the market" for their possible sale. George Fritzing, vice president and general manager, told BROADCASTING that ASI is "exploring the possibility of selling both stations." The company, in which Fritzing is a majority stockholder with Ralph Guild, president of Interep, owner of four radio representation firms, gained control of the facilities in January 1970. Both outlets have maintained classical formats since sign-on. Fritzing said there are no active discussions with prospective buyers and declined to speculate on a possible sale price. Last March, KTNO(AM) and KLVE(FM) Los Angeles were sold for \$40 million (BROADCASTING, March 25). KFAC(AM) operates at 1330 khz with 5 kw, while KFAC-FM is at 92.3 mhz with 39 kw.

APR conference

American Public Radio, which produces and distributes *A Prairie Home Companion* among other programs for noncommercial stations, will hold a conference for its more than 290 affiliate stations May 17-19 in Vail, Colo. New APR programming will be available for review at the gathering, and meetings will focus on financial management, radio formats and audience building, APR said. Featured speakers will be Martin Segal, chairman of Lincoln Center for the Performing Arts; Edward Pfister, president of the Corporation for Public Broadcasting; G. Gibson Carey, division manager of Procter & Gamble, and Tom Thomas of the Station Resource Group.

New noncommercials

Three new noncommercial radio stations have qualified for financial assistance from the Corporation for Public Broadcasting. They are WCPN(FM) Cleveland, a community

licensee, and two university licensees, KDAQ(FM) Shreveport, and KSLU(FM) Hammond, both Louisiana. There are now 277 CPB-qualified public radio stations.

Reel award

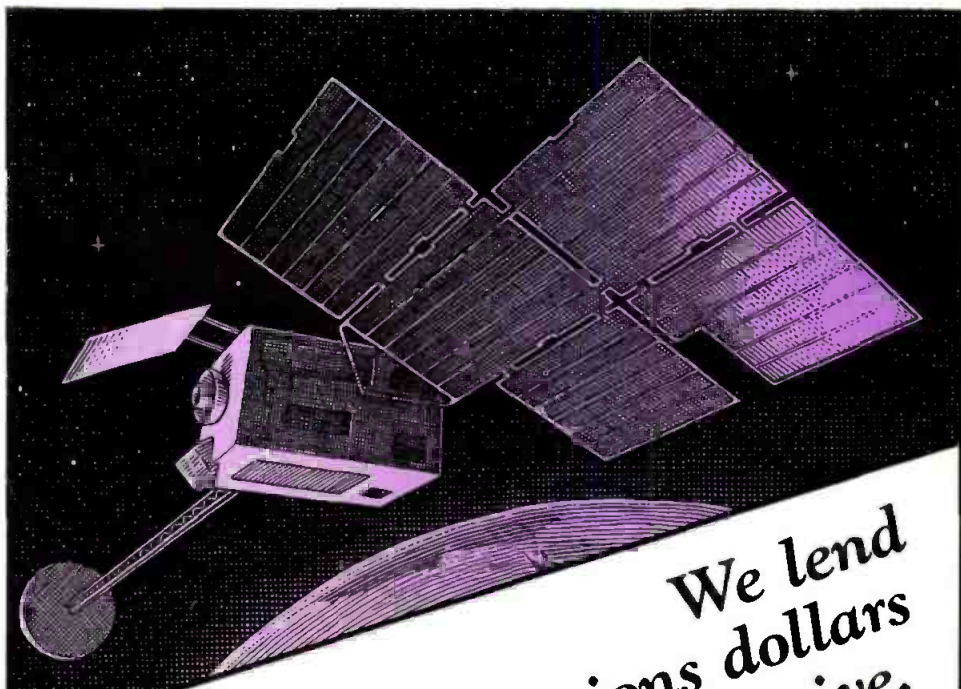
The Washington-based National Federation of Community Broadcasters is accepting entries from commercial and noncommercial radio producers for its 1985 Community "Golden Reel" radio awards competition. Programs should foster "free-wheeling, risk-taking radio. . . . not afraid of experimentation and controversy or of beauty" and should be community-oriented, NFCB said. Deadline for entries is May 17 and there is a \$10 application fee. Programs may be up to

60 minutes in length and must be submitted by their copyright owners or principal producers.

Playback

In an unusual arrangement, the du Pont Co. is underwriting production and distribution of a new two-minute radio series, *The Sound of Science*, on both commercial and noncommercial stations nationwide. The six-month season of 130 programs premieres today (May 6) on an initial lineup of about 100 outlets, evenly split between commercial and noncommercial broadcasters.

The weekday series is produced by independent producer Jim Metzner and distributed in the public realm via satellite by KOED-FM San Francisco and to the commercial



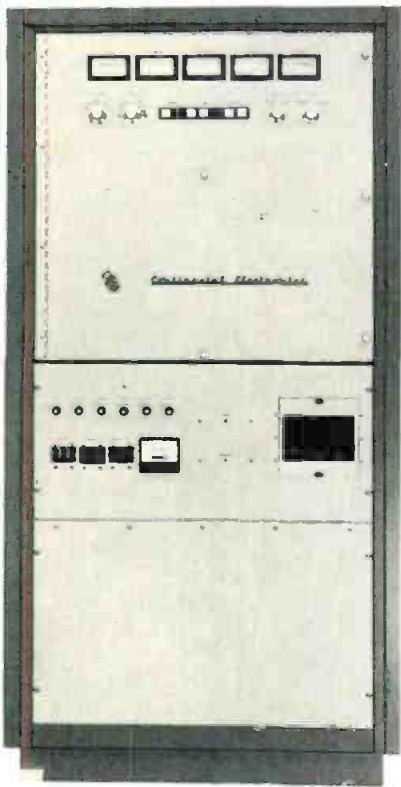
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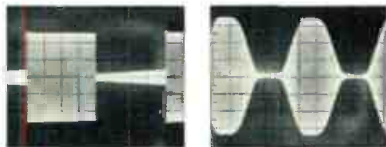
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Left: Photo shows excellent dynamic response of Continental's 5 kW AM transmitter at 20Hz modulation. Right: photo of modulation wave form shows effect of Instantaneous Peak Limiter

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sector on tape by Those Guys From Detroit.

The features focus "upon the sounds which accompany the innovative work at the vanguard of the world of science, illuminated by the observations and comments of world-renowned scientists and experts," according to Metzner. Topics include computer innovations, medical technology, animal communication and nuclear physics. The content of the two versions is "essentially the same," Metzner explained, "However the closing announcements are slightly different" because of underwriting restrictions on public radio.

The series is currently being translated into Japanese for broadcast on commercial stations in Japan, possibly under du Pont sponsorship as well.

Metzner previously produced the syndicated *You're Hearing America* under sponsorship of Maxell Tape. "It's possible that that series may resurface again with new material," he said, "but not in the immediate future." Metzner said he and du Pont developed *Sound of Science* together, modeling the series on the sound-oriented format of *You're Hearing America*. At least one-third of the earlier programs dealt with science, he estimated.

Jackie Talks Food, a network version of the locally produced *KNX Food News Hour* heard on KNX(AM) Los Angeles, is being offered via satellite beginning next month by Real Radio Company, a Pasadena, Calif.-based distributor. The series is being syndicated by J-Mar Productions and produced by Mercury Satellite Network. Three one-hour feeds are planned. The broadcast features recipe exchanges and cooking advice. The program will include toll-free listener call-ins and is co-hosted by author/chef Jackie Olden and writer/air personality Mel Baldwin.

New Dimensions Radio has renewed its weekly *New Dimensions* series for a sixth season, with 13 new episodes scheduled. Upcoming are one-hour interviews with mythologist Joseph Campbell, surgeon Michel Odent, author Lonnie Barbach, biochemist Rupert Sheldrake and explorer Michael Brown. *New Dimensions* is a public affairs series describing itself as presenting "leading edge guests" on "life-enhancing topics." Available since early 1980, the program is heard on 96 noncommercial and four commercial outlets nationwide.

Sound project

The Radio-Television News Directors Association has produced a 50-minute cassette on the use of sound in radio news. The project was the work of Professor Richard Yoakam of Indiana University's School of Journalism along with RTNDA radio committee chairman, Steve Vogel, news director of WJBC(AM)-WBNQ(FM) Bloomington, Ill. The program, said RTNDA, is being offered at no charge to the association members who are news directors. Cost to other members is \$3 while nonmembers will have to pay \$10.

Computerized music

Radio Computing Services, a Scarsdale, N.Y.-based supplier of computer software programs to the radio industry, reports a steady rise in sales of its new, "enhanced" IBM-compatible Selector Music Selection System, introduced late last fall. According to RCS, Selector helps in the maintenance of playlists and music rotation as well as other programing functions. To date, about 20 stations across the country are using the new IBM-compatible system, including



Country benefit. MJI Broadcasting, a New York-based radio program supplier, will launch its new hour-long country magazine show, *Country Today*, during the week of May 6 ("Riding Gain," March 18). The first broadcast will feature the national radio debut of "One Big Family," a new song recorded by 37 country artists, including George Jones, Eddy Arnold, Jerry Reed, Bobby Bare and Chet Atkins, to benefit the hungry in the U.S. and around the world. The program is expected to clear 150 stations nationwide. Putting the finishing touches on the first show are company executives (standing, l-r): Lori Pinkerton, director/production; Joshua Feigenbaum, president; Gary Krantz, vice president/affiliate relations, and Dave Schulps, vice president/production. Seated is the show's host Dan Taylor, air personality with Doubleday's WHN(AM) New York.

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WHTZ(FM) New York (licensed to Newark, N.J.); KISS(FM) Los Angeles; WSHE(FM) Ft. Lauderdale, Fla., and KLUV-FM Dallas.

Jennings keynote

Peter Jennings, anchor of ABC-TV's *World News Tonight*, will be the keynote speaker at National Public Radio's annual conference May 19-23 at the Marriott City Center in Denver. Also addressing the group will be Representative Timothy E. Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, and Sonia Landau, chairman of the Corporation for Public Broadcasting.

Car dealers gear up

Local radio advertising by the nation's automobile dealers last year reached \$543 million—up from \$387 million in 1983, according to the Radio Advertising Bureau, which relies on information supplied by the National Automobile Dealers Association. RAB also said that automobile dealers' investment in radio advertising outpaced their overall growth in advertising expenditures by 3.9%.

Fore for five

The Mutual Radio Network last week extended its on-course radio rights agreement for the Professional Golf Association (PGA) Championship, played every August, for another five years. Mutual has been broadcasting the PGA championship since 1976.



MS benefit. NBC Radio Entertainment's 90-minute, monthly, *Live From The Hard Rock Cafe* broadcast on Sunday, April 28, aired the network premiere of the single, "Slipping and Slidin'," recorded to benefit victims of multiple sclerosis by the newly formed group called Willie & the Poor Boys. The band is composed of rock performers Bill Wyman, Charlie Watts, Andy Fairweather Low, Geraint Watkins and Mickey Gee. Co-hosting the NBC Radio show last week were studio musician and music director from *Late Night With David Letterman*, Paul Shaffer, along with comedian Jay Leno and the show's producer, Rona Elliot. Singer Chubby Checker, one of the guests on the program, donated his "historic" checkered boots to the cafe that night. Pictured (l-r) are: Checker, Elliot and Eric Crisman, vice president of the Hard Rock Cafe.

The Media

Nielsen starting new TV commercial monitoring service

Monitor-Plus will eventually track spots in 75 markets; will be directly competitive with BAR

The A.C. Nielsen Co. has formed a new service, Nielsen Monitor-Plus, to track the broadcasts of television commercials.

Bill Hamill, executive vice president and director of marketing for Nielsen Media Services, told a news conference last week that the new automated system does not use codes that must be inserted in the commercials but relies on a technology called "computerized pattern recognition." He explained that each individual commercial contains a unique combination of sounds and images and a Monitor-Plus computer uses that signal to identify the commercial.

The main purpose of Monitor-Plus is to provide advertisers, advertising agencies and television stations with various types of advertising information, according to Hamill. He said stations will be given competitive advertising data for sales management, including information on market share, advertising in the market and performance of

Controversy continues. Richard Colino, director general of Intelsat, appears to have had the last word, at least for the time being, in an exchange of letters with FCC Chairman Mark Fowler precipitated by Fowler's charge before a congressional committee last month that Intelsat management is "stirring anti-Americanism" while "opening its arms to the Soviet Union." The director general said the chairman revealed "a colossal misperception" in his remarks about regarding the Soviet Union and its Intersputnik system, a minor Soviet bloc rival to the global Intelsat system.

In initiating the exchange on April 2, Colino said Fowler's remarks involved a "misperception," "mischaracterization" and "significant misunderstanding of the Intelsat organization" and the relationships between its sovereign member nations and their telecommunications organizations. Fowler, in a response on April 12, said his remarks were based on published reports of Colino's visit to Moscow in March indicating that Intelsat was prepared to enter into coordination procedures for the rival Intersputnik system—which has 14 members and 16 users—while Intelsat management appears to be "predisposed against the international satellite systems currently proposed in the United States" (BROADCASTING, April 29).

In asserting the chairman was guilty of "a colossal misperception," Colino said that "the issue is not related to Intersputnik." The question, he said, is whether the Soviet Union would become a member of Intelsat "some day, perhaps following a period of increasingly close working relationship with Intersputnik as a user of the Intelsat system." He noted that the position of Intelsat management, past and present, is to favor the Soviet Union's membership in Intelsat, which the Soviets have shunned. As for Intelsat coordination with Intersputnik, Colino said, there is none, except under the International Telecommunication Union's International Frequency Registration Board procedures; coordination under the Intelsat Agreement "is for member nations of Intelsat."

Colino also used his letter to criticize the proposed separate satellite systems, as well as Intersputnik, as "unnecessary," while promoting Intelsat: "My own personal view is that the Intersputnik system is or could be as unnecessary and duplicative as the proposed separate satellite systems and that the single global commercial satellite system of Intelsat was created and should be maintained so as to avoid wasteful and duplicative rivalry. This was the initial and sustained U.S. position since the creation of Intelsat in 1964."

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the sales force.

In addition, Hamill said, advertisers and agencies will obtain competitive data for budgeting, planning, buying and evaluation, including advertising expenditures for specific markets.

The service will issue local market reports, national reports and special reports. Monitor-Plus will operate in the top 75 markets and service stations on a continuous basis, expand to 10 markets by April 1986 and reach the top 75 markets by December 1986.

Hamill acknowledged that Monitor-Plus

is a direct competitor of Broadcast Advertisers Reports, which has been in operation since 1953. He felt both services can co-exist and believes Nielsen can be superior because it will be monitoring in the 75 markets on a continuous basis while BAR functions in only a few markets continuously and others on a one-week-a-month basis.

Jerry Grady, president of BAR, said he has had no opportunity to review the Nielsen system but said he will be watching developments with "considerable interest." He said he "welcomes the competition." □

Changing Hands

PROPOSED

WZZM-TV Grand Rapids, Mich. □ Sold by Wometco Broadcasting Co. to Price Communications Corp. for \$62 million. **Seller** is Miami-based station group of six TV's, recently purchased by Kohlberg, Kravis and Roberts, New York-based investment firm. KKR has also submitted tender offer to purchase Storer Communications (BROADCASTING, April 29). **Buyer** is publicly owned, New York-based station group of five AM's, four FM's and three TV's. It is headed by Robert Price, president. WZZM-TV is ABC affiliate on channel 13 with 295 kw visual, 69 kw aural and antenna 1,000 feet above average terrain.

KEES(AM) Gladewater, Tex.; WXVI(AM) Mont-

gomery, Ala., and WGIV(AM) Charlotte, N.C. □ Sold, along with seller's newspaper group, by Attaway Companies to Founders Communications Inc. for \$18 million total price and \$1.5 million for radio group. **Seller** is Shreveport, La.-based newspaper publisher and station group of three AM's, principally owned by Douglas Wesley Attaway. It publishes three daily newspapers and 15 weekly and semiweekly newspapers in Texas. Attaway will remain president. **Buyer** is affiliated with Founders Equity Inc., New York-based investment capital group with interests in mobile home and fluid power equipment manufacturing, headed by John Teeger, president. It also owns KSSA(AM) Fort Worth. **KEES** is on 1430 khz with 5 kw day and 1 kw night. **WXVI** is on 1600 khz

with 5 kw day and 1 kw night. **WGIV** is on 1600 khz with 1 kw day and 500 w night.

WKAB-TV Montgomery, Ala. □ Sold by Montgomery Independent Telecasters Inc. to Montgomery Alabama Channel 32 Operating Limited Partnership for \$10,225,000 cash. **Seller** is subsidiary of Bahakel Communications, Charlotte, N.C.-based station group of six AM's, seven FM's and five TV's owned by Cy N. Bahakel. **Buyer** is owned by Terrapin Communications, (99.9% general partner) and Michael S. Cutler (.01% limited partner). Terrapin is owned by Joseph D. Tydings (70%), Cutler (10%), Louis Frey (10%) and two others. It also owns WTXL-TV Tallahassee, Fla. Tydings is former Maryland senator (D). Frey has interest in Southern Starr Broadcasting Group, Altamonte Springs, Fla.-based station group of three FM's and one TV. **WKAB** is ABC affiliate on channel 32 with 1,236 kw visual, 123.6 kw aural and antenna 1,043 feet above average terrain.

WIOU(AM)-WZWZ(FM) Kokomo, Ind. □ Sold by Kokomo Community Service Radio to Caravelle Broadcast Group of Indiana for \$2.1 million, comprising \$600,000 cash, \$550,000 note and remainder mortgage payment. **Seller** is owned by David C. Keister (95%) and Jeffrey L. Hancock (5%). Keister owns WMCB(AM)-WCBK(FM) Martinsville and WIFE(AM)-WCNB(FM) Cornersville, both Indiana, and WOFR(AM)-WCHO(FM) Washington Court House, Ohio, and is applicant for LPTV in Kokomo. **Buyer** is owned by Howard L. Schrott (10%), Robert E. Beacham (10%), Richmond G. Bernhardt (10%), Roger L. MacBride (12%) and 32 others. It also owns WISP(AM)-WQDW(FM) Kinston, N.C., and WAIZ(AM)-WQFX(FM) Gulfport, Miss. **WIOU** is on 1350 khz with 5 kw day and 1 kw night. **WZWZ** is on 93.5 khz with 3 kw and antenna 340 feet above average terrain.

WLET-AM-FM Toccoa, Ga. □ Sold by Kelott Inc. to Faver Broadcasting Group Ltd. for \$1.8 million, comprising \$540,000 payable in annual installments of \$150,000 with interest of 12.25%, \$390,000 over two and one half years at 12.25%, and remainder note at 10.75% over 10 years, with balloon payment in 10th year. **Seller** is principally owned by H. Otto MacDonald, who has no other broadcast interests. **Buyer** is principally owned by Ronald J. Verlander and William O. Woodall. It owns WGAF(AM) Valdosta and WTGQ(FM) Cairo, both Georgia, and WSMY(AM)-WPTM(FM) Roanoke Rapids, N.C., and WWVN(AM) Vienna, Ga. **WLET(AM)** is daytime on 1420 khz with 5 kw. **WLET-FM** is on 106.1 mhz with 100 kw and antenna 285 feet above average terrain.

KLSZ(AM) Denver □ Sold by Leo Payne Broadcasting Inc. to Century Broadcasting Corp. for \$1,778,000, comprising \$378,000 down and assumption of \$1.4-million note. **Seller** is owned by Leo Payne, who has no other broadcast interests. **Buyer** is Chicago-based station group of two AM's and two FM's, principally owned by George Collias, chairman, Howard Grafman, president, and Lynn Christian, vice president. **KLSZ** is on 1090 khz with 50 kw day and 500 w night. *Broker: Prikryl Media Investments/Norman Fischer Associates.*

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WMNX-FM Tallahassee, Fla. □ Sold by American Communications and Television Inc. to HVS Communications Corp. for \$1,250,000. **Seller** is Gainesville, Fla.-based station group of one FM and three TV's, principally owned by Mark K. Goldstein, Harvey Budd and Thomas G. Sonsini. **Buyer** is owned by Abe Voron, senior vice president of the National Radio Broadcasters Association. WMNX is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Chapman Associates.*

KCLM(AM) Redding, Calif. □ Sold by DeBeau Broadcasting of California Inc. to Jeffrey Broadcasting Corp. for \$495,000, comprising \$80,000 cash, assumption of notes of \$383,000 and remainder note at 10% over 10 years. **Seller** is owned by Lawrence N. DeBeau, who is applicant for new FM in Vero Beach, Fla. It purchased station last year for \$400,000 ("Changing Hands," March 5, 1984). **Buyer** is owned by Leonard Freeman (37.5%), his wife, Nancy (37.5%), and her mother, Jeanette Aldi (25%). Freeman is former vice president-controller of Broad Street Communications, New Haven, Conn., and has no other broadcast interests. KCLM is daytimer on 1330 khz with 5 kw. *Broker: Raymond-O'Grady Associates.*

WGLU(FM) Johnstown, Pa. □ Sold by Cone-maugh Communications Corp. to Hamilton Communications Inc. for \$400,000 cash. **Seller** is principally owned by Fred Glosser, who has 2.5% interest in WTHX(TV) Johnstown, Pa. **Buyer** is owned by Robert J. Hamilton (70%) and James London (30%). It also owns WCRO(AM) Johnstown, Pa. Hamilton is national music director and operations manager of RKO Radio. WGLU is on 92.1 mhz with 166 w and antenna 1,042 feet above average terrain.

KYDE(AM) Pine Bluff, Ark. □ Sold by South-

RKO revision. RKO General Inc. filed a statement with the FCC revising its original filings showing how and, in some cases, during what dayparts the \$7.9 million in overbillings to advertisers for its RKO Radio Networks subsidiary—now owned by The United Stations—from 1980 through 1984 occurred (BROADCASTING, Aug. 20 and Oct. 15, 1984). For example, RKO General was able to identify some spots that had previously been labeled "not accounted for." The filing stated that from Jan. 1, 1983, through July 1, 1984, "approximately \$129,000 in commercial spots ordered were fed with either the first or second feed of certain programs, but not with both. . . . The networks' normal practice was to include the identical commercial spots in both feeds of the same program, where 'pre-feeds' occurred, but at times in 1983 and 1984, the networks fed different commercial spots along with the different feeds of the same program. Each affiliate would clear one of the two sets of commercials, but not both. However, invoices to advertisers did not indicate that a commercial spot was fed only once." In the new filing, the company also revised its underpayments to certain affiliated stations from \$314,000 to \$308,000.

west Communications Inc. to Elmer Dancy for \$385,000 cash. If buyer cannot find financing, seller will finance for additional \$25,000 down and remainder note at 13.5% over seven years. **Seller** is equally owned by George S. Ivory, president, James E. Moore and Alonzo D. Williams. It has no other broadcast interests. **Buyer** owns oil company in Pine Bluff and has no other broadcast interests. KYDE is daytimer on 1590 khz with 1 kw.

WIEL(AM) Elizabethtown and WKMO(FM) Hodgenville, both Kentucky □ Sold by Elizabethtown Broadcasting Co. to Ken Trimble and his wife, Darlene, Michael Coyle and his wife, Moninda, and Cyrus Ansary and his wife, Janet, for \$375,000, comprising \$100,000 down and remainder note at 10% over five years. **Seller** is owned by Moninda D. Coyle, Stokley Bowling trust, Holley F. Skidmore trust, Helen Tabb, Cyrus and Janet H. Ansary and Joanna Willmoth. Bowling, Skidmore, Tabb and Coyle have interest in WLBN(AM)-WLSK(FM) Lebanon, Ky., which was recently sold ("Changing Hands," April 15). **Buyer** is principally owned by Ansarys, Coyles and Ken and Darlene Trimble. Trimble was former vice president and program director at WDRC(AM) Hartford, Conn. WIEL is on 1400 khz with 1 kw day and 250 w night. WKMO is on 106.3 mhz with 1.5 kw and antenna 300 feet above average terrain.

WCCZ(AM) New Smyrna Beach, Fla. □ Sold by Tolun Advertising and Public Relations Inc. to Ankney-Phillips Inc. for \$310,000,

comprising \$65,000 cash and remainder note. **Seller** is principally owned by Brian Tolby, who has no other broadcast interests. **Buyer** is equally owned by Hugh K. Phillips and Charles W. Ankney. Phillips and Ankney are teachers of radio and television at Brown Institute, Minneapolis, and have no other broadcast interests. Phillips' son, Kurt, is staff announcer at KCHI(AM) Chillicothe, Mo. Ankney's wife, Laura, is engineer at KTCA-TV St. Paul, Minn. WCCZ is daytimer on 1550 khz with 1 kw. *Broker: Chapman Associates.*

WCDS(AM) Glasgow, Ky. □ Sold by John M. Barrick to Group Four Christian Broadcasters Inc. for \$250,000 cash. **Seller** owns WOVO(FM) Glasgow. **Buyer** is owned by Cleo Hogan (49%) and Howard M. Gosser (51%). Hogan is medical administrator in Glasgow. Gosser is former general manager of WGRB(TV) Campbellsville, Ky. It has no other broadcast interests. WCDS is daytimer on 1440 khz with 5 kw.

For other proposed and approved sales see "For the Record," page 98.

===== CABLE =====
System serving Upper Merion Township, King of Prussia, Doylestown, Buckingham, Chalfont and New Britain, all Pennsylvania □ Sold by Central Bucks Cable Associates to Suburban Pottstown Cable T.V. Co. for approximately \$12,750,000 million. **Seller** is owned by Robert F. McGinley and Marvin B. Scharfstein. It has no other cable interests. **Buyer** is subsidiary of Lenfest Commu-

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Thomas winner. Howard K. Smith (c), veteran broadcast anchorman and commentator, was awarded Marist College's third annual Lowell Thomas award on April 26. The award, given in the past to Eric Sevareid and Walter Cronkite, is given annually to honor outstanding achievements in broadcast journalism. Charles Osgood (l) of CBS News presented the award. At right is Marist College President Dennis J. Murray.

nications Inc., Huntington Valley, Pa.-based cable MSO, with 11 systems in California and Pennsylvania. It is owned by H.F. (Gerry) Lenfest (80%) and Tele-Communications Inc., Denver-based cable MSO (20%). System passes 19,000 homes with 12,600 pay subscribers and 160 miles of plant. *Broker: Communications Equity Inc.*

Systems serving Tazewell, Grundy and Keen Mountain, all Virginia □ Sold by Group W Cable to Helicon Corp. for approximately \$9 million. Seller is cable subsidiary of Westinghouse Broadcasting and Cable. It operates 144 systems in 34 states and is headed by Burton B. Staniar. Buyer is Englewood Cliffs, N.J.-based cable MSO owned by Ted Baum. It operates 34 systems in four states. Tazewell system passes 2,128 homes with 2,133 subscribers and 36.3 miles of plant. Grundy system passes 2,675 homes with 2,627 subscribers and 105 miles of plant. Keen Mountain system passes 461 homes with 423 subscribers and 18 miles of plant. *Broker: Sherman & Brown Associates.*

BFMA gets set for silver

Robert E. McAuliffe, executive director of the Broadcast Financial Management Association, decided that the organization's upcoming 25th annual conference (May 11-15) was an auspicious enough event to invent a new word. The word, "communicasters," describes the organization's membership and was incorporated into the conference's theme, "Turning Point! The New Communicasters."

"The overall thrust is that we are no longer just broadcasters," McAuliffe said. "We are in the communications business. Most of our companies are into cable or other technologies. Even the guy running the small radio station is probably selling his subcarrier."

The five-day event at Chicago's Palmer House will take place not far from the organization's headquarters in Des Plaines, Ill., but, according to McAuliffe, it is far enough away from the industry's unofficial New York headquarters that attendance at the conference will be just a little off from the record set at last year's New York event. McAuliffe noted that the more than 1,000 people expected to attend will include over half the organization's membership.

The sessions begin Sunday, May 12, and will include panels discussing problems facing sales managers, the cost of news programming, radio station evaluations and cable advertising. There will also be a focus on improving communication and management skills. Exhibitors will include computerized management systems and collection services.

Monday's luncheon speaker will be Robert Butler, group executive vice president, NBC. The following day, Dan Cordtz, business editor for ABC News, will give the luncheon address.

Special events will include a private visit to Chicago's Art Institute and to the Museum of Science and Industry. BFM's silver anniversary dinner dance and floor show will take place Tuesday evening. □



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AWRT prepares for the 21st century

The title of the upcoming convention of the American Women in Radio and Television is a happy coincidence, according to AWRT President Jean Anwyll. "Coming Soon: The 21st Century... Are You Ready?" was not intended as an examination of today's frantic media takeover climate. Rather, said Anwyll, "the title reflects a trend taking place within AWRT" but "will be perceived as exactly what's needed now. We got lucky, frankly," she said.

"If there ever was a time when people realized the communications industry was in a state of flux, today is the day.

"We saw a need for the organization to develop a strategic business plan," Anwyll said, adding that technological changes will



Anwyll

force "changes in management styles" and even in advertising.

The future poses additional challenges for women, and the present is not without problems, she said. "Growth has slowed for women" in the past 12 to 24 months, in Anwyll's opinion. In broadcasting, however, she sees more opportunities for women in sales positions, from which people "historically progress into the top management ranks."

In broadcast ownership, Anwyll is encouraged by an FCC that she said is "leaning toward creating new ownership opportunities." Until now the market has only offered "none to some" opportunities, she said. AWRT is also working to have women given the same preferences, enjoyed by minorities, contrary to current FCC policy.

The current rash of takeovers "will mitigate against new opportunities," she said, "but on the plus side there will be increased FM drop-ins, and VHF drop-ins."

Anwyll has been a member of AWRT since 1966 and its national president since June 1984, one month after being promoted to president of McKinney/Public Relations in Philadelphia.

Anwyll began her career with industrial

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS **
Augat	First	\$63,054	-1	\$3,846	-49	\$0.22
Avnet	Third	\$362,331	-15	\$9,722	-58	\$0.27
Conrac	First	\$36,004	2	\$1,440	22	\$0.24
Financial News Net.	Second	\$2,324	40	\$4	NM	\$0.00
General Instrument	Fourth	\$226,134	-10	-\$34,872	NM	(\$1.09)
	Year	\$993,848	9	(\$9,600)	NM	(\$0.30)
Heritage	First	\$34,338	32	\$1,382	88	\$0.08
King World	Second	\$14,816	131	\$1,702	89	\$0.34
LIN Broadcasting	First	\$35,421	27	\$5,294	16	\$0.24
Multimedia	First	\$73,867	12	\$7,631	9	\$0.46
N.A. Philips	First	\$1,014,500	4	\$27,700	20	\$0.96
New York Times	First	\$327,900	10	\$32,300	32	\$0.81
Satellite Music Net.	First	\$2,880	177	\$6	NM	\$0.00
Time Inc.	First	\$747,392	8	\$44,038	1	\$0.70

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

Augat attributed decrease in revenue to variety of reasons, including "continuing decreased sales of products to the CATV industry." ■ Most recent quarter for **Financial News Network** showed first profitable results in company's history. In last year's first quarter, cable channel registered loss of \$1.6 million. ■ Fourth-quarter results for **General Instrument** included \$18-million write-off of company's investment in United Satellite Communications Inc. Frank G. Hickey, chairman and chief executive officer, also noted, "Decline in the cable TV and semi-conductor markets continues to depress order input and short-term profitability. During fiscal 1985, strong measures were taken to reduce costs and to better prepare the company for expected competitive pressure." Company provided inventory and accounts receivable reserves that reduced after-tax income by 54 cents per share. ■ **Heritage** said that for cable TV operations, revenue increased 22% to \$15.6 million; cash flow grew 24% to \$6.4 million, and operating income increased 17% to \$2.9 million. ■ **LIN Broadcasting** results included WISH-TV Indianapolis and WANE-TV Fort Wayne, Ind., which were acquired Feb. 29 of previous year. On comparable basis, company said revenue increased 15% in first quarter. Net income includes \$525,000 gain from sale of minority interest in Providence, R.I., cellular business. ■ **Multimedia** said broadcasting revenue increased 14% to \$27.5 million and cable revenue increased 13% to \$17.9 million. ■ Excluding nonrecurring, after-tax gain of \$2.8-million from sale of property, net income for **New York Times Co.** increased 20% in most recent quarter. In broadcasting/cable TV division, revenue increased 12% to \$15.5 million and operating profit increased 43% to \$1.5 million. ■ **North American Philips** cited "substantial improvement" in its cable TV product operations. ■ In first quarter of previous year, **Satellite Music Network** reported loss of \$561,478. ■ Operating income for **Time Inc.** rose 11% and revenue for Video Group rose 10% to \$334.5 million. Operating profit for Video Group increased 4% to \$57.2 million. Company said: "Lower profits at Home Box Office, due to somewhat disappointing subscriber results, were more than offset by higher earnings from American Television and Communications Corp." Last year's net income included gain of approximately \$9 million on sale of cable systems. Financial results of recently acquired publishing company, Southern Progress Corp., will be included beginning second quarter.

March, 1985

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January, 1985

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training and human engineering positions with Itek Corp., General Dynamics and Litton Industries. Later she joined Polaroid and worked her way to the top public relations job there. In the meantime she had become president of her local AWRT chapter and, after that, area vice president. She joined McKinney/Public Relations in 1979 as vice president.

Anwyll received her BA from Mount Holyoke, and her MBA from Harvard. She also serves on the board of directors of the Philadelphia Chamber of Commerce and the advisory board of the Businesswomen's Network and is director of the Philadelphia chapter of the Public Relations Society of America. □

Ratings results show revival of AOR

Latest Arbitron books show album oriented-rock format making audience gains

Industry speculation of two years ago that the death of album-oriented rock (AOR) radio was nearing seems to have been greatly exaggerated, if the latest winter Arbitron reports are any indication (BROADCASTING, April 29).

During the last rating period (Jan. 3

through March 27), AOR-formatted stations have enjoyed healthy gains in 12-plus metro share audience in many of the top markets in addition to gaining a large portion of the 25-to-34-year-old male radio listeners. In New York, for example, WNEW(FM) registered its largest overall share in its 19-year history, posting a 4.1. Some of the other major-market AOR stations that have increased their 12-plus share include: KLOS(FM) and KMET(FM), both Los Angeles, at 4.2 and 4.1, respectively; WLUP(FM) Chicago (3.5); WMMR(FM) Philadelphia (7.6); WRIF(FM) Detroit (6.6), and KSHE(FM) St. Louis (11.9). And topping their respective markets are WMMS(FM) Cleveland with a 12.8 12-plus share and WBCN(FM) Boston at 9.0.

"There's a whole resurgence happening in AOR," said program consultant Lee Abrams, partner in the Atlanta-based radio consulting firm of Burkhardt/Abrams/Michaels & Douglas. He said AOR stations are not compromising their music programming by attempting to reach the teen-age audience, which contemporary hit radio (CHR) stations have successfully captured. "Instead, AOR stations are 'superserving' their natural audience today, whose core is composed primarily of 25-to-34-year-old males," said Abrams. He added that many AOR outlets continue to do well in the 18-24 demographic.

Abrams also noted that AOR stations are playing a wider variety of rock "oldies," such as the Rolling Stones, Genesis and Crosby, Stills & Nash. He said some AOR stations are also airing more "eccentric" cuts that traditionally have not been indigenous to the format, such as an Elvis Presley or Beach Boys tune.

Jeff Pollack, a Los Angeles-based radio program consultant who consults both CHR and AOR stations as well as ABC Radio's youth networks, agrees with Abrams that album-rock stations are targeting slightly older demographics than in the past by not playing "heavy-metal" teen-age music and some CHR artists.

And AOR stations can rely on oldies that are exclusive to the format, he said. Pollack noted that the playlist for many AOR stations today tends to be composed of about 70% oldies and 30% current selections. "It is less important for these stations to break new artists."

However, Charlie Kendall, program director for Metromedia's WNEW(FM) New York, said his station, which has been rising steadily in the ratings for nearly two years, is not afraid to break new artists. "We are trying to beat the four CHR stations in town with certain new releases," said Kendall, who cited new songs by Prince, Cyndi Lauper and Duran Duran as recent examples.

Kendall said he prefers to describe WNEW(FM)'s format as contemporary adult rock 'n' roll rather than AOR. But, at the same time, he noted that the station tries to keep its sound very different from the CHR stations. "Our listeners know that they won't hear the same record every hour," he said. □



Computer confab. Television station and national representative officials received a first-hand report on Data Communications Corp.'s Buyline computerized interconnection system. The report included information on a test of an "Electronic Contract" application of Buyline that transmitted orders, changes, notifications and contracts between MMTsales in New York and wdvw-tv Washington. Orders are confirmed electronically and transferred from the station's national sales department to the traffic system. DCC said Electronic Contract "will be used to reduce the number of clerical entries of order and contract data throughout the cycle from avail request to order entry to the traffic system," speeding up spot buys. "Additionally," DCC said, "the system reduces the redundant manual and CRT entries that lead to more contract discrepancies and loss of revenue." DCC called the test "a success" and said Electronic Contract is likely to be available by July 15.

On hand for the meeting were (front row, l-r): Jack Poor, senior vice president/director support services, Blair; Flory Bramnick, manager, TeleRep Data Network, and Peter Goulazian, president, Katz Television Group.

Back row, l-r: Ed Pfeiffer, vice president/general manager, wovm-tv Washington; Peter Ryan, executive vice president, HRP; Bill Moll, president, Harte-Hanks Broadcasting; Bill Murray, director of information systems, Tribune Broadcasting; Joe Jerkins, vice president/general manager, kvue-TV Austin, Tex.; Jack Oken, president, MMT, and Rich Sheingold, vice president/general sales manager, Jaguar Stations, TeleRep.

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TELECASTINGS

Nielsen report

Television households viewed an average of seven hours and eight minutes of television per day this past season, an increase of 13 minutes over the 1983-84 season. That's the word from the latest "Nielsen Report on Television," which the rating service has published annually for 30 years.

February and July, representing the high and low points of the television viewing season, each showed increases. During February, television households viewed an average of seven hours and 38 minutes, while during July, TV households viewed an average of six hours and 26 minutes.

According to the report, television viewing is highest among households with three or more residents, in pay cable households, and in households with nonadults. The 8:30-9 p.m. time period continues to be the most watched half hour in the evening.

The Nielsen report answered a number of other questions:

What sort of households use their TV sets most (and how much do they use them)? Who make up the larger share of the prime time audience, men or women? What type of programming gets the biggest prime time audience? In videocassette recorder households, when is most recording done? What programs are most often recorded?

The answers are: Households with three or more people (more than 61 hours a week). Women. Adventure. While the set is off (59%). Programs broadcast by network affiliates (64%).

The brochure also outlines the characteristics of the viewing audience as well as the growth in viewing choices. Its 17 pages of charts and tables range from the number of viewing choices (64% of TV homes can receive nine or more TV channels, 83% when cable is counted) to rankings of the top 15 network programs as of last November, by audience demographics (*Dallas* was number one in total households and among women aged 18-plus, *60 Minutes* was first among men, 18-plus, *The Cosby Show* was first among teen-agers, 12-17, and *Knight Rider* was first among children, 2-11).

Copies are available at no charge from A.C. Nielsen Co., Nielsen Plaza, Northbrook, Ill. 60062.

Prime slot

At 8 p.m. on Tuesday, May 21, ABC will air *One Too Many*, a Highgate production, originally developed for the network's *After-school Special* series. The program portrays the problem of teen-age drinking by following a group of four high school students who must deal with a problem drinker and driver. The presentation has won the support of MADD (Mothers Against Drunk Driving) and SADD (Students Against Driving Drunk) as well as various educational organizations. ABC says the program has been scheduled to coincide with the upcoming prom season, and the network has prepared

What's in a name. Alan Landsburg Productions, a Los Angeles-based independent television production company, has been renamed Reeves Entertainment Group following the resignation of founder and chairman Alan Landsburg. Landsburg, who sold the firm to Reeves Communications in 1978, has formed The Landsburg Co. as a new production entity and has been succeeded at Reeves Entertainment by Merrill Grant, co-executive producer of Reeves's *Kate & Allie* CBS-TV series. ALP President Howard Lipstone becomes president of REG, which incorporates Grant-Reeves Entertainment and Reeves Cable. The firm will continue prime time series production and is considering expansion into basic and pay cable programming.

teacher guides for the broadcast. network has prepared teacher guides for the broadcast.

ABC switched the presentation to prime time because it believes "the program should be seen by the entire family and by the largest possible audience," according to Squire D. Rushnell, vice president, long-range planning and children's television.

ENG cooperative

The Cooperative Video Network, a television news service representing freelance ENG photographers and producers nationwide, has been formed with headquarters in Elmburst, N.Y., and crews in Los Angeles, Chicago, Washington, Miami and London

as well as Manhattan. Members of the cooperative, pooling their own video and editing facilities, prepare a feed tape distributed to stations for a monthly fee. The two-minute segments include sports, humor, life style and assigned features. CVN is also feeding six half-hour *VideoFashion News* programs containing three-minute segments on current designer offerings.

Looking back

Highlights of rare color film coverage of the last year of World War II can be seen in the American premiere of a documentary, *Normandy to Berlin: A War Remembered*, to be presented on public television Wednesday (May 8) at 9 p.m. NYT in commemoration of

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KFXM/KDUO	San Bernardino/Riverside	\$5,000,000
KPEN-FM	Los Altos (San Jose)	\$2,500,000
KDHI/KQYN	Twenty Nine Palms	\$1,450,000
KNDE/KNTN	Visalia (Fresno)	\$1,330,000
KIST-AM	Santa Barbara	\$1,260,000
KKBZ AM/FM	Santa Paula (Ventura)	\$1,100,000
KGOE-AM	Thousand Oaks	\$725,000
KXGO-FM	Arcata/Eureka	\$425,000

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the 40th anniversary of V-E Day.

The film was shot by George Stevens, the late Hollywood film director, while he was lieutenant colonel of a special Army film unit. Official Army coverage was in 35mm black and white, but Stevens also shot more than four hours of color footage with his own 16mm equipment. Highlights of this footage, said to be virtually the only color film of the European campaign, are interwoven in the documentary with radio speeches of major World War II figures and recollections of members of Stevens's unit.

The documentary was produced by the BBC. This week's showing was made possible by funding from public TV stations and a grant from E.F. Hutton Inc.

Science project

The National Science Foundation has produced five public service announcements for television broadcasters who wish to mark National Science Week, May 12-18. The spots feature the host of Public Broadcasting Service's *Newton's Apple*, Ira Flatow, child actors from PBS's *3-2-1 Contact*, and astronaut Sally Ride. National Science Week is sponsored by NSF, Du Pont, Eastman Kodak, General Electric and IBM. For free copies of the videocassettes, call Candace Greene, Burson-Marsteller, (202) 833-8550.

Electronic billboard

SilentRadio, an electronic "newsboard" service transmitted over the vertical blanking interval of broadcast television signals, will begin distribution next month via the facilities of WCFC-TV Chicago, representing the company's first expansion beyond the West Coast market. The company's parent, Cybernetic Data Products, has signed a licensing agreement with the UHF station's li-

Stormy weather. Programing on KXII(TV) Ardmore, Okla., continued uninterrupted on the evening of April 29, as three tornadoes ripped through the Ardmore area. Part of the roof was blown off the Ardmore studio by high winds, and rain damaged equipment. According to Ed Cain, KXII's news director, regular CBS programing was shown throughout the evening with occasional cut-ins from the damaged studio to report on the weather.

censee, Christian Communications of Chicago, for carriage of the Times Square-type newsboards, which contain news,

sports, weather and advertising messages. SilentRadio currently operates and programs more than 1,500 newsboards in the Los Angeles, San Francisco, Las Vegas and San Jose, Calif., television markets.

Wildlife watching

CBS Entertainment and Survival Anglia Ltd. have reached a long-term agreement whereby the latter will continue to provide wildlife specials for broadcast on CBS-TV. The network has aired more than a dozen such programs over the past decade, most recently *Polar Bear!*, airing last Friday night (May 3). Terms were not disclosed.



Helping hand. The phone lines were ringing off the hook at The National Center for Missing and Exploited Children last Monday night after the third broadcast by NBC of the made-for-TV movie, *Adam*. Among those at the phone banks was Florida senator Paula Hawkins (R-Fla.). President Reagan appeared at the end of the telecast urging viewers to look carefully at the pictures of missing children shown on the screen. The telecast proved successful as a number of missing children were brought together with their parents.

For the Record

As compiled by BROADCASTING, April 24 through May 2, and based on filings, authorizations and other FCC actions.

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

Ownership Changes

Applications

■ WKAB-TV Montgomery, Ala. (ch. 32; ABC; ERP vis. 1.236 kw; 123.6 kw; HAAT: 1,043; ant. height above

ground: 755 ft.)—Seeks assignment of license from Montgomery Independent Telecasters Inc. to Montgomery Alabama Channel 32 Operating Limited Partnership for \$10,225,000 cash. Seller is subsidiary of Bahakel Communications. Charlotte, N.C.-based station group of six AM's, seven FM's and five TV's owned by Cy N. Bahakel. Buyer is owned by Terrapin Communications, (99.9% general partner) and Michael S. Cutler (.01% limited partner). Terrapin is owned by Joseph D. Tydings (70%), Cutler (10%), Louis Frey (10%) and two others. It also owns WTXL-TV Tallahassee, Fla. Frey also has interest in Southern Start Broadcasting Group. Altamonte Springs, Fla.-based station group of three FM's and one TV. Filed April 23.

■ WAYD(AM)-WORJ(FM) Ozark, Ala. (AM: 1190 khz; 1 kw-D; FM: 103.9 mhz; 3 kw; HAAT: 190 ft.)—Seeks transfer of control of MSB Communications Inc. from stockholders to MSB Communications Inc. for \$13,000 cash and assumption of liabilities. If station is sold in 18 months transferors shall receive 30% of sale price over \$390,000. Seller is equally owned by William B. Blount, William J. Sanford and Stephen G. McGowan. It also recently purchased WULA(AM)-WKQK(FM) Eufaula, Ala. ("For the Record," April 15). Buyer is owned by Stephen G. McGowan, who, with other interests, is also app. for new FM in Mary Esther, Fla. Filed Apr. 22.

■ KKA(FM) Arizona City, Ariz. (106.3 mhz)—Seeks assignment of license from Doynen Forney to The Alpha Group for \$250,000, comprising \$55,000 cash and remain-

der note at 10%. Seller is owner of KGLR(AM) Tucson, Ariz. Buyer is owned by David L. Tucker (40%), Peggy J. Goth (40%) and John Saathoff (20%). It has no other broadcast interests. Filed April 22.

■ KYDE(AM) Pine Bluff, Ark. (1590 khz; 1 kw-D)—Seeks assignment of license from Southwest Communications Inc. to Elmer Dancy for \$385,000 cash. If buyer cannot find financing, seller will finance for additional \$383,000 down and \$355,000 note at 13.5% over seven years. Seller is equally owned by George S. Ivory, president, James E. Moore and Alonzo D. Williams. It has no other broadcast interests. Buyer owns oil company in Pine Bluff, and has no other broadcast interests. Filed April 21.

■ KCLM(AM) Redding, Calif. (1330 khz; 5 kw-D)—Seeks assignment of license from DeBeau Broadcasting of California Inc. to Jeffrey Broadcasting Corp. for \$495,000, comprising \$80,000 cash, assumption of notes of \$383,000 and remainder note at 10% over 10 years. Seller is owned by Lawrence N. DeBeau, who is app. for new FM in Vero Beach, Fla. Buyer is owned by Leonard Freeman (37.5%), his wife, Nancy (37.5%), and her mother, Jeanette Aldi (25%). It has no other broadcast interests. Freeman is former vice president-controller of Broad Street Communications, New Haven, Conn. Filed April 23.

■ WCCZ(AM) New Smyrna Beach, Fla. (1550 khz; 1 kw-D)—Seeks assignment of license from Tolun Advertising and Public Relations Inc. to Ankney-Phillips Inc. for \$310,000, comprising \$65,000 cash, and remainder of note

at 10% over 15 years. Seller is principally owned by Brian Tolby, who has no other broadcast interests. Buyer is equally owned by Hugh K. Phillips and Charles W. Ankney. They have no other broadcast interests. Phillips' son, Kurt, is staff announcer at KCHI(AM) Chillicothe, Mo. Ankney's wife, Laura, is engineer at KTCA-TV St. Paul, Minn. Filed April 26.

■ WPDQ(AM) Jacksonville, Fla. (1460 kHz; 5 kw-U)—Seeks assignment of license from BENI of Jacksonville Inc. to Metroplex Communications Inc. for \$785,000, comprising \$385,000 cash and remainder assumptions and notes. Seller is Philadelphia-based station group of two AM's and three FM's, principally owned by Ragan A. Henry. Buyer is Cleveland-based station group of one AM and four FM's, principally owned by Norman Wain and Robert Weiss. It also owns co-located WFYV-FM. Filed April 26.

■ WLET-AM-FM Toccoa, Ga. (AM: 1420 kHz; 5 kw-D; 106.1 mhz; 100 kw; HAAT: 285 ft.)—Seeks assignment of license from Kelott Inc. to Faver Broadcasting Group Ltd. for \$1.8 million, comprising \$540,000 payable in annual installments of \$150,000 with interest of 12.25%, \$390,000 over two and one half years at 12.25%, and remainder note at 10.75% over 10 years, with balloon payment in 10th year. Seller is principally owned by H. Otto MacDonald, who has no other broadcast interests. Buyer is principally owned by Ronald J. Verlander and William O. Woodall. It owns WGAF(AM) Valdosta and WTGQ(FM) Cairo, both Georgia, and WSMY(AM)-WPTM(FM) Roanoke Rapids, N.C., and WVVN(AM) Vienna, Ga. Filed April 29.

■ WIOU(AM)-WZWF(FM) Kokomo, Ind. (1350 kHz; 5 kw-D; 1 kw-N; FM: 93.5 mhz; 3 kw; HAAT: 340 ft.)—Seeks transfer of control of Kokomo Community Service Radio from David C. Keister and Jeffrey L. Hancock to Caravelle Broadcast Group of Indiana for \$2.1 million, comprising \$600,000 cash, \$550,000 note and remainder mortgage payment. Seller is owned by Keister (95%) and Hancock (5%). Keister owns WMCB(AM)-WCBK(FM) Martinsville, Ind.; WOFR(AM)-WCHO(FM) Washington Court House, Ohio; WIFE(AM)-WCNB(FM) Cornersville, Ind., and is app. for LPTV in Kokomo. Buyer is owned by Howard L. Schrott (10%), Robert E. Beacham (10%), Richmond G. Bernhardt (10%), Roger L. MacBride (12%) and 32 others. It also owns WISP(AM)-WQDW(FM) Kinston, N.C., and WAIZ(AM)-WQFX(FM) Gulfport, Miss. Filed April 25.

■ WIEL(AM) Elizabethtown and WKMO(FM) Hogenville, both Kentucky (AM: 1400 kHz; 1 kw-D; 250 w-D; FM: 106.3 mhz; 1.5 kw; HAAT: 300 ft.)—Seeks transfer of control of Elizabethtown Broadcasting Co. from Moninda D. Coyle, Stokely Bowling trust, Holley F. Skidmore trust, Helen Tabb, Cyrus and Janet H. Ansary and Joanna Willmoth to Ken and Darlene Trimble, Michael and Moninda Coyle, Accumetric Inc. and Investment Services International Inc. for \$375,000, comprising \$100,000 and remainder note at 10% over five years. Sellers, Bowling, Skidmore, Tabb and Coyle, have interest in WLBN(AM)-WLSK(FM) Lebanon, Ky., which has recently been sold to the partnership of James V. Hartlage, Coyle's own 30% and Trimble's own 20%. Filed April 23.

■ WCDS(AM) Glasgow, Ky. (1440 kHz; 5 kw-D)—Seeks assignment of license from John M. Barrick to Group Four Christian Broadcasters Inc. for \$250,000 cash. Seller owns WOVO(FM) Glasgow. Buyer is owned by Cleo Hogan (49%) and Howard M. Gosser (51%). Hogan is medical administrator in Glasgow. Gosser is former general manager of WGRB(TV) Campbellville, Ky. It has no other broadcast interests. Filed April 22.

■ WJDA(AM) Quincy and WESX(AM) Salem, both Massachusetts (WJDA: 1300 kHz; 1 kw-D; WESX: 1230 kHz; 1 kw-D; 250-N)—Seeks transfer of control of, respectively, South Shore Broadcasting Co. and North Shore Broadcasting Corp. from Ruth S. Asher (80.7% before; 12.1% after) to James (13.5% before; 43% after), Joan (29% before; 29% after) and Ruth Asher (80.7% before; 38% after) for no consideration. Seller is mother of buyers. None have other broadcast interests. Filed April 19.

■ KBCC(AM) Cuba, Mo. (1410 kHz; 1 kw-D)—Seeks transfer of control of Crawford Broadcasting Co. from Michael A. Robinson and his wife, Linda, to Glen Pellet (99%) and Ralph Herron (1% for assumption of \$335,482.75 and \$21,337.86. Additionally, Robinson will be employed by station for no less than six months. Seller has no other broadcast interests. Buyer, Herron, is principal at Cuba Jr. High School. Pellet is St. Louis industrialist, neither has other broadcast interests. Filed April 29.

■ WMRL(FM) Rotterdam, N.Y. (98.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from MRLJ Enterprises, A Partnership to Eric W. Reid for no consideration. Seller is owned by Reid (30%); his wife, Marie (30%); Larry Curtis (40%), and his wife, Jacqueline (20%). It has no other broadcast interests. Buyer has interest in app.'s for new FM's in Northampton and Truro, both Massachusetts. Filed April 29.

■ WBLA(AM) Elizabethtown, N.C. (1440 kHz; 5 kw-D)—Seeks transfer of control of Bladen Broadcasting Corp. from stockholders to David, Eunice and Lyn Shaw for \$200,000, comprising \$20,000 cash and remainder note at 10% over eight years. Seller is owned by Robert G. Hester (43%); B.F. Stone (35.5%); estate of C.C. Clark (18.5%), and two others. None have other broadcast interests. Buyers have no other broadcast interests. Filed April 24.

■ KTAT(AM)-KYBE(FM) Frederick, Okla. (AM: 1570 kHz; 95.9 mhz; 3 kw; HAAT: 190 ft.)—Seeks assignment of license from Heritage Broadcasting Inc. to Breckenridge Broadcasting Co. for assumption of \$200,000 liabilities. Seller is owned by George Day and Roy Parker. Parker owns KCOM-AM-FM Comanche, and KIUN(AM)-KPTX(FM) Pecos, both Texas. Day owns KFST(AM)-KPHJ(FM) Fort Stockton, Tex. Buyer is Breckenridge, Tex.-based station group of two AM's and three FM's, owned by David Bullion and Owen Woodward. Woodward's children, Bryan, Cynthia and Brad Woodward own KSTB(AM) Breckenridge. Filed April 19.

■ WHEX(AM) Columbia, Pa. (1580 kHz; 500 w-D)—Seeks assignment of license from Columbia Broadcasting Corp. to Hadley Media Corp. for \$80,900, comprising \$20,000 cash and remainder note at 10%. Seller is principally owned by Ralph Gaze, who has no other broadcast interests. Buyer is owned by Theodore R. Byrne, who has no other broadcast interests. Filed April 24.

■ WGLU(FM) Johnstown, Pa. (92.1 mhz; 166 w; HAAT: 1,042 ft.)—Seeks assignment of license from Conemaugh Communications Corp. to Hamilton Communications Inc. for \$400,000 cash. Seller is principally owned by Fred Glosser, who has 2.5% interest in WTHX(TV) Johnstown, Pa. Buyer is owned by Robert J. Hamilton (70%) and James London (30%). It also owns WCRQ(AM) Johnstown, Pa. Hamilton is nation's first operations manager of RKO Radio. Filed April 24.

■ WYAK-AM-FM Surfside Beach-Garden City, S.C. (AM: 1270 kHz; 5 kw-D; FM: 103.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Lower Grand Strand Broadcasting Inc. from Robert E. Johnson, Delores P. Martin, Donnie Todd, J. Stanley Bird and James Arakas (20% each before; none after) to Ellek Seymour for \$1,560,000 cash. Sellers have no other broadcast interests. Buyer is owner of Resort Broadcasters, Ocean City, Md.-based station group of four AM's and four FM's. Filed April 24.

■ KCRM(FM) Cameron, Tex. (101.7 mhz; 3 mhz; HAAT: 300 ft.)—Seeks assignment of license from David C. Jones to KCRM Broadcasting Inc. for \$225,000, comprising \$125,000 cash and remainder note at variable prime rate, with caps of 10% and 15%. Seller is owner of KTAM(AM)-KORA-FM Bryan, Tex. Buyer is owned by Paul Mayes Jamar, who also owns KGID(FM) Giddings, Tex. His father, William Jamar, owns KBWD(AM)-KXOE(FM) Brownwood, Tex., and is in KSNY-AM-FM Snyder, Tex. Filed April 24.

■ WJLA(AM) Washington, D.C. (1300 kHz; 5 kw-D)—Seeks assignment of license from WJLA to Robert J. Lucci, Jr. for \$200,000, comprising \$25,000 cash, assumption of \$84,071.23 and remainder note at 10% over 10 years. Seller is principally owned by Paul T. Lucci. It has no other broadcast interests. Buyers have no other broadcast interests. Filed April 29.

New Stations

AM's

■ Bellefonte, Ark.—Harrison Radio Station Inc. seeks 1600 kHz; 500 w-D. Address: 80 South Pine Street, Harrison, Ark. 72601. Principal is owned by J. Morgan Dowdy; Charles Dowdy, C. Wayne Dowdy, Ron Harvel (22.5% each) and Richard Smith (10%). It also owns KCWD(FM) Harrison, Ark. Charles Dowdy, and his sons, J. Morgan Dowdy and C. Wayne Dowdy, own three AM's and five FM's, and have been granted new FM station in Lamesa, Tex. Morgan Dowdy also owns WMCB(FM) Milan, Ga., and is app. for new FM in Milan. Their brother, Charles's son, John A. Dowdy, owns WMGR(AM)-WJAD(FM) Bainbridge, Ga. C. Wayne Dowdy is Democratic congressman from fourth district of Mississippi. Filed April 23.

■ *Galena, Ark.—Big River Public Broadcasting Corp. seeks 910 kHz; 5 kw-U. Address: P.O. Box 165, 99741. Principal is nonprofit corporation headed by Harry E. Purdy. It has no other broadcast interests. Filed April 24.

New TV's

■ Bakersfield, Calif.—Gamez Communications Limited Partnership seeks ch. 48; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 393.5 ft.; ant. height above ground: 471.8 ft. Address: 3021 Crest Ave., 93306. Principal is partnership of

11, with Rachel Gamez as general partner and largest stockholder. It has no other broadcast interests. Filed April 22.

■ Bakersfield, Calif.—Crown City TV Inc. seeks ch. 48; ERP vis. 2,592 kw; aur. 538 kw; HAAT: 3,742 ft.; ant. height above ground: 235 ft. Address: 840 Sierra Madre Blvd., San Marino, Calif. 91108. Principal is owned by Edward J. Flynn (25%); his wife, Priscilla (15%); Loretta Hall (15%), and five others. It has no other broadcast interests. Flynn's daughter, Catherine, is app. for new FM in San Diego. Filed April 22.

■ Bakersfield, Calif.—Harold L. Mullican seeks ch. 48; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 942 ft.; ant. height above ground: 372 ft. Address: 8608 West 72d St., Overland Park, Kan. 66204. Principal has no other broadcast interests. Filed April 22.

■ Bakersfield, Calif.—Bakersfield Television Associates seeks ch. 48; ERP vis. 1,738 kw; aur. 173.8 kw; HAAT: 3,728 ft.; ant. height above ground: 224 ft. Address: 6309-A West Halfmoon Dr., 93306. Principal is owned by Gene Denari (4.4%), John J. Martinez (5.6%), Leroy Jackson (1%) and Lance Smigel (89%). It has no other broadcast interests. Filed April 22.

■ Bakersfield, Calif.—Liberty Broadcasting Corp. seeks ch. 48; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,300 ft.; ant. height above ground: 449 ft. Address: 5300 California Ave., 93309. Principal is equally owned by Mary Ann Gutcher, Deborah L. Rudnick and Remy Ortiz and his wife, Betty. It has no other broadcast interests. Filed April 22.

■ Tonopah, Nev.—Castle Communications seeks ch. 9; ERP vis. 10.79 kw; aur. 2.16 kw; HAAT: 982 ft.; ant. height above ground: 58 ft. Address: P.O. Box 3669, 89049. Principal is owned by Vernon Petersen, who has no other broadcast interests. Filed April 22.

■ Myrtle Beach, S.C.—Moore Broadcast Industries Inc. seeks ch. 32; ERP vis. 795 kw; aur. 79.5 kw; HAAT: 530 ft.; ant. height above ground: 528 ft. Address: 9600 N. Kings Highway, 29577. Principal is owned by R.M. Moore (51%) and Luke Green (49%). Moore has interests in WCGG-TV Greenwood, S.C. Green has interest in publisher of *Columbia State and Record*, daily newspapers in Columbia, S.C. Filed April 24.

■ Cookeville, Tenn.—Sandra J. Lewis seeks ch. 28; ERP vis. 1,051.2 kw; aur. 105.12 kw; HAAT: 426.6 ft.; ant. height above ground: 181 ft. Address: Rt. 8, Box 273, Sparta, Tenn. 38583. Principal has no other broadcast interests. Filed April 22.

■ Cookeville, Tenn.—Robin C. Brandt seeks ch. 28; ERP vis. 1,800 kw; aur. 180 kw; HAAT: 1,050 ft.; ant. height above ground: 730 ft. Address: 1012 Third St., Altoona, Pa. 16601. Principal is also app. for new TV's in Cadillac, Mich.; Pine Bluff, Ark.; Clermont, Fla., and McComb, Miss. Filed April 22.

■ Hendersonville, Tenn.—Channel 50, Tennessee Broadcasting Limited Partnership seeks ch. 50; ERP vis. 1,370 kw; aur. 137 kw; HAAT: 781 ft.; ant. height above ground: 470 ft. Address: 3521 Chesapeake Dr., Nashville, Tenn. 37207. Principal is owned by W. Mearl Purvis, Community Affairs manager at WSMV-TV Nashville. Filed April 22.

■ Hendersonville, Tenn.—Sumner County Television Inc. seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 777 ft.; ant. height above ground: 463 ft. Address: 1 Music Village Blvd., 37075. Principal is owned by Ronald L. Bledsoe (30%), L.H. Hardaway (35%) and Gilbert M. Biggers (35%). It has no other broadcast interests. Filed April 22.

■ Hendersonville, Tenn.—Peggy Gutierrez seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,306 ft.; ant. height above ground: 1,006 ft. Address: 1405 East Wilson Dr., Las Vegas, Nev. 89101. Principal has no other broadcast interests. Filed April 22.

■ Arlington, Tex.—Arlington Minority Broadcasters seeks ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,725.6 ft.; ant. height above ground: 1,500.6 ft. Address: 7821 Sunfield Dr., Cincinnati 45237. Principal is owned by Darlene Riggins (40%), Sheila Logan (30%), Virginia Wiggins (20%) and Rodney Berry (10%). It has no other broadcast interests. Filed April 22.

■ Arlington, Tex.—Sandra Carol Blevins seeks ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,658 ft.; ant. height above ground: 1,545 ft. Address: 106 Skyline Dr., Plano, Tex. 75074. Principal has no other broadcast interests. Filed April 22.


■ Arlington, Tex.—Arlington Communications Inc. seeks ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 437 ft.; ant. height above ground: 317 ft. Address: 2319 Kearney, Laredo, Tex. 78040. Principal is Jenny Lidsky, who has no other broadcast interests. Filed April 22.

■ Arlington, Tex.—Channel 68, North Texas Limited Partnership seeks ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,725.6 ft.; ant. height above ground: 1,500.6 ft. Address: 13124 Rosser Rd., Dallas 75244. Principal is

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owned by Gloria Castro. It has no other broadcast interests. Filed April 22.

■ Arlington, Tex.—Johnson Television Ltd. seeks ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,445 ft.; ant. height above ground: 1,250 ft. Address: Plaza of the Americas, 650 N. Pearl, Suite 26, Dallas 75201. Principal is equally owned by Charles Johnson, Daniel B. Hayslett and George R. Harder. Harder is vice president of Chronicle Broadcasting Co., San Francisco-based station group of four TV's. Hayslett is owner of Dan Hayslett & Associates, media brokerage firm. Filed April 22.

■ Arlington, Tex.—Rosario Leon seeks ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,614.1 ft.; ant. height above ground: 1,425 ft. Address: 1601 North 29th, McAllen, Tex. 78501. Principal is marketing representative for KRIO(AM) McAllen, Texas. Filed April 22.

■ Arlington, Tex.—Southwest Communications Ltd. seeks ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,375 ft.; ant. height above ground: 1,180 ft. Address: 1473 Bar Harbor Dr., Dallas 75234. Principal is owned by Laura A. Wiley (10% general partner) and David H. Wagner (90% limited partner). It has no other broadcast interests. Filed April 19.

■ Arlington, Tex.—Briscoe Broadcasting Ltd. seeks ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,440 ft.; ant. height above ground: 1,245 ft. Address: 2016 Evans Ave., Fort Worth, Tex. 76104. Principal is owned by Rosanna Briscoe (51%); her father, Leonard Briscoe, and her brother, Edward Briscoe (24.5% each). It is app. for 74 LPTV's. Filed April 22.

■ Arlington, Tex.—The LouRay Corp. seeks ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,381 ft.; ant. height above ground: 1,186 ft. Address: 2200 Hemphill, Fort Worth, Tex. 76110. Principal is owned by Louis Zapata (20% voting stock); Dione Ann Bagsby (20% vs); Quincy Rayline Binion (20% vs); her husband, Warren W. Binion (20% nvs), and their son, Warren S. Binion (14% nvs) and Gary S. Smithwick (6% nvs). It has no other broadcast interests. Smithwick is Washington attorney and president and 25.5% owner of WLXI-TV Greensboro, N.C. Filed April 24.

■ Arlington, Tex.—Sammy A. Thornton seeks ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 696 ft.; ant. height above ground: 535 ft. Address: 1007 Wind Ridge Circle, Duncanville, Tex. 75137. Principal has no other broadcast interests. Filed April 22.

■ Arlington, Tex.—Magdalena Pena Crosby seeks ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,039 ft.; ant. height above ground: 973 ft. Address: P.O. Box 556, Falfurrias, Tex. 78355. Principal has no other broadcast interests. Filed April 19.

Facilities Changes

Applications

AM's

Tendered

- WZEP (1460 khz) De Funiak Springs, Fla.—Seeks CP to increase power to 5 kw. App. April 26.
- KTMI (700 khz) Newport, Wash.—Seeks mod. of CP to change TL; change power to 5 kw; change DA-2, and make changes in ant. sys. App. April 23.

Accepted

- WHZI (1170 khz) Hanceville, Ala.—Seeks MP to make changes in ant. sys. and change TL. App. April 24.
- WPLO (590 khz) Atlanta—Seeks mod. of lic. to change SL. App. April 29.
- New (1480 khz) Gooding, Idaho—Seeks MP to make changes in ant. sys. App. April 24.
- WSRO (1470 khz) Marlborough, Mass.—Seeks MP to make changes in ant. sys. App. April 29.
- WPON (1460 khz) Pontiac, Mich.—Seeks mod. of lic. to change SL to 2222 Franklin Road, Bloomfield Hills, Mich. App. April 23.
- WPON (1460 khz) Chippewa Falls, Wis.—Seeks mod. of lic. to change SL to 944 Harlem St., Altoona, Wis. App. April 23.

FM's

Accepted

- *KGOD (90.3 mhz) Wasilla, Alaska—Seeks mod. of CP

to make changes in ant. sys. App. April 29.

■ KZZZ (92.7 mhz) Kingman, Ariz.—Seeks CP to change freq. to 94.7 mhz; change TL; change ERP to 25,226 kw, and change HAAT to 3,640.48 ft. App. April 24.

■ KERG (100.1 mhz) Garberville, Calif.—Seeks CP to change ERP to 51 kw and change HAAT to 2,517 ft. App. April 29.

■ WQPD (94.3 mhz) Lake City, Fla.—Seeks mod. of lic. to install new transmission sys. App. April 26.

■ WXLC (102.3 mhz) Waukegan, Ill.—Seeks mod. of lic. to install new aux. transmission line. App. April 26.

■ WZZY (98.3 mhz) Winchester, Ind.—Seeks mod. of lic. to change SL. App. April 23.

■ KROK (92.1 mhz) De Ridder, La.—Seeks mod. of CP to change SL to transmitter site. App. April 23.

■ KJAE (95.3 mhz) Leesville, La.—Seeks CP to make changes in ant. sys. and change HAAT to 328 ft. App. April 29.

■ KBYZ (96.5 mhz) Bismarck, N.D.—Seeks mod. of CP to change SL to 4303 W. Memorial Highway, Mandan, N.D. App. April 23.

■ KSDW (100.9 mhz) Sulphur, Okla.—Seeks mod. of lic. to move SL outside of community of lic. App. April 24.

■ WZGO (106.1 mhz) Philadelphia—Seeks mod. of lic. to install new ant. sys. App. April 23.

TV's

Accepted

■ WWAT (ch. 53) Chillicothe, Ohio—Seeks MP to change ERP to vis. 615 kw, aur. 61.5 kw; change ant., and change TL. App. April 23.

■ KXTL (ch. 40) Sacramento, Calif.—Seeks CP to change HAAT to 2,010 ft. App. April 25.

■ WKRG-TV (ch. 5) Mobile, Ala.—Seeks CP to install nontype-accepted aural transmitter exciter at licensed facility. App. April 24.

Actions

AM's

■ WCNN (680 khz) North Atlanta, Ga.—Granted app. to make changes in ant. sys. and change TL. Action April 23.

■ WJNN (1180 khz) Newburgh, Ind.—Granted app. to increase power to 1 kw. Action April 22.

■ WNDZ (750 khz) Portage, Ind.—Granted app. to change TL. Action April 23.

■ WQMR (1160 khz) Skowhegan, Me.—Granted app. to add night service with 1 kw; change freq. from 1150 khz to 1160 khz, and make changes in ant. sys. Action April 16.

■ WBGR (860 khz) Baltimore—Granted app. to make changes in ant. sys. Action April 23.

■ WBZE (1030 khz) Indian Head, Md.—Granted app. to make changes in ant. sys. Action April 23.

■ KJEL (1080 khz) Lebanon, Mo.—Granted app. to change freq. to 750 khz. Action April 23.

■ KTEK (1110 khz) Alvin, Tex.—Granted app. to increase power to 2.5 kw and make changes in ant. sys. Action April 16.

■ KWYZ (1230 khz) Everett, Wash.—Granted app. for aux. ant. authority at present TL. Action April 17.

■ KOJO (1210 khz) Laramie, Wyo.—Granted app. to change TL and reduce power to 10 kw, non-DA daytime. Action April 18.

FM's

■ KMLE (107.9 mhz) Chandler, Ariz.—Granted app. to change HAAT to 1,001 ft. Action April 23.

■ WZZY (98.3 mhz) Winchester, Ind.—Granted app. to change SL. Action April 24.

■ KFTS (101.7 mhz) Fort Scott, Kan.—Granted app. to change HAAT to 328 ft. Action April 18.

■ *WINC (90.5 mhz) Worcester, Mass.—Granted app. to correct coordinates. Action April 24.

■ KLKS (95.3 mhz) Breezy Point, Minn.—Granted app. to change HAAT to 328 ft. Action April 23.

■ WHAY (105.5 mhz) Aberdeen, Miss.—Granted app. to change TL and change HAAT to 300 ft. Action April 18.

■ KRSN-FM (98.5 mhz) Los Alamos, N.M.—Granted app. to change TL; change ERP to 94,421 kw; change HAAT to 1,781 ft., and make changes in ant. sys. Action April 23.

■ WPLJ (95.5 mhz) New York—Granted app. to change

ERP to 6.9 kw and change HAAT to 1,335 ft. Action April 18.

■ WYYY (94.5 mhz) Syracuse, N.Y.—Granted app. to install new transmission sys. Action April 24.

■ WDVE (102.5 mhz) Pittsburgh—Granted app. to change SL to 200 Fleet St., Pittsburgh. Action April 15.

■ WREI (98.3 mhz) Quebradillas, P.R.—Granted app. to change TL and change HAAT to 1,099 ft. Action April 24.

■ KKBH (93.3 mhz) Port Lavaca, Tex.—Dismissed app. to change ERP to 100 kw and change TL. Action April 11.

■ KPCB (102.3 mhz) Rockport, Tex.—Granted app. to change TL; change HAAT to 328 ft., and move SL outside community of lic. Action April 18.

■ *WJYJ (90.5 mhz) Fredericksburg, Va.—Dismissed app. to change ERP to 50 kw and change HAAT to 538 ft. Action April 17.

■ WJJR (98.1 mhz) Rutland, Vt.—Granted app. to install new transmission sys. Action April 24.

TV's

■ WDBB (ch. 17) Tuscaloosa, Ala.—Granted app. to change ERP to vis. 3,680 kw, aur. 368 kw; change HAAT to 2,215 ft., and change TL. Action April 22.

■ KUTP (ch. 45) Phoenix—Granted app. to change ERP to vis. 3,020 kw, aur. 302 kw; change HAAT to 1,792 ft., and change ant. Action April 19.

■ WJXT (ch. 4) Jacksonville, Fla.—Granted app. to change transmitter coordinates. Action April 18.

■ WTLV (ch. 12) Jacksonville, Fla.—Granted app. to change coordinates. Action April 18.

■ KUTF (ch. 32) Salem, Ore.—Granted app. to change HAAT to 842 ft.; change ant., and change TL. Action April 18.

■ WTGS (ch. 28) Hardeeville, S.C.—Granted app. to move main studio location outside community of lic. Action April 22.

■ WJWT (ch. 16) Jackson, Tenn.—Granted app. to change HAAT to 572 ft. Action April 18.

■ KSUZ-TV (ch. 15) Abilene, Tex.—Granted app. to change ERP to vis. 2,858 kw, aur. 285.8 kw; change HAAT to 1,417 ft.; change ant., and change TL. Action April 18.

■ KRWY (ch. 11) Rawlins, Wyo.—Granted app. to change HAAT to 230 ft. and change ant. characteristics. Action April 19.

Summary of broadcasting as of March 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,778	170	4,948
Commercial FM	3,757	418	4,175
Educational FM	1,185	173	1,358
Total Radio	9,720	761	10,481
FM translators	789	444	1,233
Commercial VHF TV	539	23	562
Commercial UHF TV	370	222	592
Educational VHF TV	115	3	118
Educational UHF TV	182	25	207
Total TV	1,206	273	1,479
VHF LPTV	217	74	291
UHF LPTV	123	136	259
Total LPTV	340	210	550
VHF translators	2,889	188	3,055
UHF translators	1,921	285	2,216
ITFS	250	114	364
Low-power auxiliary	624	0	624
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,339	53	12,391
Aural STL & intercity relay	2,835	166	3,002

* Includes off-air licenses.

Call Letters

Applications

Call	Sought by
New FM's	
KFXZ	Maurice Broadcasting, Maurice, La.
*KJVS	Charity Educational Broadcasting Foundation, Baker, Ore.
*KOSJ	Temple Educational Broadcasting Foundation, Pendleton, Ore.
*KDTD	Caprock Educational Broadcasting Foundation, Plainview, Tex.

Existing AM's

WSOL	WBOZ Gauthier and Rodriquez Radio Associates, San German, P.R.
WQSF	WMBG Richmond Radio Limited Partnership, Williamsburg, Va.

Existing FM

WQSF-FM	WQKS Richmond Radio Limited Partnership, Williamsburg, Va.
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Grants

Call	Assigned to
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New AM

KIDI	Valley Broadcasting Co., Gooding, Idaho
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New FM's

KKAC	King Country Broadcasters, Soldotna, Alaska
KAWA	Hualapai Broadcasters Inc., Kingman, Ariz.
WJDJ	Lenn R. Pruitt, Burnside, Ky
KBJJ	Garamella Broadcasting Co., Marshall, Minn.
WMRL	MRLJ Enterprises, Rotterdam, N.Y.
WJBS	Juniata Broadcasting Co., Millifintown, Pa.
KREH	Randy E. Henry, Sisseton, S.D.

New TV's

KJML	Josie Moore, Hilo, Hawaii
*KETE	Educational Television of the Southwest Inc., Fort Worth
KABB	Alamo Broadcasting Corp., San Antonio, Tex.
WVGI	American Paradise Television Ltd., Charlotte Amalie, VI.

Existing AM's

WRRF	WITN Tar Heel Broadcasting System Inc., Washington, N.C.
WQKZ	WJDS Bolivar Broadcasting Service Inc., Bolivar, Tenn.
KRNN	KLLS KSDR Inc., Terrell Hills, Tex.
KZZU	KLHT Highsmith Broadcasting Co., Spokane, Wash.

Existing FM's

WBRF	WBOB-FM Blue Ridge Radio Inc., Galax, Va.
WQKZ-FM	WQKZ Bolivar Broadcasting Service Inc., Bolivar, Tenn.
KZZU-FM	KZZU Highsmith Broadcasting Co., Spokane, Wash.

Existing TV

KORC	KMTB Mount Baker Broadcasting Co., Anacortes, Wash.
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Sales manager. Small market Southeast FM group seeking leader with ideas. Must carry own list while helping sales team set and reach their goals. Grow with us. Resumes, sales history, references to Box K-141. EOE.

General manager. 100 KW FM, southeast Montana. Great opportunity for person with proven sales record who can manage. 60 W. Fourth St., St. Paul, MN 55102.

General sales manager. AM/FM combo. Highly rated stations, good revenue, experienced only. Ability to train and motivate. Very good growth opportunity. Resume/references to WTIP/WVSR, Box 3697, Charleston, WV 25336. Equal opportunity employer.

General sales manager—hands-on manager. AM/FM station, LaGrange, TX. If you can demonstrate success in this market, will have opportunity to move up to top 50 markets. Excellent salary/benefits with multi-operator. Resume to P.O. Box 27206, Houston, TX 77027.

Manager. New station, Cadillac, MI. Class A/FM. Must have strong sales/sales management experience. Will be on air in one to 2 months. Phone evenings EDT, 517-321-1763.

Director of radio. Dynamic public broadcasting organization, northeast, looking for highly-motivated self-starter as director of radio/station manager for one of few community-owned public radio AM-FM combinations. AM is 5000 watt fulltimer with only all news format in public radio; FM is 105,000 watt classical music operation. Staff of 38 full/16 partimers serves weekly cume audience of around 150,000. Annual budget: \$1,500,000. Transmission, production equipment all less than 5 years old. As division head, you report directly to president; are responsible for day-to-day management, budgeting, planning, preparing policy recommendations, motivating & leading excellent staff which has won numerous CPB, AP, UPI, etc., awards. Affiliated with strong community public TV station; currently adding second public TV operation. Previous general management experience a must, public radio and on-air fundraising experience very helpful; familiarity with all-news radio a definite plus. If you're interested in challenging position with all-news radio growing organization, send resume/salary history/requirements to President, WEBR/WNED-FM, Department BC, P.O. Box 1263, Buffalo, NY 14240. No phone calls, please. Top public radio salary; excellent benefits.

General manager Class C FM, exciting top 100 Western city, needs qualified manager for July opening. Must have successful history of previous station management and staff leadership, plus strong track record in sales management. Large group operator offers excellent base salary plus incentives, an auto, and super benefits package. Final candidates will be carefully screened by executive search firm. If interested in this exciting & challenging management position send detailed resume/earnings history in confidence to Box M-16 EOE-M/F.

HELP WANTED SALES

Sales manager for world wide religious/commercial radio group. Excellent opportunity. Salary plus commissions. Extensive travel required. Advancement to VP/IGM possible. Call Jim Slaughter, Beacon Broadcasting, 404-324-1271.

Sunbelt Christian music station seeks aggressive salespersons. Excellent opportunities and benefits. Salary Based on experience. Resume to KLMB, P.O. Box 21480, Shreveport, LA 71120.

Community Club Awards (CCA), 30 year old media merchandising plan, has immediate openings for regional sales representatives. Fulltime, Monday-Friday travel. Media management sales required. Draw against substantial commission. Call/write for personal interview. John C. Gilmore, President, P.O. Box 151, Westport, CT 06881, 203-226-3377.

Quickly growing NE group seeks account execs. who can street sell & have poise, finesse & smarts to be groomed for management positions. Will consider training top notch college grads. Write Box K-107.

Sales manager. Central PA FM. Prove your ability, become GM in one year. Must carry own list, must be highly-motivated. Absentee owner. Resume/income requirements to Box K-133. EOE.

Account executive. New KSMG, San Antonio's fastest growing FM station, needs experienced highly motivated pro. EOE. Rush resume, references, income history (in confidence) to Sales Manager, KSMG Radio, 8930 Fourwinds, Ste. 500, San Antonio, TX 78239.

Outstanding opportunity for imaginative salesperson. Excellent salary, commission, fringes. Fantastic living. 904-797-4444.

Advertising—WINX, Rockville, Maryland, needs one aggressive salesperson, 2 years radio or newspaper sales experience preferred; not necessary. Salary/commission. Must have car. 301-424-9292. M/F, EOE.

Sales manager. Northern Michigan 100,000 watt FM station. Must have experience with national/regional accounts. Call evenings EDT, 517-321-1763.

Salesperson. Sunbelt FM's looking for professional account executive that knows the ropes. Self starter who believes in building lasting client relations by working for your clients. Must have three years minimum experience. Co-op wise & RAB-trained. References/salary requirements to Box M-7. EOE. M/F.

Beautiful Colorado has everything including an opening at a leading 25-54 prime targeted AM-FM combo. Come enjoy the beautiful Rockies; have the opportunity to make lots of money. Resume/income to GM, KSSS/KVUU, 2860 S. Circle Dr., #1200, Colorado Springs, CO 80906. EOE/M/F.

Tired of combo DJ/sales? If you've seen the light, let's talk. We have several FM's in Florida ready for the right streetwise salesperson. Need to know co-op and RAB. EOE.

Sales manager. North central Wisconsin mkt. Minimum 10 years radio and sales experience. Advancement to general manager likely. Only qualified applicants will be interviewed. Complete resume/salary history to C P Thomas, Box 2152, Wausau, WI 54401.

AM/FM, La Crosse, WI Experienced pro to take established list. Resume to Highlands Broadcasting, KMGF/WISQ, 9360 Hwy. 16, Onalaska, WI 54650.

Account executive. Are you a consistent top 10% achiever? Is the client #1 to you? You may be the person we're looking for. Base salary plus unlimited incentive potential. No income ceiling. Excellent list available. AM/FM combo. Large, fast-paced Sunbelt growth market. If you can compete successfully against the best, send resume to Box M-21. EOE.

HELP WANTED ANNOUNCERS

Afternoon drive DJ. Sunny FL station. Need fast moving rock DJ able to relate to audience. Above average salary. T&R to P.O. Box 278, Ft. Myers, FL 33902. EOE.

Announcer. Daytime shift plus production. Audition to WCOJ, P.O. Box 1408, Coatesville, PA 19320. Good salary/benefits. EOE.

Experienced morning person & afternoon person needed for adult station in town of 20,000. Competitive market. Copywriting or sales desirable, not necessary. Tape/resume, including salary requirements, to George Gilpin, WAGR, P. O. Box 2265, Lumberton, NC 28359. EOE.

Morning person going through mid-life crisis and has resigned. Company desperate! First turnover in 13 years. We don't know what to do, so we paid for this ad in hopes you can help! Need modern country PERSONALITY to take shift that's consistently rated #1. Creative, upbeat, career-minded individual with experience needed. We offer clean air, skiing, fishing, hunting, camping, great community, and you get paid! Modern, well-equipped facility, good benefits, good support staff. Management wants you to prosper and succeed. Good growth potential. No floaters. T&R to KLIX, P.O. Box 1259, Twin Falls, ID 83301. Dennis Conrad. 208-423-4622.

Midday position open, good A/C communicator needed. PB helpful. T & R to WLBR, Box 1270, Lebanon, PA 17042. EOE.

No "disc jockeys" need apply! Top 20 market seeking outstanding personalities/talk hosts/newspersons. Creativity and controversy welcome. Resume only in complete confidence to Box M-19.

Knowledgeable person sought to join top 40 zoo morning show. Someone with zany personality who can deliver traffic with credibility & still have fun with the zoo crew, talking about people, places & things. Tape/resume to Randy Kabrich, WROQ, 400 Radio Rd., Charlotte, NC 28216. EOE.

HELP WANTED TECHNICAL

Chief engineer. Class A FM/100KWAM. Coastal New London, Conn. Automation & AM direction experience required. Immediate position, top stations. Growth company. EOE/M/F. Call Gary Girard, 203-442-5328.

Chief engineer. KMET-FM, Los Angeles, top rated AOR station, seeks experienced chief engineer to head its engineering department. Applicants must be experienced at studio construction and maintenance, remote broadcasts, transmitter and antenna construction and maintenance. Please send resumes to Philip Harris, Director of Engineering, Metromedia Radio, 19th and Walnut Sts., Philadelphia, PA 19103-9467. EOE.

Chief engineer needed immediately. Resume/references to Keith Gerst, KLUC FM/KMJJ AM, Nationwide Communications, Inc., P.O. Box 14805, Las Vegas, NV 89114. Equal opportunity employer.

Chief engineer. Class CFM/50 KWAM, top 50 market. Hands-on position. Must be able to maintain high quality from studio to transmitter. Good salary/benefits. Resume/references to Bernie Barker, General Manager, WAPI, 2146 Highland Ave. S., Birmingham, AL 35205.

Chief engineer. New 50 kw, directional AM, near Gallup, NM. References required. Salary \$20,000 to \$30,000, depending on experience. Resume to Box M-23.

HELP WANTED NEWS

Producer/writer. Responsible for development and production of KUAT radio news and public affairs programs. One years' experience with degree in communications-related discipline, or five years' experience in lieu of degree. Salary-\$18K plus generous benefits. Resume and aircheck demonstrating newswriting, newscasting and public affairs work to Employment Office, University of Arizona, 1717 E. Speedway, Tucson, AZ 85721, by May 24, 1985. University of Arizona, an equal opportunity/affirmative action employer.

WOOD/WOOD-FM, Grand Rapids, MI needs top-notch anchor/reporter for award-winning station. T/R: Greg Mocerri, ND 180 N. Division, Grand Rapids, MI 49503. EOE, M/F.

Fulltime News gathering, writing, recording experience necessary. Resume, non-returnable tape, writing samples, references (to \$15,000): WIKI, PO Box 369, Carrollton, KY 41008. EOE, M/F.

Assistant news director for 50kw 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 \$13-15,000, excellent benefits. Resume, references, audition tape must be received by May 31, 1985. Contact Michael Lazar, General Manager, WNIU-FM, Northern Illinois University, DeKalb, IL 60115.

Experienced, life style news editor opening. Tape/Resume to Manager, WITL Radio, Lansing, MI 48910. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Extremely creative fulltime production specialist for medium S. FL metro market. Work closely with salespeople, help provide idea tapes that sell the prospect. T&R: P.O. Box 278, Ft. Myers, FL 33902. EOE.

Operations director/program director needed for winter/summer/university resort area, NC mountains. Excellent opportunity to grow for right person with music, promotions, sales, people skills. Good salary. Tape/Resume to WATA, P.O. Box 72, Boone, NC 28607. No calls, please.

PD for MOYL, 5,000 watt daytimer in beautiful Berkshire Hills of Massachusetts. Must be familiar with all aspects of programming & commercial production. Air shift. Salary requirements, cassette, resume to WUHN, P.O. Box 1265, Pittsfield, MA 01202. EOE, M/F.

Program director Take charge innovator for small resort market A/C FM. Tape/Resume to GM Box 26053, Lansing, MI 48909. EOE, M/F.

AM 24 hr. country seeks experienced announcer with strong on-air and production skills and one-on-one personality. Operation run on Biblical principals. Tapes/resumes to WCMR, Box 307, Elkhart, IN. 46515. Rick Carson, 219-875-5166.

SITUATIONS WANTED MANAGEMENT

Seeking PD position, 9-years major market. Michael Ryan, 3053 N. Evergreen, San Diego, CA 92110, 619-223-4702.

General manager, Programming and sales track record. All markets considered. Prefer FM or combo situation. Box K-138.

General manager, 25 years experience in radio, agency, TV. Sales oriented, highly motivated broadcast professional. Presently employed. Prefer medium or large market. Box K-144.

High powered general manager. Sales intensive, self motivated, disciplined in winning battles of sales and profits. 20 years' management. Solid professional; effective management skills. Strong leader/motivator. Top credentials. Box K-149.

The best managers have done it all! My background includes programming, community involvement, sales, automation, computers, startups, takeovers, management skills. I'm ready to manage your station. Prefer West, Northwest, Rocky Mountain areas. Michael, 308-384-6453.

Small & medium mkt. specialist. Currently US court examiner/trustee/operator for chapter 11s. Top of the line track record in turnarounds, sales, production, billing, collections, station sales. Want temporary job-prefer SE. If you want a turnaround-it's easier than you think, & more reasonable. Currently at station that's now fixed & will sell soon. Send info on your needs to PO Box 1485, Black Mtn., NC 28711; 704-669-5619.

I've spent 17 years preparing myself to be your general manager. Resume/references. 915-367-0278.

Experienced medium market GSM wishes to relocate. Solid background in local, regional & national sales development. Box M-17.

Operations manager in large market ready for equity participation management. Educated, experienced. 20 years in all phases. Not afraid of challenges or small markets. South only. Box M-22.

Resort GM — presently employed and successful GM in large resort market. Seeking buy-in opportunity as owner/manager in resort market place. Coastal Southeast preferred. Mid-30s, proven track record in large, medium, & small markets. No hurry. Box M-5.

SITUATIONS WANTED ANNOUNCERS

Recent college graduate with two years' experience looking for start. Strengths in top 40, AOR, MOR, any other. Strong in sports related areas. Willing to learn, and master anything. Howard, day or night, 216-381-3960.

Available now! Previous parttime experience. Prefer Ohio, adjoining state, or Alaska. Prefer Evenings. Doug, 419-387-7761.

Ten year pro seeks position in announcing or programming. Former program director with variety of experience including copywriting, production, news, automation. Prefer Michigan; will relocate. Bill, anytime, 517-393-0338.

Four for the price of one! Announcing, newscasting, writing, production, I've done it all! PD at small market country station looking to give you 100%, 7 days a week. Relocation no problem. Michael, 801-864-2797, 8AM-5PM MDT.

Talk all night-12 years' experience, specializing in blending, human interest, controversy, humor, interviews, information. Variety entertainment for night time audiences. All size markets considered. Art Murphy, 617-767-3281, 9 Hillsdale Rd., Holbrook MA. 02343

Two years combo experience. Most formats. Small market. Ten students graduating June 1st at 5KW station. Mike Housmann, GM, KBFL, Buffalo, MO. 417-345-2412.

Experienced announcer, journalism degree, seeks larger mkt. w/future news opportunity. Herman Fuselier Jr., Opelousas, LA, 318-942-3203.

Experience top 100 market. Want part-time sales, DJ. Midwest. Randy, 319-355-4212 days; 319-355-0391 nights (CDT).

3+ years commercial exp. all broadcasting areas. Seek spot anywhere in/close to Chicago. 1st phone, college, radio school. Want to work hard; have fun! Joe Muscato, 312-964-6698.

SITUATIONS WANTED SALES

Stable medium market salesperson seeks similar position, North or South Carolina. Seven years' experience. Relocating. Box M-10.

VP/sales manager seeks new national sales opportunity in Detroit. If you appreciate hard work that shows at the bottom line, someone with integrity, a team player who consistently makes that extra effort, I want to hear from you. Require complete confidentiality. Box M-11.

SITUATIONS WANTED TECHNICAL

Have FCC license. Seeking start in the broadcasting field. Will relocate. Mitchell Chizik, 718-241-3051.

Chief engineer, great with audio and RF, available for fulltime employment in Tennessee or immediate vicinity. Medium or large markets only. 615-579-1135.

SITUATIONS WANTED NEWS

Experienced sportscaster in areas of PBP, commentary, interviewing, writing. Interested in relocating immediately. Mike, 312-652-2452, for more info.

Top quality anchor—reporter looking for new opportunity in medium or large market. 10 years' experience. 319-386-8977.

News director with leadership, experience, references. Seeks medium/major market. Well worth the dime. 307-235-1483.

17 year news pro-family man. Integrity, hard work, guts. Tape/resume/references. 915-367-0278.

Award-winning sportscaster, 11 years radio, 3 years TV experience (includes 1 year major market). PBP of everything. Peers like my work; you will too. I work hard! Hal, 313-987-7196, evenings, EDT.

Want to fill your entry-level sports position. Experienced. Strong writing, reporting skills. Call Gerry, 817-275-4250; 817-273-2239.

Problem-solver 4-year news-sports pro. PBP. Workaholic. Can do it all. Stephen, 716-374-2473.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Production wiz, seven years 4-track experience, seeking production director slot with Northeastern station, but will scrub toilets in Taiwan for right price. Dedicated, diverse, detail-conscious. 718-642-2305 anytime.

Ten year pro seeks position in announcing or programming. Former program director with variety of experience including copywriting, production, news, automation. Prefer Michigan; will relocate. Bill, anytime, 517-393-0338.

Gal-Friday. Announcer-producer-salesperson-news-talk-writer-management. 27, college, from radio family. Prefer small/medium market. Box K-152.

Versatile organizer, experienced in programming, play by play, news, sports, sales, management. Successful morning show performer & major college PBP specialist. Involved in community. Seeking responsible position. Box K-158.

Country personality. Same market since '68. Former DJ of year. MD-PD-OM. Jack Reno, 606-371-5469.

Writer/producer looking for small East Coast/NE market. Arts/humanities expert, local feature pro. Intelligent, engaging on-air. Manhattan resident, 27, can relocate. Bruce, 212-944-2026.

TELEVISION

HELP WANTED MANAGEMENT

General manager/group VP. Need capable general manager with broad experience to manage 35-channel, 23,500 sub. Guam Cable TV and co-located FM station. Must be able to represent company to public, including editorials. MBA or other advanced degree helpful. Outstanding opportunity with high autonomy to manage system with extensive news and other successful local origination. Will be group VP for state of art, number one FM on booming, tropical Guam & nearby, 2,500 sub Saipan Cable TV. Salary, bonus, stock options attractive to executives earning in mid 50's. Resume to Lee M. Holmes, President, Guam Cable TV, California Office, 92 W. Bellevue Dr., Pasadena, CA 91105.

National sales manager. Seeking aggressive individual for fast growing, creative, promotional-oriented independent TV station. Prefer minimum two years' experience in national or rep sales. Please submit resume c/o Robert Kraus, VP-General Sales Manager, WQTV, 390 Commonwealth Ave., Boston, MA 02215. No phone calls, please. Equal opportunity employer.

Southwest TV station seeking program/promotion manager. Will set program policy, develop and/or buy programming, plan & direct promotion activities. Producing and directing experience, writing and editing experience a must. Should be experienced in fiscal management. Should have knowledge of FCC rules/regulations. Must be innovative, energetic, creative, aggressive, have good communications skills & work well with all departments in station as well as ad agencies and organizations outside station. Minimum 5 years experience necessary. Resume/salary requirements/tape of promo materials to L. Brenner, P.O. Box 28218, Phila., PA 19131. EOE. M/F.

HELP WANTED SALES

General sales manager - Leading network station in this medium sunbelt market. Replies confidential. Resume/salary history to Box K-95.

TV account executive—KENS-TV, San Antonio's leading television station, has excellent opportunity for account executive in one of the country's hottest growth markets. Qualifications must include at least two years television sales experience and extremely strong aptitude for new business development. Complete resume with references to Arthur Emerson, Local Sales Manager, KENS-TV, P.O. Box TV-5, San Antonio, TX 78299. No calls, please. Applications must be received by May 10, 1985. KENS-TV, a CBS affiliate, a division of Harte-Hanks Broadcasting, and an equal opportunity employer.

Local sales manager. Group-owned ABC affiliate Greensboro/High Point/Winston-Salem market, seeks experienced manager to lead our local staff. Ideal candidate will be experienced in research, capable of motivating, aware of market dynamics. Reply to General Sales Manager, WGHP-TV, Box HP-8, High Point, NC 27261. EOE.

Sports syndication sales. Experienced advertising sales rep. NY based to sell NYC & some travel. Small co./great opportunity. Resume to P.O. Box 20292, Dag Hammarskjold Convenience Center, NYC, 10017

National sales manager. Top 100 independent. Must have experience in working with national representative and agencies. Sales development experience desirable. Resume to Box K-139.

Local TV sales manager. EOE. Send resume to Steve Robinson, General Manager, KJCT-TV, P.O. Box 3788, Grand Junction, CO 81502.

National/regional sales opportunity with 4-station regional TV network, 146th ADI. Must have experience in working with national representative and agencies. Sales development experience desirable. Resume to Dave Stuart, KFVR-TV, Box 1738, Bismarck, ND 58502. Equal opportunity employer.

National sales manager. Strong independent in growing Southeast. Regional & national experience necessary, with national rep experience a plus. Please send resume to Kenneth Glover, General Sales Manager, WHNS-TV, P. O. Box 15507, Asheville, NC 28813.

Account executive for growing independent UHF station, major market. Station is 50% religious/50% entertainment. Motivated & able to activate inactive account list and prospect. Experience required. Salary/commission. Contact General Sales Manager, WTKK TV, 703-631-2310; send resume WTKK-TV, Box 3150, Manassas VA 22110. EOE.

Account executive. WUAB-TV seeks experienced TV account executive. Position requires minimum 2 years experience and represents an outstanding opportunity for right candidate. Strong agency and new business development skills a must. Replies confidential. Resume to Robert Brady, LSM, WUAB-TV 8443 Day Dr., Cleveland, OH 44129. Equal opportunity employer.

HELP WANTED TECHNICAL

Major market East Coast independent UHF broadcaster needs chief engineer. Position offers heavy responsibilities and commensurate salary. If you're a well-organized engineer with both technical qualifications and administrative ability, send resume to Box K-126.

Maintenance engineer. CBS TV station, eastern North Carolina, needs engineer with quad tape maintenance experience. Applicant should have minimum experience of two years. Should be familiar with studio cameras and their set up. Experience in general solid-state repair helpful. Resume/salary requirements to Chief Engineer, WNCT-TV, P.O. Box 898, Greenville, NC 27834. EOE.

Chicago Access Corporation seeks experienced chief engineer. Evaluate studio sites, design facilities (studio, mobile van, portable, 6-channel origination); select, install, maintain, repair equipment. Knowledge of cable microwave & EFP/ENG necessary. Resume/salary history by May 20 to Personnel, Chicago Access Corp., 220 S. State St., Ste. 312, Chicago, IL 60604. No phone calls, please. Equal opportunity employer.

Studio maintenance tech plus help with transmitter. FCC. license required. KSTS-TV, 2349 Bering Dr., San Jose, CA 95131, attn. Chief Engineer. EOE.

State-of-the-art mobile unit needs engineer in charge. Experience on TK-47's, BVH-2000's, Abekas digital systems Chyron 4100 necessary. Competitive salary/benefits. Mobile unit supported by large established production facilities. Contact Hal Lipman, E.J. Stewart, Inc, 215-626-6500. EOE/MF.

Chief engineer. Chicago TV commercial production company seeks experienced, self starting chief engineer. This key person will be responsible for component level maintenance and operation of broadcast videotape editing equipment, camera's, VTR's, & other digital electronics. Minimum 5 years experience a plus, not essential. Resume/salary requirements in confidence to Neal Kesler, Airfax Productions, 727 N. Hudson, Chicago, IL 60610.

TV maintenance engineer. University of Florida. Thorough knowledge of TV camera, VTR, switching, audio, digital effects, computer editing, terminal systems necessary. Requires high school diploma or it's equivalent, experience in maintenance, design, operation, or construction of technical broadcasting equipment & possession of FCC license, or Bachelor's degree with major in electrical, electronics, or communications engineering, broadcast station engineering, or electronics can substitute at rate of 720 classroom hrs. per year, for up to 2 years of the required experience. Salary: \$15,138 - \$20,003, contingent on qualifications. Complete resume to Charles Koenig, Central Employment Center, 4th Floor Stadium, University of Florida, Gainesville, FL 32611, by May 8, 1985. Requests must refer to position identification number 22153 in order to guarantee consideration. Equal employment opportunity/affirmative action employer.

Maintenance engineer. Large Philadelphia TV production facility. Excellent pay/benefits. Background in Sony 1100, 2000, HL-79E, and Digital desired. Also ADO, Paint Box, Dubner, Chyron IV, & CMX helpful. Call Clint, 215-568-4134.

Engineering supervisor. Major market station looking for engineering supervisor for nightly supervision of engineers & technicians, including master control, video, videotape, editing, ENG, audio and studios. Candidates must have thorough understanding of TV equipment, remote logistics, and broadcast operations. Previous supervisory experience preferred. Excellent benefit package. Resume/salary history too WGBH, Personnel Office (A-212), 125 Western Ave., Boston, MA 02134. Equal opportunity employer.

Need immediately—expanding production-oriented indy-U requires maintenance supervisor and techs. Strong bkgrd. in 3/4, 1", quads. New equipment & plant rebuild. Reply to Chief Engineer, 230 Donaldson, Fayetteville, NC 28301, with resume/salary rqmts.

Assistant chief engineer. University of Florida. Top PBS VHF station. Applicants must have general class license and varied experience in TV operation, maintenance, & repair. Supervisory experience preferred. Requires Bachelor's degree with major in electrical, electronics, or communications engineering or electronics engineering technology and one year's experience in maintenance, design, operation, or construction of technical broadcasting equipment, or high school diploma and five years' experience as described above. Salary: \$18,061 - \$24,022, contingent on qualifications. Complete resume to Charles Koenig, Central Employment Center, 4th Floor Stadium, University of Florida, Gainesville, FL 32611, by May 8, 1985. Requests must refer to position identification number 22115 in order to guarantee consideration. Equal employment opportunity/affirmative action employer.

Chief engineer for Chicago PBS station. Applicant should be experienced with UHF high powered TV transmitters and a variety of studio equipment. Minimum 3 years' broadcast experience as maintenance or transmitter engineer required. FCC general or 1st phone license required. Resume to Office of Personnel, Dept. V, Chicago City-Wide College, 30 E. Lake St., Chicago, IL 60601. Equal opportunity employer, M/F.

Assistant chief engineer for Chicago PBS station. Applicant should be experienced with UHF high powered TV transmitters and a variety of studio equipment. Minimum 3 years' broadcast experience as maintenance or transmitter engineer required. FCC general or 1st phone license required. Resume to Office of Personnel, Dept. V, Chicago City-Wide College, 30 E. Lake St., Chicago, IL 60601. Equal opportunity employer, M/F.

Maintenance engineers. Applicants must possess minimum 5 years' production and postproduction experience, plus extensive knowledge of Ampex & Sony equipment. Only experienced need apply. No calls. Resumes to World Communications, 10880 Wilshire Blvd., Los Angeles, CA 90024, Attn: Leslie Herwick.

Maintenance engineer. Extensive experience required with 1" type "C" tape machines, production switchers, and computer editing. Additional experience in computer graphics, digital optics, film to tape transfer, and professional audio a definite plus. Resume/salary history to Mike Bitetti, Crawford Post Production, Inc., 535 Plasamour Dr., Atlanta, GA 30324.

Chief Engineer. Sunbelt station, 100 plus ADI market, seeks chief engineer. Chance to grow with a growing co. UHF experience a must. Show us your skills; we'll offer you a chance for advancement. Resume to Box M-20.

Washington, DC TV production facility seeks experienced maintenance technician to assist technical manager in servicing brand new facility. Applicants must have bench experience in repair of BVU-800, 820, Ike 79D&Es, Adda and Bosch broadcast equipment. Excellent company benefits. Resume/salary requirements to Box M-18.

UHF TV chief for group owned independent Tennessee station. We're looking for well-organized, shirt sleeves engineer who can handle everything from 3/4" to Klystrons and knows how to transmit the very best video. Studio maintenance, hands-on UHF transmitter experience a must. Great opportunity for assistant chief to move into top slot. Please forward resume/salary required to Stephen McNamara, Vice President/Operations, Southern Starr Broadcasting, PO Box 441, Wallingford, CT 06492. Equal opportunity employer.

RF supervisor sought by San Diego's KPBS stations for new TV/FM facility. Responsibilities include installation and maintenance of all RF systems, including broadcast transmitters, translators, ITFS network, satellite terminals and microwave. UHF transmitter maintenance experience essential. Salary range starting at \$25,920. Liberal benefits. Applications accepted through May 28, 1985. Make application to M.L. Murphy, Personnel Services, San Diego State University, San Diego CA 92182. EOE/AA/Title IX employer.

HELP WANTED NEWS

Reporter-photographer. Small market TV, East Coast, strong news operation expanding staff. Need reporters who can shoot ENG & edit 3/4". Must have had hands-on experience. Want to see resume tape first. No phone calls. Send it to Karen Adams, News Director, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE, M-F.

Anchor/reporter. News reporter needed for morning and noon newscasts. Strong reporting skills & some anchoring experience required. Resume/tape/salary requirements to Personnel Manager, WPEC TV-12, Fairfield Dr., W. Palm Beach, FL 33407. EOE, M/F.

Weathercaster. Experienced professional needed for morning & noon weathercasts. Meteorologist preferred. Resume/tape/salary requirements to Personnel Manager, WPEC TV-12, Fairfield Dr., W. Palm Beach, FL 33407. EOE, M/F.

TV news reporter. Major Eastern market. Must be strong on-air personality with top journalistic skills. Experience in general assignment reporting & 'live' coverage essential. Resumes to Box K-132. EOE

Experienced anchor/reporter. Southern CBS TV news station. ENG camera-editing experience required. EOE. Resume to Box K-146.

For a better job, contact Steve Porricelli or Barbara Bresnan, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

News reporter. We're looking for the best. If you're aggressive & independently motivated, then you should apply for this reporter position. Only experienced need to apply. Tape/resume to Billye Gavitt, News Business Manager, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. Please, no phone calls. EOE, M/F.

Executive producer for public affairs programs for West Virginia's three PTV stations. Produce and host weekly statewide program, plus legislative coverage and specials. Supervise segment producers, reporters, crew. Administer budgets. Coordinate promotion. BA or equivalent. Minimum three years' experience. Strong journalism background plus skills in writing, on-air interviewing, anchoring. Salary: upper twenties, benefits. Deadline May 24. Resume, script samples, 3/4" demo cassette to Deputy Director, Educational Broadcasting Authority, 1900 Washington St., East, Ste. B-424, Charleston, WV 25305. EOE.

News photographer. Top-rated, group-owned station seeks qualified individual for news photographer/editor position. Must have creativity and ability to work under pressure of deadlines. Not an entry level position. Tapes/resumes to John Breedlove, Chief Photographer, KFSN-TV, 1777 G St., Fresno, CA 93706. No phone calls please. Equal opportunity employer.

News producer. Looking for best producing talent around. If you have experience producing newscast that's creative and challenging, then we should talk now. We're already number 1. You can help keep us there. Resume/cover letter to Box M-1. EOE, M/F.

Anchor/reporter. 11PM news, weeknights. Minimum two years' anchoring experience desirable. Tape/resume by May 22, 1985, to Personnel Director, WTRF-TV, 96 Sixteenth St., Wheeling, WV 26003. EOE.

Over 175 TV stations currently utilize our TV news placement service. Anchor, reporter, weather, sports, producer and videographer positions, all unadvertised, are currently available through our service. Professional, confidential, effective. APR Broadcast, 919-756-9244

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion manager. Network affiliate, growing Southeast market. Group station. Must be strong in writing and production skills. Minimum 3 years experience. Resume/salary requirement to Box K-113. EOE.

Producer-director. Aggressive Southeast network affiliate seeks experienced director for weeknight newscasts. Must do own switching, have experience in all news production aspects, do commercial production, supervise crew. Resume/salary requirements to Box K-114. EOE

Promotion writer/producer. Position available for creative individual with strong writing/production skills. Must have minimum 2 to 3 years' experience. Job entails radio, TV, print advertising, image and news. Resume, 3/4" video tape, 7/2 IPS demo reel to: J. Pippert, KTVI-TV, 5915 Berthold, STL, MO 63110.

Artist/promotion assistant. Responsibilities include Layout and design of newspaper, magazine and outdoor advertising, editing and producing quarterly newsletter, assisting promotion manager with writing, shooting, editing, and post production, assist with other special projects. Requirements: 1-2 years design and layout experience, college degree desired, not mandatory. No phone calls. Write W. Carroll Ward, Vice President/Programming, WTVM TV 9, P.O. Box 1848, Columbus, GA 31994. Equal opportunity employer.

Promotion manager. Southeast independent. Experience in on-air, print, radio a must. Resume, tape, salary requirements to General Manager, WDSI-TV, 2401 E. Main St., Chattanooga, TN 37404.

Syracuse University. S.I. Newhouse School of Public Communications. TV studio operations manager. Manages and schedules TV/film studios and support areas, supervises TV/film production teaching assistants, purchases needed materials. Full-time staff position. Qualifications: significant professional experience required. Academic degree preferred. Strong interpersonal skills. Starting date Aug. 1, 1985. Salary: competitive. Resumes and letters to Office of Personnel Services, Skytop Office Building, Syracuse University, Syracuse NY 13210. Closing date: May 15, 1985. Equal opportunity/affirmative action employer.

Producer. Demonstrated success in studio, remote, & post production of commercials & writing ability required. Candidate should be energetic, creative person with people skills & on-hand operating skills of 3/4" format. Resume/tape/salary requirements to Bruce Sloan, KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503.

So you think you're successful, talented, imaginative, & experienced in program promotion? Have a flare for publicity and advertising? We want to talk to you. Big opportunity; top 100 market. Resume to Box M-9. EOE.

Design manager. Exp. broadcast art director needed for Charlotte, NC NBC-affiliate TV station. Resume, samples, salary req. to Director of Broadcasting, P.O. Box 18665, Charlotte, NC 28218-0665. EOE.

Promotion manager. Top 50 market independent looking for creative promotion producer with strong leadership ability. Must be able to edit; preferably with strong hands-on production background. Resume/salary requirements to Steve Nosoff, WPMT-TV, P.O. Box 1868, York, PA 17405. EOE.

Director/editor. One of the Sunbelt's leading production/postproduction facilities seeks senior director/editor. Minimum two years' commercial directing with BVE 5000 or CMX 340 computer editing experience a must. Must have proven track record of good client relations. Resume/tape to Production Mgr., Texas Video & Post (a service of Gulf Broadcast Group), 8950 Kirby Dr., Houston, TX 77054. EOE.

SITUATIONS WANTED TECHNICAL

Broadcasting professional, college degree, FCC 1st, major market experience in operations, production, light maintenance. Desire challenging position. Vacation relief OK. Available now. Will relocate. 916-922-5545.

TV chief engineer, now at #1 market, looking for change of scenery. Looking for Southwest area top 30 market. Ideally, would like to build your station from ground up. Have managed annual budget of \$1.8 million; have experience with unions, as well as facilities construction. I'm your man; willing to relocate soon. Reply Box K-148.

SITUATIONS WANTED ANNOUNCERS

On-air personality seeks move up. Attractive, creative, experienced woman seeks TV position on entertainment or light format program. Eager to relocate. Call now: 412-378-3520.

SITUATIONS WANTED NEWS

Medium mkt. sports director seeks to re-enter business after short tour in the Army. 5 yrs. TV experience. Available mid-May. Call Jack, 215-641-2532.

Writer/reporter/young, hard-working, motivated, ready. Experienced w/courts, local gov't., general assignments. Michael, 215-348-3248.

Sportscaster. Journalism grad. Seeking small to medium market for anchor, reporting, editing, and/or PBP. Will relocate. Ken, 614-237-5345.

Authoritative male anchor, credible, appealing on-camera presentation. Exceptional writer; award-winning reporting skills. Seek plant-your-feet relationship in top rated news department, small to medium market. George Hartwell, 3300 Cableview Ct., Placerville, CA 95667, 916-626-7722.

Hardworking reporter. WSU broadcast graduate. Currently completing internship at ABC affiliate. Experienced all aspects of TV news reporting. Strong writing/delivery. Excellent references. Ready to relocate. Call for tape. Don, 208-336-0504; 208-342-6685.

Major market meteorologist looking for large or medium market position. Seal. Excellent communicator. Available now. Box M-3.

Young award-winning investigative producer-writer, top 25 market, seeks similar position with hard-working I-team, and option of occasionally producing general news series or documentaries. Resume and tape available. Box M-4.

Sportscaster looking for commitment. If your station takes sports seriously, I want to work for you. Eleven year pro. Anchor, PBP, good production skills. Box K-100.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Producer-director. 9 yrs. experience. National credits. Specialize in cultural programming. Known for efficiency & creativity. Comfortable with all production formats. Broad editing experience. Looking for new challenges. Reel available. Box K-142.

Producer/writer: Dynamic, talented producer-writer with background in sit-com, film, independent prod. work seeks position with dynamic broadcast organization. Outstanding comm. skills. Administrative and creative experience. 203-773-0700.

Intelligent, ambitious May graduate, practical production/producing experience, Boston market. Seek entry level TV job or production house. Will relocate anywhere. Call Jamie, 518-438-1535; write 100 S. Manning Blvd., Albany, NY 12203.

Art director. Hands-on 37 years general broadcast experience, graphics, print, set design, construction, concept. Sid Perry, 2502 Canterbury Ct., K-4, Albany, GA 31707, 912-435-4057.

Associate producer, talk show. Learned the ropes from top-notch O & O. Leslie, 216-338-8305.

CABLE

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Cable access program coordinator. \$2500-\$2900 monthly. City of Oakland seeks coordinator to develop/supervise municipal & community cable programming. Requires B.A. in media-related field and two years' production experience. Announcement & application requirements available from Oakland Public Library, Business Office, Room 210, 125 14th St., Oakland, CA 94612, 415-273-3283. AA/EOE. Deadline: Fri., May 24, 1985.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Ithaca College. School of communications. Director of telecommunication facilities. Manage and coordinate technical telecommunication systems in school of communications. Responsibilities include planning, supervision, maintenance of technical facilities: providing technical support to faculty, staff, & students. Also, design, modification, construction and purchase of systems & equipment; maintenance and repair of facilities; supervision of equipment/facilities checkout and scheduling; supervision of telecommunication facilities personnel. Qualifications include: Master's preferred, Bachelors required; experience in administration and/or management, including personnel, budgeting, digital systems and equipment. Good oral and written communication skills essential; higher education teaching experience helpful. Up-to-date TV facilities, FM 5,500 watts, carrier current AM. Please submit statement of interest, detailed resume, three names of references by May 15, 1985, to: Dr. Palmer Dyer, Chairperson, Search Committee, School of Communications, Ithaca College, Ithaca, NY 14850. 607-274-3242. Equal opportunity/affirmative action employer.

HELP WANTED TECHNICAL

School of communications, California State University, Chico, seeks technician to oversee/maintain technical operations of media facilities including campus NPR radio station, video production equipment, microwave and satellite equipment, microcomputer lab, & campus newspaper typesetting/publishing facilities. Requires FCC certification. Available June 1, 1985, \$2160 - \$2602/month w/standard benefits package. Closing May 22, 1985. Letter/current resume to Personnel Office, CSU-Chico, Chico, CA 95929-0010. AA/EOE.

HELP WANTED INSTRUCTION

Broadcasting/communications. Tenure track position. M.A. required, Ph.D. preferred. Rank/salary depend upon qualifications/experience. Teaching duties include intro. to broadcasting, radio/TV programming, sales, advertising; speech/writing for broadcasting, also supervision of internships. Available Aug., 1985. Position will be filled as soon as suitable applicant is found, so early application encouraged. Letter of application, curriculum vitae, three current letters of reference to Thomas Richardson, Chairman, Dept. of English and Communications, Campbell University, Buies Creek, NC 27506.

Assistant Professor or instructor, tenure track, to teach radio-TV production and communications courses beginning Sept. 1. M.A. required, Ph.D. preferred. Salary competitive, based upon credentials. Letter, resume, references to Department of Communication Arts, Box 8091, Georgia Southern College, Statesboro, GA 30460. Deadline: May 15. Equal opportunity/affirmative action employer.

Broadcast journalism. Syracuse University seeks fourth fulltime broadcast news faculty member, Fall, 1985. Instructor/asst. prof. to teach writing, reporting, production of news. Other depending on qualifications. Academic degree(s) preferred, professional experience required. Deadline: May 15. Write Dr. E.F. Andrews, Chairman, Broadcast News Department, Newhouse School, Syracuse University, Syracuse, NY 13210. Affirmative action/equal opportunity employer.

Central Washington University seeks, at assistant professor level, a broadcast journalism specialist to teach courses in TV and radio newswriting, production, announcing, and practicum. Other duties include teaching mass media survey course and serving as campus radio station faculty advisor. This is a tenure track position in the department of communication. Successful applicant should have at least a Master's degree and significant recent professional experience in radio and especially TV news. Teaching experience also desirable. Position starts Sept., 1985, with salary commensurate with qualifications. Letter of application, resume, references by May 15, 1985, to Prof. Roger Reynolds, Chairman, Search Committee, Department of Communication, Central Washington University, Ellensburg, WA 98916. Equal employment opportunity/affirmative action/Title IX institution.

Applications are invited for the following position to begin in Fall, 1985. (1) Instructor/assistant professor video and audio production. Academic year appointment/tenure track pending budget approval. (2) Visiting assistant/associate professor video production. (non-renewable). Applications must include letter of intent, resume, & three letters of recommendation. Sample tapes should be available on request. Send applications to Dr. Bill Jungles, Chair of Search Committee, Department of Communication/Media, 316 McEwen Hall, SUNY College at Fredonia, Fredonia, NY 14063. Deadline for all applications: May 7, 1985. Affirmative action/equal opportunity employer.

Two tenure track teaching positions available in college undergraduate TV production curriculum. (1) Specialized teaching assignments in studio/EFP equipment set-up & operation, and audio production. (2) Specialized teaching assignments in TV writing and beginning & advanced cinematography. Qualifications: Master's degree in video communications or related discipline preferred. Professional experience in broadcast/non-broadcast desired. Salary: Competitive with other Michigan state supported colleges & universities, plus excellent fringe benefits. Application deadline June 1, 1985. Letter or application/resume to: Search Committee, Department of Telecommunications, School of Education, Ferris State College, Big Rapids, MI 49307. Equal opportunity/affirmative action employer.

Instructor/managing editor for NPR-affiliate radio station with newsroom staffed by students in unique broadcast education program. Requires strong interest and ability in story assignments, reporting and writing. Must be able to teach those skills to young broadcast news students in live newsroom laboratory setting. Includes some desk work. Also involves classroom lecturing for broadcast reporting course, some academic advising. Emphasis is radio, but TV news experience helpful when counseling students. Need leadership and organizational skills. Master's preferred. Letter of application/resume to Mackie Morris, Chairman, Broadcast News Department, University of Missouri School of Journalism, Box 838, Columbia, MO 65205. AA/EOE.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash - highest prices - we buy TV transmitters, FM transmitters, TV studio equipment, microwaves. Millions in equipment purchased annually. Quality Media, 404-324-1271.

Broadcast equipment. VHF low NTSC, 20 KW or more transmitter, tower, antenna, studio equipment. 203-625-0393, Dave.

Cash paid for old 16mm films on sports, baseball, auto racing. Especially looking for episodes of "Teleports Digest" & other TV sports shows of the 1940's, '50's, and 60's. Doak Ewing, 904-C Clubhouse Circle West, Decatur, GA 30032. 404-296-7232.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

New TV start-ups - fast, cost effective construction. Top-quality equipment at bargain prices. We will write your business plan, help you with financing. Quality Media, 404-324-1271.

Top quality equipment - lowest prices - satisfaction guaranteed. Most brands new and used. Quality Media, 404-324-1271.

New UHF transmitters - our new "Silverline" transmitters are unbeatable for quality and price. Quality Media, 404-324-1271.

UHF transmitters - 2 available, 30KW or 55KW; low price; immediate delivery. Call Quality Media Corporation, 404-324-1271.

55KW UHF TV transmitter, GE. Excellent condition; available now. Also, other AM-FM-TV transmitters; major production gear. We buy & sell. Many spare tubes & parts for transmitters. Ray LaRue, 813-685-2938.

Harris FM-40K (1979), 40KW FM, two 20K transmitters combined with two MS-15, auto exc. switching & spares. M. Cooper/Transcom Corp., 215-379-6585.

One Scully 280-B 4-track recorder with remote control and Peak audio digital timer, \$3,000; one BE series 3000 play-record cart machine, \$1,000; one Orban parametric equalizer, model 622B, \$400. Each 5 years old, well-maintained. Call/write Ms. Kim Nielsen, 7 Alexander Dr., Research Triangle Park, NC 27709. 919-549-0661.

Automation: Cetec 7000, level 1-A. 4000-event memory; enough for three-day weekend. Four ITC 750 stereo reel decks. Three Audiofile II-A stereo cartridge decks; 144-cartridge capacity. Automatic plain-english logging. Four extra Universal Source cards. Two terminals. All manuals & spares included. \$29,000/best offer. Randy Wells, KREO, 707-433-4895.

FM transmitters: 20, 10, 7.5, 5, 3.5, 1, and .25 KW. Continental Communications. Box 78219, St Louis, MO 63178. 314-664-4497.

AM transmitters: 50, 5, 2.5, 1, 250, and .05 KW. Continental Communications, Box 78219, St Louis, MO 63178. 314-664-4497.

SMC DP-1C automation system. Includes DS-20 switcher, (3) 350-RSB carousel cart machines, (4) ITC 750 tape decks, time announce deck w/controller, tone sensors, interfaces, cables, etc. Best offer. Contact Brian Danzic or Darren Dunlap, WCMB, P.O. Box 3433, Harrisburg, PA 17105, 717-763-7020.

Class A FM equipment package, complete, including 300 ft. tower, studios, audio and monitors. Under \$50,000. Call Transcom Corp., 215-379-6585.

1KW ITA FM 1000C w/Versicount exciter, exc. cond. 1 KWAM, all solid state. 10 KW FM RCA 10E1 w/Moseley exciter. Call M. Cooper/Transcom Corp., 215-379-6585.

Harris system 90 automation w/auto programmer. Only 5 yrs. old. Perfect: complete soft rock tape library also. Call trustee/debtor in possession, 704-245-0421.

Chem Farm towers for sale - 200ft., 250 ft., in good condition. Ken Gardner, WFLI-TV, 317-463-3516.

Videotape! Evaluated blank 3/4", 1" & 2" broadcast quality videotape stock. They look and work like new. All lengths available. Fully guaranteed! Call collect, Carpel Video, Inc., 301-845-8888.

Sony 1270 monitor, VP5000 player, Panasonic 8200 VCR. Still in the boxes. 402-551-1010.

Satcom III-R audio subcarriers for lease, Los Angeles area uplink. Can provide up to eight 15KHz subcarriers on Transponder 4. 24-hour service. John Roberts, United Video, 918-665-6690.

Closed 32 studios. Have huge inventory of audio equipment. 5 pot boards, ITC cart decks, QPK/Russco TT's, Teac R/R, Cassette decks, pre-amps, timers, much more. 40-50% off cost. For list, call 213-659-5776. ARN, 5287 Sunset, LA, CA 90027.

Sony M-3 camera, like new, low hours, extras incl. w/o lens. Best offer. 305-864-5489, 9A-5P EDT.

VPR-2, VPR-1C, BVH-1000A, BVH-500, HR-100 1" VTRs. TK-760, TK-44B, SK-90, SK-96, SK-70, Ike 355 cameras. IVC-9000 2" VTRs. TEK 650HR, Conrac 5722, 528/1420 monitors. Microtime 20/20 TBC, Crospoint latch 6112, Vital VIX-114-3K switchers. Media Concepts, 919-977-3600.

MISCELLANEOUS

Microphone lapel/tie bar. Radio - TV professionals. \$9.98 + \$1.60 shipping/handling. Lineage Corp., PO Box 1550, Shallotte, NC 28459.

"Break Into Broadcasting" - Send for revealing booklet. \$6. Coastline Publications, PO Box 533, Somers Point, NJ 08244.

Comprehensive software on commercial general radiotelephone exam for most small personal computers and IBM compatibles includes computer grading and reviewing. Tests taken from Prentice Hall book preparing for FCC license exam. C60 cassette or diskette with printed tests, \$12.50 postpaid. Don Middleton, 920 W. Adams, Pueblo, CO 81004.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962, World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

RADIO

Help Wanted Sales

GENERAL SALES MANAGER

for two fulltime radio stations being sold in combo. Medium size market, Virginia. Income \$40,000 to \$50,000, with sales incentive bonus. Must be experienced-a teacher and motivator. Please no sitters should apply. This is a job for someone who's industrious, aggressive, and wishes her/his income to increase as sales increase. Box M-8.

GENERAL SALES MANAGER

Highly rated urban contemporary station. Top 10 market. Must be experienced & knowledgeable, research oriented, able to sell at client, agency, and retail level. Write Box K-75. EOE.

Situations Wanted News

SPORTS - 1 OF THE BEST

Top 5 mkt. pro, excellent PBP. Award winning anchor/reporter. Here 16 yrs. Ready for change, with heavy PBP - all mkts. Box K-91.

Situations Wanted Announcers

THE MOST FROM YOUR MORNINGS!

Dynamic AM drive specialist seeks new home. Track record shows instant ratings & revenue. FM only. If you're serious about success, we should talk. 205-928-8015.

*THE BEST DAMNED AFTERNOON PERSONALITY IN THE COUNTRY

Major markets — big \$\$ only!
(619) 272-7587 270-6878

*my boss at an NBC O&O said this & I believe it to be true.

Help Wanted Technical



MUTUAL BROADCASTING SYSTEM, INC.

FIELD SERVICE TECHNICIANS

Mutual Broadcasting System, Inc. (MBS), a leader in network broadcasting technology, has openings in its Crystal City, Virginia, headquarters for several Field Service Technicians.

Positions will be responsible for installation and maintenance of MBS FM broadcast equipment at radio stations nationwide, and will advise and assist local engineers concerning FM SCA broadcasts.

Individuals must have 2-3 years experience with FM broadcast transmitters and experience with satellite receiver systems is desirable. Extensive travel required, sometimes on short notice.

MBS offers complete Company-paid medical benefits, including dental, and a pleasant working location.

Interested applicants are invited to submit resume and salary requirements to:

MUTUAL BROADCASTING SYSTEM, INC.

1755 S. Jefferson Davis Highway

Arlington, Virginia 22202

Attn: Human Resources Department

An Equal Opportunity Employer M/F

Situations Wanted Management

PROFESSIONAL BOTTOM LINE GM

Trying to build a group has been a wonderful experience, but I'm a high energy sales-oriented general manager looking once again to associate myself with a growing, productive company, building revenues for us both. I know how to make money-I can lead and motivate & most importantly, I'm exceptionally bottom line oriented. Contact me-hear about my background. My 25 years in our business from the ground up and impeccable references will be mutually beneficial. Box M-24.

PRES./GM-STOCKHOLDER

of recently sold station. Multi-station management exp. Solid ref. Long on talent, initiative, experience, performance. Prefer group or equity opportunity. 904-797-3446; P.O. Box 454, St. Augustine, FL 32085.

NEWS HEAVYWEIGHT SEEKS ENTREPRENEURIAL POSITION

Network TV correspondent seeks broadcasting management position. West. 17-yr. vet of network/major-market radio-TV, cable and print needs career change. Creative problem solver with strong satellite and communications technology background. Multiple prize winner with aggressive and entrepreneurial nature. Want to use my business savvy to build profitable companies. Seeking progressive company with integrity and Western community my family will call home. All markets considered. Available Aug. 1, 1985. Reply Box M-25.

TELEVISION Help Wanted Technical

EXPERIENCED MAINTENANCE ENGINEER

for tape origination center. Must know switchers, Sony 1" VTR's, and other terminal equipment. SBE certification desirable. Field service engineer for satellite transmission system. Experience preferred. Some travel involved. No calls. Send resume to Ed Gordon, Wold Communications, 6290 Sunset Blvd., L.A., CA 90028.

TV/RADIO ENGINEER

Duties: responsible for maintenance of BW TV studio and small format (1/2", 3/4") color equipment, as well as a ten building RF distribution system. Applicants will maintain class A FM station, do yearly proof of performance testing as well as design of new TV and radio systems. Responsible for coordination of repair of other media equipment. Maintenance of additional college electronic equipment may be required. Acts as sole engineer for media department & WHPC-FM. Qualifications: demonstrated ability and several years' experience in maintenance in all aspects of radio, audio, and TV equipment. Knowledge of all FM radio station engineering functions. Bachelor's degree and PE preferred; or, Master's degree with FCC general class license. Salary competitive, excellent fringe benefits. Resume/names of three work related references whom we may contact by May 31, to Mr. John Colson, Affirmative Action Officer.

Nassau Community College
Stewart Ave., Garden City, NY 11530
AA/EEO.

MAINTENANCE ENGINEER

Full service teleproduction facility seeking maintenance engineer. Minimum five years teleproduction facility maintenance experience required. Should be well-versed in 1" videotape repair, studio camera repair, and all aspects of R & D. Prefer computer microprocessor technologist. Contact Richard Parent, Century III Teleproductions, 651 Beacon St., Boston, MA 02215, 617-267-6400.

MAINTENANCE TECHNICIANS

Immediate need for two people with BVU 800 & Sony 1" maintenance experience. Large plant system maintenance background helpful. Apply by sending resume promptly to Manager, Operations, Engineering Group, Group W Satellite Communications, Stamford, CT 06904. Equal opportunity employer, M/F.

Mickey Mouse Producer Wanted

To us, that's the highest compliment. And it is to you, too, if you're the person we're looking for. We are eagerly searching for someone who can capture onscreen the magic we make every day.

You'll of course have a national commercial reel and network production credits, preferably as a director. You'll know all there is to know about lighting, editing, cinematography, and state-of-the-art post production, and have the ability to teach others and develop their abilities. You'll probably also have large agency or corporation experience. Most of all, you'll know how to make images that move people.

Send resume, reel and salary requirements to:

Walt Disney World Co.
Professional Staffing MA-20
P.O. Box 40
Lake Buena Vista, FL 32830



Walt Disney World

©1985 Walt Disney Productions

Television Research Director

Philadelphia O&O seeks research director to provide sales and program research support. Must have previous TV station research experience, knowledge of rating service, avail systems, audience flow trends, syndicated market. Will work closely with general management & sales, news, and programming departments. Send resume to:

Octavia Williams
CBS-WCAU-TV

CBS

City Line &
Monument Rd.
Philadelphia, PA 19131

Equal opportunity employer, M/F

NETWORK OPERATIONS DIRECTOR

Operations director needed for nation's leading regional sports network. Must be able to negotiate with TV stations, format sports events for TV, oversee areas of commercial traffic instructions. Will also have responsibility for promotion and monitoring of televised sports events. Should be familiar with TV programming, sports, and promotion. Salary commensurate with experience. Apply to Ken Haines, VP Network Operations, Raycom Sports Network, 2100 Rexford Rd., Ste. 320, Charlotte, NC 28211.

MICROSPECIALIST

TV station needs microcomputer specialist to maintain IBM hardware systems and software applications including installations, upgrades, training, and troubleshooting. Requirements: working knowledge of d-Base III, Framework & similar office software; good communication skills; technical knowledge of micro hardware systems. Experience in networking micro's and familiarity with mini's helpful. Competitive salary/benefits. Please submit resume, in confidence to Box M-12. Equal opportunity employer. Minorities and females also encouraged to apply.

ASSISTANT TO GROUP VICE PRESIDENT TELEVISION

We're seeking an assistant to group vice president/television division. Individual would provide, on a corporate level, support responsibility to this executive, who oversees management & operation of seven-station group. Excellent communication/organizational skills are musts. Individual should have very solid, general knowledge of broadcasting; should be conversant in areas of programming, FCC regulations, promotion, & personnel. Job does require basic typing skills.

If you're an aggressive individual, interested in upward mobility and the opportunity to work on a corporate level in broadcasting, we'd like to hear from you. Job's located in New York City. Letter/resume/salary history to Mary Carole McDonnell:

LIN Broadcasting Corporation
PO Box 1780
Fort Worth, TX 76101
Equal opportunity employer

PRODUCER

If you're aggressive, into local TV and want to make a name for yourself, we've got the job. WTSP-TV, Tampa/St. Petersburg, has the morning show, but our producer is retiring. Send resume/salary history to Larry O. Cazavan, Program Director, WTSP-TV, Box 10,000, St. Petersburg, FL 33733. EOE.



Program Director

We're Looking For Someone Who's on Top of Behind The Scenes Action

We are a Top Ten Independent Station with a reputation for programming excellence. We are currently seeking a take-charge professional who is as comfortable with the behind the scenes aspects of programming as with programming itself.

Specific duties will include personnel scheduling, program scheduling, cost control management, as well as involvement with producing local documentaries, public affairs programs and station specials. The development of new program concepts will also be involved.

To qualify, a minimum of 5 solid years' experience in a top market as a Program Director or Assistant Program Director is required. Knowledge of promotions essential. Preference will be given to candidates who are currently working at an Independent Station.

If your qualifications and goals match ours, we'd like to speak with you. Send a detailed resume with salary requirements, in confidence, to: BOX 417, Suite 1501, 50 E. 42nd Street, New York, NY 10017. An Equal Opportunity Employer m/f.

SPANISH SPEAKING TV STATION MANAGER

15 year old Chicago UHF independent WSNS-TV, channel 44. Re-establishing commercial format from subscription programming on July 1st, to affiliate with SIN. Sales and independent station management experience important. Salary and benefits open. Call Burt Harris, 213-208-6118; Jack Rosenthal 307-237-3711. Video 44: a Harriscope-Essaness-Oak station.

Help Wanted Sales

Advertising sales positions available in 2 of the country's top ten marketplaces. Long Island and Connecticut. Base plus commission. Resume/salary requirements to T. Owens, Cablevision, 1 Media Crossways, Woodbury, NY 11797. EOE.



Situations Wanted Programing, Production, Others

NEED TV PROMOTION/ MARKETING SAVVY?

Experienced builder of promotion departments & ratings (record and references to prove it) seeks station with desire and plans to grow & imaginative GM who believes in strong station marketing and management teamwork. Box K-143.

Consultants

MAJOR FM OPPORTUNITY

Docket 80 -90 creates 689 allocations nationwide. Turnkey FCC licensing services for new FMs, incl. transmitter site acquisitions. Over 180 professional engineers, field consultants, staff. Flat fee pricing and guaranteed application work. Call today for details: 301-262-4400, Attn: Carl Hurlbaeus, Sachs/Freeman Associates, Inc., 14300 Gallant Fox La., Ste. 214, Bowie, MD 20715. Member AFCCE.

WMAQ-TV NBC Owned Television Station In Chicago Has A KEY POSITION In ADVERTISING AND PROMOTION

WMAQ-TV seeks a top flight on-air producer who has highly developed creative writing and editing skills. Person filling this key position must also have proven track record in major market news promotion. Individual must be familiar with latest industry equipment and have supervisory skills.

Overall advertising and promotion related experience in these areas should be five years or more. If you are interested send resume and salary requirements to:

Nick Aronson
Director of Communications
WMAQ-TV
Merchandise Mart
Chicago, IL 60654

National Broadcasting Company

NBC

CLASSIFIED ADVERTISING IS YOUR BEST BUY . . .

This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

ALLIED FIELDS
Help Wanted Management

Help Wanted Programing,
Production, Others

Marketing Manager



Nielsen Monitor-Plus

Nielsen Media Research has just announced the inception of an exciting new service to advertising agencies and broadcasters using a revolutionary new automated monitoring system. Monitor-Plus will report on commercial broadcast activity. We are seeking a Marketing professional to join us as Marketing Manager.

Based in Fairfield County, Connecticut, the successful candidate will be responsible for the overall management of both sales and client service functions. In addition to making high-level sales presentations to major client prospects, you will also identify marketplace needs for innovative product design and marketing strategy.

To qualify, you must have creative, aggressive and innovative marketing and business abilities coupled with proven experience in sales, sales management and client service management for a service company. Specific background in media/marketing planning or TV station operations is highly desirable.

*This is a unique opportunity to play a key role in the creation of an innovative new media service. Interested and qualified candidates should send resume with salary history to: John G. Lert, Jr., Nielsen Media Research, P.O. Box 23726, Tampa, Florida 33622.
An Equal Opportunity Employer m/f*



SAUDI ARABIAN PARSONS, LTD. IN YANBU...

Saudi Arabian Parsons, Limited (SAPL) has the management services contract for the development and municipal management of the Yanbu Industrial City, located on the Red Sea coast of Saudi Arabia.

WRITER/PRODUCER

The selected individual will be responsible for researching, writing, producing/directing and editing videotape productions such as documentary films, progress reports, special events, etc. Minimum of 3 years experience as a Writer/Producer with a background in scripting for film/video productions is required. A degree is preferred but five years of professional experience is acceptable in lieu of a degree.

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Passive investors seek radio stations with proven, top quality managers. Substantial management equity, incentives assured. Send purchase proposals to Box H-63.

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Individual seeks to purchase small to medium size market FM, AM, or combo. All situations and replies considered in confidence. Box M-26.

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Puts your resume in the hands of potential employers. \$10 places your two-page, 8 1/2" x 11" resume in monthly roundup. Specify: radio, TV, or cable; and: news, ENG, management, production, programming, talent, sales, or technical. Deadline for June roundup: May 17. Placement Associates, 111 Church St., Ste. 208, St. Louis, MO 63135, 314-522-6325.

Public Notice

NOTICE OF ANNUAL MEETING

Annual Meeting of the National Association of Public TV Stations will be May 17, 1985, at the Westin St. Francis Hotel, San Francisco, CA. The NAPTS meeting will convene on May 17, 1985 at 9:00 a.m. Agenda will include review of current industry developments, and planning for 1985-86 activities of the Association. NAPTS Board of Trustees meeting will convene at 5:00 p.m., May 17, 1985. Agenda will include election of board officers, discussion of federal legislative/regulatory matters affecting public TV, and plans for the year ahead. Except for a brief executive session, the Board Meeting's open to the public.

PUBLIC NOTICE

Board of Directors of National Public Radio will meet in open session on Wednesday, May 22, 1985, from 2 to 4 p.m., in the Denver Ballroom at the Marriott Hotel, Denver, Colorado. Subject to amendment, the agenda includes: Chairman's Report, President's Report, committee reports on Development, Finance/Audit, Membership, Planning & Priorities, Programming and Technology/Distribution. The Board committees will meet on Thursday, May 23, at the same location. For further information concerning these meetings, please contact the NPR Office of the Executive Secretariat, 202-822-2018.

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Location	Size	Type	Price	Terms	Contact	Phone
TX	Sub	AM	\$3200K	25%	Bill Whitley	(214) 680-2807
CO	Met	FM	\$2100K	Cash	David LaFrance	(303) 534-3040
KY	Reg	AM/FM	\$1500K	Terms	Ernie Pearce	(615) 373-8315
WA	Med	AM/FM	\$1050K	\$150K	Greg Merrill	(801) 753-8090
MA	Met	AM	\$850K	Cash	Ron Hickman	(401) 423-1271
IA	Met	AM/FM	\$850K	Terms	Burt Sherwood	(312) 272-4970
CO	Sm	FM	\$850K	Terms	David LaFrance	(303) 534-3040
FL	Maj	AM	\$600K	Terms	Randy Jeffery	(305) 295-2572
NB	Sm	FM	\$595K	\$175K	Bill Lytle	(816) 941-3733
IN	Sm	FM	\$350K	\$120K	Burt Sherwood	(312) 272-4970

For information on these and our other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

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Co. big mkt., AM with good PSA & PSSA-EZ OPERATION UNDER ONE ROOF. \$195,000, low down. Great terms. 303-542-1481, Joyce.

WANT TO OWN A STATION?
Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover among the topics. Find out how to buy your next or first station through my personal experience. Mr. Robin B. Martin, President, Deer River Broadcasting Group, 645 Madison Ave., NY, NY 10022. 212-980-3886.

SUBURBAN NEW YORK
Public auction. WHTG-AM-FM, Eatontown, NJ, Thurs. May 16, 10AM, on premises -1129 Hope Rd., 1.5 miles south of Garden State Pkwy Exit 105. Terms for each station: \$40,000 downpayment, balance cash upon FCC approval. Inspection Wed., May 15, 9-4 PM & 9 AM day of sale only to those showing possession of \$40,000 certified check. 201-870-6938.

100,000 WATT FM
Medium size Midwest market class C FM station with billings at annualized level of over \$400,000. Asking price of \$950,000; less than 2 1/2 times gross. Prefer cash buyer. Principals only. Please indicate financial qualifications with letter. Box K-159.

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500 WATT DAYTIMER
Spanish format, Vineland, NJ. \$250,000. Frank Ventresca International, 3146 Bristol Rd., Warrington, PA 18976, 215-345-4747 24 hrs.

For Sale Stations Continued

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1,000 watts AM, fulltime, one station market. Price \$450,000, \$90,000 down, terms. Includes building, plus 5 acres real estate. Financially qualified investors only call owner, 714-682-1194.

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AM stand alones in western Oregon, priced from \$500,000 to \$1,250,000/terms. Jerry Dennon, The Montcalm Corp., 315 Second Ave. South, Seattle, WA 98104, 206-622-7050.

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AM class 4/FM-A. Single Station market. Priced at 7 X cash flow (\$875,000). \$100,000 down to qualified buyer. FM has C-CP. Please, serious inquiries only. Call after 6:00pm MDT, 303-846-4062.

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All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be

addressed to: (Box number), c/o BROADCASTING 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Joseph Ahern, station manager, WLS-TV Chicago, named VP and general manager.

Maria Kent, director of sales, WUSV(TV) Albany, N.Y., named general manager.

Bob McDonald, general sales manager, KMMM(AM)-KOKE-FM Austin, Tex., joins KGNB(AM)-KNBT(FM) New Braunfels, Tex., as general manager.

Bob McRaney Jr., VP and general manager, WWBT(TV) Richmond, Va., joins WDSU-TV New Orleans in same capacity.

Roger F. Stockton, VP and general manager, WSJS(AM)-WTQR(FM) Winston-Salem, N.Y., resigns. He will continue as consultant to stations.

Robert Farrow, VP and general manager, WEYI-TV Flint, Mich., joins WFRV-TV Green Bay, Wis., in same capacity.

Terrell Metheny Jr., from KAAY(AM)-KLPQ(FM) Little Rock, Ark., joins WYNK-AM-FM Baton Rouge as VP and general manager.

Donald Coe, administrative manager, WWZZ(AM) Sarasota, Fla., named general manager.

Sharon Bucek, from WQZY(FM) Dublin, Ga., joins WKKY(FM) Pascagoula, Miss., as general manager.

Dale Strong, marketing and sales director, Santa Fe, N.M., system, United Cable Television, named system manager.

Edward Wyman, consultant to ABC, New York, joins network in newly created position of manager, special services, East Coast operations.

Ann Maynard Gray, VP, business planning, ABC, New York, named VP, corporate planning. **David Vondrak**, treasurer, ABC, named VP.

Charles Oliver, director, government policy, CBS, Washington, named director, policy research, office of social and policy research, CBS/Broadcast Group. **Luis Torres-Bohl**, from Communications Research Center, Syracuse (N.Y.) University, joins CBS/Broadcast Group as manager, developmental research.

Steve Shannon, VP, staff operations, Meredith Broadcasting, Des Moines, Iowa, joins Sunbelt Communications, Colorado Springs, as executive VP, planning and administration.

Terry Dyke, manager, information systems, Texas Cable Network, Austin, Tex., named VP, information systems, TCN.

Lawrence Perl, VP, finance, Doyle Dane Bernbach, New York, joins Infinity Broadcasting Corp., New York, in same capacity.

Carol Pierson, from WGBH Educational Foundation, Boston, joins noncommercial

KQED-FM San Francisco as assistant station manager.

Alfred Russo, controller and business manager, RKO's WOR(AM)-WRKS-FM New York, and WOR-TV Secaucus, N.J., named controller for RKO Broadcasting, responsible for its three television stations and 12 radio stations.

Marketing



Youlios

Stephen Youlios, director of sales, CBS Radio Network, New York, named VP, sales.

Robert Kilzer, group creative director for Geer, DuBois, New York, named senior VP.

Peter Hochman and **Howard Nass**, senior VP's, Cunningham &

Walsh, New York, named to board of directors.

Bill Fortenbaugh, VP, stations, Atlantic division, Katz Radio, New York, named president of Christal Radio, one of Katz Radio Group companies. **Paddy Ramsay**, senior VP, Western region, Christal Radio, Los Angeles, named VP, general sales manager, based in New York. **Silvio Scaglione Jr.**, from WXKS-FM Boston, joins Christal Radio, New York, as account executive.

Appointments, Independent Television Sales: **Steve Herrera**, national sales manager, KXTX-TV Dallas, to sales manager, newly opened Dallas office. In New York: **Joe Chase**, from Corinthian, New York; **Tom Watson**, from WXON-TV Detroit, and **Lauren Devlin**, sales trainee, ITS, to account executives. **Susan Kearns**, senior analyst, Katz Communications, New York, to same capacity; **Betsy Braun**, from WCAU-TV Philadelphia, to research analyst. **Scott Fisher**, from KYW-TV Philadelphia, to research analyst; **Andria Kanter**, from MGM/UA, New York, to research assistant; **Mike Cavallo**, analyst, to senior analyst. **Tom Durr**, local sales manager, WVEU-TV Atlanta, to account executive, Atlanta office.

Appointments, Katz: **Rosie Levin**, from WATL-TV Atlanta, to Katz Television Continental there as account executive; **Debbie Reinach**, from WPTY-TV Memphis, to Katz Television, Memphis, in same capacity; **Jack Burns**, from Continental Cablevision, Jackson, Mich., to Katz American Television, Detroit, as account executive, and **Joy Bell**, from Harrington, Richter & Parsons, New York, to Katz Independent Television there as account executive.

Marcia Rozen Thomsen, account executive, D'Arcy MacManus Masius, St. Louis, named account supervisor. **Steven Kempf**, di-

rector of marketing, Pet Inc., St. Louis, joins D'Arcy MacManus Masius there as account supervisor.



Lion

Robert Lion, VP, station relations, Internet Radio Networks, New York, joins Blair Radio there as VP and general manager, Blair Radio Network division. Unit concentrates on unwired network sales.

David Landau, VP, sales, United Stations, New York, assumes

additional sales responsibilities for two newly acquired networks, United Stations One and Two, formerly RKO One and Two.

Lee Smith, account executive, Seltel, Chicago, named manager, affiliate team, Atlanta.

Susan Kay Caravantes, media director, Boone Advertising, Houston, joins Gulf State Advertising there as broadcast planner/buyer.

Dorine Mercurio, media coordinator, HBM/Creamer, Pittsburgh, named media coordinator supervisor.

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BROADCAST PERSONNEL, INC.
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Bobbee Carson Gabelmann, director of broadcasting, WCBS-TV New York, joins Petry Programing there as associate director of programing. **Susan Farr**, account executive, Katz Television, Denver, joins Petry there in same capacity.

Inger Jensen, director, Midwest sales, CBS TV National Sales, Chicago, joins MCA TV there as director, Midwest advertiser sales.

Carlene Aitken, from Dean Witter Reynolds, Providence, R.I., joins FitzGerald & Co., Cranston, R.I., as media assistant.

Jo Ann Zelano, graphic designer, C.J. Graphics, Providence, R.I., joins FitzGerald & Co., Cranston, R.I., advertising agency, as staff artist.

Lou Congilio, writer-producer, Taylor, Brown & Barnhill, Houston, named associate creative director.

John Cronopulos, account executive, USA Network, New York, named regional VP, advertising sales and advertising sales marketing, Eastern region.

Mark Krueger, director of advertising sales, Warner-Amex Cable Communications, Houston, joins Starstream Communications Group, marketer and promoter of national radio and merchandising campaigns, Houston, as national sales manager.

Tony McMahon, account executive, Blair Television, New York, joins TBS Sales, Turner Broadcasting System, as account executive, New York spot sales team. **David Hinterschied**, from WAVY-TV Norfolk, Va., joins TBS Sales, Atlanta, as regional account executive.

Ralph Butler, from KSNW-TV Wichita, Kan., named director of sales for Kansas State Network, of which KSNW-TV is part.

Larry Feinstein, account executive, Financial News Network, New York, joins The Weather Channel there as account manager, advertising sales.

Cynthia Mercer, account executive, KYW-TV Philadelphia, joins TeleRep there as account executive.

Robert Hanson, local sales manager, WPWR-TV Chicago, named national sales manager. **Dennis Connell**, from WFLD-TV Chicago, succeeds Hanson.

Ellen Wedner, VP, Nationwide Cablerep, New York, joins Music Media International there as international account executive.

J. Adair Arther, from own advertising agency, Arther & Associates, Nashville, joins Bagwell & Associates advertising agency, Knoxville, Tenn., as account executive.

Sharon Fraser, account executive, Sive Associates, Cincinnati, joins Tracy-Locke, Denver, as senior account executive.

Catherine Sisk, research analyst, Warner Amex, New York, joins Avery-Knodel Television there as account executive.

Elsie Erneston, account executive, WBTV(TV) Charlotte, N.C., joins Blair Television there in same capacity.

Gary Plumlee, national sales manager, KTNV-TV Las Vegas, named general sales manager.

Scott Gillmore, local sales manager, KMMM(AM) Austin, Tex., named general sales

manager, KMMM(AM)-KOKE-FM there, succeeding Bob McDonald, who joins KGNB(AM)-KNBT(FM) New Braunfels, Tex., as general manager (see "Media," above). **Jim Beardon**, account executive, KOKE-FM, succeeds Gillmore.

Tom Matheson, general sales manager, KRQR(FM) San Francisco, joins co-owned WBBM-FM Chicago as general sales manager. **Cynthia Newman**, national sales manager, KRQR, succeeds Matheson. **Lynn Sullivan**, account executive, KRQR, named local sales manager.

Frank Wyche, local sales manager, KSDK(TV) St. Louis, named regional sales manager. **Maryanne Brandmeier**, from Katz Communications, joins KSDK, succeeding Wyche.

Henry Martinez, account executive, broadcast sales department, Dynamic Cablevision of Florida, Hialeah, Fla., named direct sales supervisor.

Cathy Cummins Allman, marketing services manager, Foster & Kleiser, Chicago, joins WUAB-TV Cleveland as market research director.

Sam Rosenwasser, account executive, Times Mirror's KDFW-TV Dallas, named sales manager, Texas, for KDFW-TV and co-owned KTBC-TV Austin, Tex.

Patrick Joyce, national sales manager, WLAK(FM) Chicago, joins WBBM(AM) there in same capacity.

Jim Bell, account executive, Republic Radio, Los Angeles, joins KHJ-AM there as local sales manager.

Rosa Ortiz, news department secretary, KNTV(TV) San Jose, Calif., named traffic coordinator.

Philip Gardner, account manager, New Jersey Network, Trenton, N.J., joins WPVI(TV) Philadelphia as account executive.

Bernadette Costello, from WHN(AM) New York, joins WALK-FM Patchogue, N.Y., as account executive.

Robert Perry Black, sales manager, advertising division, Village Cable, Chapel Hill, N.C., joins WPTF-TV Raleigh-Durham, N.C., as account executive.

Patricia Salomonson, from WSUB(AM)-WQGN-FM Groton, Conn., joins WNLC(AM)-WTYD(FM) New London, Conn., as account executive.

Maysie Lewis, local sales manager, KSEA(FM) Seattle, joins KQKT(TV) there in same capacity. **Mia Kleifield**, account executive, KISW(FM) Seattle, joins KQKT as account executive.

Kevin Jaibur, from WXKS-AM-FM Medford, Mass., joins WVBF(FM) Framingham, Mass., as account executive.

Programing

Jayne Pearl, freelance writer and editor, joins Business Times, New York, as editor.

Appointments, ESPN, Bristol, Conn.: **Lisa Buchwalter**, manager, market planning, HBO, New York, to manager, business planning, affiliate and consumer marketing, New York; **Diane Vogel**, senior financial analyst, Children's Television Workshop, New York, to manager, business planning, advertising

sales and research, New York; **Susan Holbrook**, from General Foods Corp., New York, to manager, financial planning, based in Bristol, Conn.; **Ronald Semiao**, production auditor, NBC, New York, to program analyst, Bristol; **Jon Steinlauf**, supervisor of network programing, Backer & Spielvogel, New York, to account executive there; **Richard Dalrymple**, freelance associate director and production coordinator, to network operations and traffic coordinator, and **Jeff Gowen**, sports assistant, to associate producer.



Weiser

Michael Weiser, director of station sales, Television Program Enterprises, New York, joins King World Enterprises there as VP and general manager.

Nimrod Kovaks, national director of marketing, United Cable Television, Denver, named VP, marketing

and programing.

Daniel Sullivan, executive VP, Broadway video, New York, named president and chief operating officer, succeeding **Lorne Michaels**, who remains chairman and chief executive officer. Before joining Broadway five years ago, Sullivan had served for 30 years in various business affairs and production capacities at NBC, where Michaels was producer for *Saturday Night Live*.

Alan Cole-Ford, film, cable and home video analyst, Paul Kagan Associates Inc., Los Angeles, joins Paramount Pictures Corp. there as VP, video distribution.

Carol Haymer, manager, information and research, Embassy Television, Los Angeles, named director, information and research. **Carol Diesel**, director, cash management, Embassy, named director, cash management. **Debbie Hemela**, manager, studio operations, Embassy Television, named director, studio operations. **Steve Auer**, manager, videotape operations, named director, studio operations.

Alan Winters, director of administration, motion picture marketing, MGM, Los Angeles, joins Metromedia Producers Corp. there as director of administration and strategic planning.

Appointments, National Narrowcast Service, Public Broadcasting Service, Washington: **Jim Kutz**, president, Kutz Corp., educational training firm, McLean, Va., to director; **Monica Morgan**, director, special programs, Capital Children's Museum, Washington, to associate director of marketing, and **Stephanie Thayer**, VP, professional education, Arthritis Foundation, Atlanta, to associate director of programing.

David McGrail, former director of news broadcasts, WBBM-TV Chicago, named director, *Donahue*, Multimedia Entertainment, New York.

Marshall Cohen, VP, programing and marketing services, MTV Networks Inc., New York, named senior VP, network and corporate services.

Robert Burlinson, VP and controller, Kane-

Miller Corp., New York, diversified manufacturing firm, joins The Almi Group there as executive VP and chief financial officer.

Leonard Grossi, VP, administration and strategic planning, Metromedia Producers Corp., Los Angeles, named senior VP, administration, and co-chairman of its executive committee.

Chris Cavarozzi, producer, Dick Clark Companies, named director, radio division.

Louis Gonzalez, sales executive, KSAT-TV San Antonio, Tex., joins Primetime Entertainment, Chicago, as Midwest sales manager.

Pam Euler, marketing consultant, Pittsburgh Tele-Communications Inc., Pittsburgh, joins The Disney Channel, Burbank, Calif., as national accounts director, Western division.

Don Golden, from All American Television, Los Angeles, joins Fries Distribution Co. there as regional sales manager.

Jerry Lee, general manager, KJQY(FM) San Diego, joins Peters Productions there as regional manager, radio sales, Western region.

Neal Frank, manager of sales services, Arts & Entertainment Network, New York, named account executive.

Mary Lou Bradley, director of operations, D.L. Taffner, New York, named account executive, syndication sales.

Lou Zaccheo, president, Zaccheo Inc., cable and broadcast consulting firm, joins Caltec Cablevision, Timonium, Md., as acting programming director.

Nell Grace Epling, member of film department, WVAH-TV Charleston, W. Va., named film director.

Jim Robinson, music director, WHLO(AM) Akron, Ohio, named program director.

Kevin McCarthy, master control operator and engineer, WNHT-TV Concord, N.H., named production manager.

Pamela Miserocchi, copywriter, sales service, WMAZ-TV Macon, Ga., named production manager.

Gene Grant, producer, WBZ(AM) Boston, named executive producer, programming. **Ed Lennon**, producer, WBZ, named executive producer, production.

Dwight Fish, director of television operations, Purdue University, Fort Wayne, Ind., joins Commorato Video Productions there as writer-producer.

B.J. Wexler, from KTOK(AM) Oklahoma City, joins KKNZ(FM) there as program operations manager.

James Barber, morning announcer, WWZZ(AM) Sarasota, Fla., named program director.

Ed Hopkins, from KRAV(FM) Tulsa, Okla., joins WMET(FM) Chicago as production manager.

Kevin Harris, assistant manager of broadcast operations, noncommercial KAET(TV) Phoenix, named assistant program manager.

Appointments, WGXA(TV) Macon, Ga.: **Daryll Smith**, technical director, to production director; **Mark Storey**, production photographer, to production manager, and **Lynn-Marie Singer**, copywriter, sales service, succeeds Storey.

News and Public Affairs

Robert M. Horner Jr., chief, Atlanta bureau, CBS News, named vice president, news services.

Alan Kaul, field producer, NBC News, Los Angeles, named bureau chief-producer, based in Amman, Jordan.

Mark Carros, general manager, WKAJ(AM)-WASM(FM) Saratoga Springs, N.Y., joins WHO(AM) Des Moines, Iowa, as news director.

Bob Salsberg, assistant program manager, WBZ(AM) Boston, named news director.

David Foreman, producer and special projects coordinator, KSTP-TV Minneapolis, joins Newsfeed Network, Group W, Philadelphia, as managing editor. **Bill O'Neil**, anchor-reporter, KXLY-TV Spokane, Wash., joins Newsfeed as Washington correspondent.

Appointments, Associated Press: **Darrell Christian**, deputy sports editor, New York, named sports editor; **Dennis Montgomery**, bureau chief, Little Rock, Ark., to bureau chief, Richmond, Va.; **Charles Scott Shepard**, reporter, Washington, to news editor, Atlanta; **Kevin Costelloe**, correspondent, Rome, to news editor, Frankfurt, West Germany; **Paul Recer**, reporter, to full-time Johnson Space Center correspondent, Houston, and **Kathleen Eyre**, newswoman, Omaha, to correspondent, Morgantown, W. Va.

Kim Schiller, from ABC's *World News Tonight*, Washington, named producer, weekend news there.

Greg Warmoth, from WSIL-TV Harrisburg, Ill., joins KSTP-TV Minneapolis as weekend sports producer-reporter.

Tracey Horth, education reporter, WRTV(TV) Indianapolis, named co-anchor.

Melissa Long, noon anchor-reporter, WKJG-TV Fort Wayne, Ind., named 6 and 10 p.m. co-anchor. **Ann Porter**, from WCZY(FM) Detroit, succeeds Long.

Bryce Thomas, from WTWO-TV Terre Haute, Ind., joins KOLR-TV Springfield, Mo., as news photographer.

Cynthia Gray, from KSHB-TV Kansas City, Mo., joins WJXT(TV) Jacksonville, Fla., as associate producer.

Frank Graff, reporter, WAGM-TV Presque Isle, Me., joins WBOY-TV Clarksburg, W. Va., as weekend anchor and general assignment reporter.

Shawn O'Brien, evening announcer and sports announcer, KODY-AM-FM North Platte, Neb., named sports director.

Technology

Brad Johnston, VP, engineering, Group W Cable, New York, named VP, quality. **James Wonn**, manager, equipment engineering, research and development center, Group W Cable, Pittsburgh, named VP, corporate engineering, based in New York.

Appointments, Townsend Associates, Westfield, Mass.: **Howard McClure**, VP and gener-



Winner. Mary Alice Williams, VP and anchor, New York bureau, is all smiles as she receives Matrix broadcasting award from presenter Marlene Sanders, CBS News correspondent and former winner. Occasion was New York chapter of Women in Communication's annual Matrix Awards luncheon April 18 at Waldorf Astoria hotel in New York. Awards are given to "outstanding women for career achievement in six communications fields."

al manager, to president and chief operating officer; **Raymond Virga**, director of finance, to VP, finance, and treasurer, and **Robert Anderson**, marketing director, to VP, marketing.

Raymond Gates, president of Panasonic Co., division of Matsushita Electric Corp. of America that markets Panasonic and Technics consumer products, resigns. **Kiyoshi Seki**, president and chief executive officer of Matsushita, assumes additional position of president.

J. Keith Drysdale, director of business planning, North American Philips Corp., New York, joins subsidiary, N.A.P. Consumer Electronics, Knoxville, Tenn., as VP, strategic planning. **John Kalec**, controller, Magnavox CATV Systems, Manlius, N.J.-based subsidiary of North American Philips, named controller, N.A.P. Consumer Electronics, Knoxville.

John Borst Jr., general counsel, Zenith, Glenview, Ill., named corporate VP and general counsel.

Janine Fromm, from Altec Corp., joins Electro-Voice Inc., Buchanan, Mich., as key accounts manager. Electro-Voice is communications equipment supplier.

Linda Arnold, national affiliate sales manager, Cablesop Advertising Service, division of Adams-Russel, Waltham, Mass., named account executive of A-R's Arvis division, which supplies automated advertising systems to cable and broadcast industries. **Linda Arnold**, from Pioneer Electronics Corp., joins Arvis division as account executive.

Kevin Walker, VP, European operations, Augat Inc., Milton Keynes, England, named VP, international marketing.

Mike Peyton, VP, The EPG Corp., electronic program guide subsidiary of United Video,

Tulsa, Okla., named VP, operations, of Unitel Video.

Gary Todd, chief engineer, WOLO-TV Columbia, S.C., joins WPTF-TV Raleigh-Durham, N.C., as studio maintenance manager.

Eric Wahlberg, regional sales manager, Videotek, Pottstown, Pa., named marketing manager.

Robert Podzius, financial manager, micro-processor division, Fairchild Semiconductor, Wappinger Falls, N. Y., joins Plessey Solid State, Irvine, Calif., as controller.

Promotion and PR

Saul Melnick, Northeast regional sales manager, MGM/UA Home Video, New York, named manager, national merchandising and sales promotion.

Russ Firestone, freelance writer-producer, joins USA Network, New York, as senior producer, on-air promotion.

Marie Winkler Tuccille, operations manager, Program Syndication Services, New York, named director of operations and promotion.

Diane Krupnak Turner, writer-publicist, The Disney Channel, joins Columbia Pictures Television as publicist.

Susan Binford, director, press and promotion, Teamtennis, New York, joins MTV Networks Inc. there as VP, press relations.

Ronni Faust, independent consultant, joins Orbis Communications, New York, as director, advertising, promotion and public relations.

Rich Greene, production and promotion manager, KNAT-TV Albuquerque, N.M., joins KBVO-TV Austin, Tex., as promotion manager.

Bob Green, from WESH-TV Daytona, Fla., joins WBSP(TV) Ocala, Fla., as director of creative services.

Joe Fellhauer, from Mark Communications, Los Angeles, joins KCBS-TV there as on-air promotion writer-producer.

Allied Fields

Roy H. Park, president, Park Communications, is among charter group of Distinguished Alumni Fellows of North Carolina State University's Center for Economic and Business Studies.

Howard Symons, senior counsel for House Telecommunications Subcommittee, joins law firm of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, Washington, effective mid-May.

John Crispin, director of business planning, International Telecommunications Satellite Organization (Intelsat), Washington, named director of operations, succeeding **William Geddes**, who retires.

Thomas Friel, staff VP, consumer electronics group, Electronic Industries Association, Washington, named group VP.

Ogden Prestholdt, partner, A.D. Ring & Associates, Washington-based engineering consulting firm since 1969, retires, but remains

consultant to firm. Before joining Ring, he spent 25 years with CBS, last nine as director of engineering, CBS Radio, based in New York.

Richard Yoakam, professor of journalism and telecommunication at Indiana University, Bloomington, will receive 1985 Distinguished Broadcast Journalism Educator Award, given annually by radio-television journalism division of Association for Education in Journalism and Mass Communication.

Public Broadcasting Service's senior VP and chief financial officer, **James Kluttz**, and its senior VP and general counsel, **Lawrence A. Horn**, are leaving PBS some time this summer to establish their own business identifying and managing corporate acquisitions for investors, with "emphasis on underperforming companies," PBS said.

Jay Oxtan, national account manager, cable division, First Data Resources, Omaha-based provider of data processing and management information services, named director of national accounts, cable services division.

Kenneth Leeson, aide to State Department's coordinator for international communication and information policy, leaves department May 13 to join IBM as telecommunications adviser in its headquarters division, Armonk, N.Y. Leeson has been special adviser for policy to Ambassador Diana Lady Dougan since coordinator's office was established two years ago.

Howard Giordano, director of marketing, New York Racing Association, Jamaica, N.Y., named executive director, broadcast programming.

Deaths

David Sinton Ingalls, 86, vice chairman, Taft Broadcasting, from 1969 until 1984, and member of board at time of his death, and newspaper publisher, lawyer, politician, airline executive and Navy pilot, died April 26 of stroke at his home in Chagrin Falls, Iowa. Ingalls was grandson of Charles Phelps Taft, who was brother of William Howard Taft and publisher of Cincinnati newspaper (*Cincinnati Times-Star*) at time of its sale to Scripps Howard in late 1950's) upon which Taft broadcast and publishing business was built. Ingalls was president and publisher of newspaper from 1954 to 1958, when he returned to Cleveland and private law practice, in which he remained for rest of his life. Ingalls was also assistant secretary of Navy under Herbert Hoover. He is survived by his wife, Frances, son, David Jr., who is also on board of Taft Broadcasting, and four daughters.

Payson Hall, 69, former president, broadcasting division, Meredith Corp., and later VP, finance and planning, for King Broadcasting, Seattle, and member of National Association of Broadcasters board of directors, died at his home April 8 of complications from stroke. He is survived by his wife, Milnore, and son.

William Wilson Bryan, 72, vice president, Peters, Griffin, Woodward, who established Detroit office and was with firm 25 years until his retirement in 1965, died April 10 of cancer at his home in Palm Beach, Fla. Survivors include his wife, Adelaide, son and two daughters.



Personal touch. Grant Tinker receives Person of the Year award from the Broadcast Advertising Club of Chicago. At ceremonies April 18 (l-r): BAC President Herb Isaacs, partner, Kelly, Scott & Madison, Tinker, and Dick Schade, Midwest VP, NBC.

Frank Gleiber, 51, sports announcer for CBS-TV and sports director for CBS affiliate KRLL(AM) Dallas, died of apparent heart attack May 1 while jogging at Dallas health club. Veteran of 22 years with network, Gleiber had worked on almost every sport, regularly covering NFL football, NCAA Basketball, NBA basketball and golf, including Masters tournament for past 18 years. He had been scheduled to cover Los Angeles Lakers-Portland Trailblazers basketball playoff game Sunday, May 5. Gleiber, who had been sports director for station since 1970, and who did number of weekly shows there, was seven-time winner of National Sportswriters and Sportscasters Association's Texas Sportscaster of the Year award. He is survived by his wife, Kathy, three sons and two daughters.

Samuel L. (Dave) Crockett, 70, member of board of directors of Fisher Broadcasting Inc., died of heart ailment April 20 at his home in Bainbridge Island, Wash. He joined Fisher's KOMO(AM) Seattle in 1937 as announcer and actor, joining KOMO-TV as program director in 1953. Crockett became programming vice president in 1964 and senior vice president in 1972. He retired in 1979 but continued to serve Fisher in advisory capacity. Survivors include son and daughter.

F. Elliott Witt, 71, retired MCA executive, died of cancer April 25 at Palm Springs, Calif., hospital. Witt joined MCA in 1958 as assistant treasurer, and was subsequently treasurer. He retired in 1974, but continued as consultant to company. He also served on board of directors of Cetec Corp., El Monte, Calif. He is survived by his wife, Camille, and daughter.

Harold M.S. Richards, 90, retired radio evangelist, died April 24 of complications from stroke at Ventura Estates rest home, Newbury Park, Calif. He began *Voice of Prophecy* series over KGER(AM) Long Beach, Calif., in 1930 and later distributed weekly religious program to about 1,400 radio stations worldwide. He stepped down as director of series in 1969 and gave up regular segment earlier this year. Survivors include his wife, Maybelle, one daughter and three sons.

Better than his word

Network television sales is a billion-dollar business where deals are made without a formal contract over the telephone or over lunch. A natural assumption of doing business is that the seller's or buyer's word has to be good. Nonetheless, H. Weller (Jake) Keever's reputation for integrity among his customers at advertisers and agencies continually surfaces in their discussion of the vice president in charge of sales for the ABC television network.

Tom Ryan, of The Gillette Co., says that with Keever, "there is never any misunderstanding about what is going to happen . . . what the deal is." Paul Isacson, who directs Young & Rubicam's purchasing of broadcast advertising and who was formerly Keever's counterpart at CBS, says: "I think integrity to be the most dominant thing about Jake." Another executive at one of the top-five agencies says Keever has "a code of business and code of honor; it is very refreshing. He isn't one of the wheeler dealer guys."

He may be no wheeler dealer, but Keever gets away with an overstated golf handicap, says one acquaintance who has lost a few matches to Keever on the links. Keever learned to play in Stamford, Conn., where he moved at age 5 after spending his earlier years in Chicago. His father was a top executive at Case & Co., an international management consulting firm. The senior Keever was a production expert, whose specialties included assembly line labor, and the son at one time entertained thoughts of doing the same work. But after Keever spent some time at Pitney Bowes Inc. as a "time study man," his father sensed that, although competent, his son wasn't overly enthusiastic and so let him know no sensibilities would be hurt if he tried something else.

That something else, says Keever, turned out to be a broad interest in "new products, how they are marketed and what they gross." At Yale, Keever was also sales manager of WYBC-FM New Haven, Conn., a university-sponsored station, and in his senior year, business manager of The Ivy Network, acting as a station rep for the network, which comprised stations at Yale, Princeton, Harvard, Brown and Penn. Upon graduating in 1951 he took a job in a family-owned food brokerage business. Soon thereafter he decided there was a lot more "vitality" in broadcasting.

But his path was diverted: "I attempted to get a job at WNBC-AM-FM New York," says Keever. "I did not have enough experience, but they asked me if I was interested in film syndication. I didn't know what film syndication was, but I said yes."

Keever spent nine years at the NBC film division, leaving in 1960 as vice president in charge of sales.

More than one acquaintance calls him "shy," another notes that he is "sensitive,"



HERBERT WELLER KEEVER—Vice president in charge of sales, ABC Television Network; b. Jan. 29, 1927, Chicago; seaman, first class, U.S. Navy, 1945-46; BS, Yale University, New Haven, Conn., 1950; account executive, NBC film division, 1951; vice president in charge of sales, 1956; vice president in charge of sales, Filmaster Inc., 1960; account executive, ABC Television network, 1962; sales manager, Eastern division, 1965; vice president and director of sales, Eastern division 1969; vice president and national sales manager, 1972; present position since September 1978; m. Joan Bulley, Sept. 20, 1958; children—Jim, 24, and Kile, 21.

two qualities that are at odds with the sales stereotype. But Keever responds that selling for him is "basically a sophisticated art. It does not always mean flamboyance. There is planning and strategy, creating needs for your particular goods. It is also judging what your prospects need and fitting those needs. The successful salesman controls a sale and does not just leave it to the control of the open marketplace."

Keever was hired for his first broadcasting sales job by ABC's then vice president of television network sales, Edgar J. Scherick, several months after he had left his job at Filmaster Inc., a production company that had run into financial difficulties: "I remember when I went to see Ed Scherick for that job I had a big mortgage and I needed the job. But I was worried about one thing: I understood that he was a walking encyclopedia on sports . . . batting averages and all that. I was afraid he was going to ask me what I knew about sports . . . and he did. And I said, 'I don't know much about soccer.' He replied, 'For Christ's sake, we don't do soccer.' and that seemed to satisfy him."

Nonetheless, Keever ended up as the first sports specialist for the network, where he sold to a limited number of advertisers who bought sponsorships for *Wide World of Sports* and other shows. He notes that it was a different world then: "There were only four advertisers in American Football League [now part of the National Football League] telecasts and there was always a lot of jock-

eying among tobacco companies to get sponsorships."

In part because of the growing number of advertisers, ABC established a sales manager, Eastern division, and Keever got the job at the end of 1965. Keever says he still keeps tabs on some of the accounts he had early in his career, like Bristol-Myers and Johnson & Johnson, having established long-term friendships with his opposites on the buying side. In 1969 he was appointed vice president and director of sales, Eastern division, and three years later became vice president and national sales manager.

He still takes a personal role in negotiating with some accounts: "If there is a bad marketplace in a particular daypart I may stay there a long way and I also will get involved with some of the big-ticket items. I worked on *Winds of War* until it was three-quarters or seven-eighths sold. Like the head of sales at any network a lot of my time is spent problem solving. Somebody will call me up and say, 'My company just went on strike,' or the Tylenol scare for instance."

Those outside the network point out that a number of the executives who started in the mid-60's with Keever have stayed there, giving that division an unusual continuity.

George Newi, vice president and general manager of the network, to whom Keever will now report as a result of the recent ABC Broadcast Group reorganization, gives Keever credit for his handling of the big tasks the network has given him: "I guess the biggest thing he did was the 1984 Olympics," says Newi. "There was a real question as to whether we could generate enough revenue to cover our costs by trying to sell spots at around \$250,000 in prime time. Jake did a masterful job and we exceeded our goal."

Keever has decentralized authority in his department. Those in charge of sales proposals—controlling how much inventory will be sold or held back—report to the daypart heads rather than the other way around. "Everyone has their own stamp. What I wanted was to have those who had responsibility to reach sales projection also to have the authority to make those projections," Keever said. He added that autonomy can extend down the line to the salesman: "Whenever we have something coming in upfront, I will sit in with the first group on the deal. I will also sit in on strategy, but once it is set, I sit back and let the dayparts do it. I have competent people I am proud of."

As for future challenges, he says that all three networks have to do a better job of selling the medium: "I'm a great believer in network television," said Keever. "I believe it is the most powerful marketing force you can have. It is only natural that customers should complain about prices, and maybe we might have to do more target effectiveness studies [which demonstrate how television advertising leads to increased sales]. It [network television] will still be the best game in town."

CBS purchase of Taft Broadcasting Co.'s five excess radio stations for just over \$100 million (see "Top of the Week") should solve all crossownership difficulties from earlier Gulf Broadcasting-Taft sale. **Taft stations sold are wsun(AM) St. Petersburg-WYNF(FM) Tampa, Fla.,** which will leave it with WTSP(TV) St. Petersburg. Gulf stations sold are **KTXQ(FM) Fort Worth and KLTR(FM) Houston,** which will give clear rein for purchase of KTXA-TV Fort Worth and KTXQ(TV) Houston (Gulf had purchased TV stations from Milt Grant last year, pending sale of the radio stations), and **WLTT(FM) Bethesda, Md.,** leaving Taft with WDCA(TV) Washington. Sale will make Taft the largest group owner with five AM's, six FM's and 12 TV's. WSUN(AM) is on 620 khz with 5 kw full time. WYNF(FM) is on 94.9 mhz with 100 kw and antenna 1,290 feet above average terrain. KTXQ(FM) is on 102.1 mhz with 100 kw and antenna 1,420 feet above average terrain. KLTR(FM) is on 93.7 mhz with 100 kw and antenna 1,779 feet above average terrain. WLTT(FM) is on 94.7 mhz with 22.5 kw and antenna 780 feet above average terrain.

Cox Communications shareholders began tendering shares last week in response to **\$75 per share offer** by closely held Cox Enterprises. At press time, number of shares tendered was not available, but since Cox family already holds 40% of public company, prevailing sentiment is that most outstanding shares will be tendered. Deadline for tendering shares is midnight on Thursday (May 9). Meanwhile, Cox Communications President William Schwartz said company had rejected proposal by two outside board members to special committee of "disinterested" directors to analyze offer. Schwartz said it was really matter for shareholders to decide and that none of other three outstanding outside board members had interest in forming such committee. One of two directors who made proposal, William Kimball, reached by phone, said attorneys advised him not to comment on proposal. But he did say he believed \$75 per share offer was "fair price" for Cox Communications stock. Also last week, Cox Enterprises said it has secured \$1.5-billion line of credit to acquire Cox Communications stock from group of banks headed by Texas Commerce Bank, whose chairman, Ben F. Love, is outside director of Cox Communications.

The plot thickens. *The competition for the National Association of Broadcasters joint board chairmanship appears to be getting more fierce. With the election less than seven weeks away, the battle for the post between Radio Chairman Ted Snider, KAR-AM-KKYK(FM) Little Rock, Ark.; Radio Vice Chairman Edward Giller, Gilcom Corp., Altoona, Pa., and Walter May, East Kentucky Broadcasting Corp., Pikeville, Ky., focused last week on a letter Giller has sent to fellow board members.*

The letter refers to "arm twisting and back-room politics," a reference May believes was directed at him. May said. The remark alludes to a period in NAB's history when May was instrumental in securing the election of NAB President Eddie Fritts; the process was handled in a manner described by many at the time as "back-room politics." NAB radio board member Bill O'Shaughnessy, WVOX(AM)-WRTN(FM) New Rochelle, N.Y., reacted both swiftly and negatively to the Giller letter. He fired off his own letter to NAB board members deploring the injection of the "backroom politics" issue into the joint board chairmanship campaign and predicting that Giller's letter would backfire, causing him more damage than it would May.

Indeed, the contest between those two candidates continues to get more heated. Both Giller and May have taken their campaigns on the road. One city that seems to attract their interest is Charlotte, N.C., home to three NAB board members, TV's Greg Stone and Wallace Jorgenson and radio's Bill Rollins. May planned to pay a visit last week but the trip never materialized. Giller is headed there this week, he told BROADCASTING he plans to do a lot of traveling. "I'll do whatever else I have to, to win," he added.

United Press International's struggle for survival continued last week, as principal owners William Geissler and Douglas Ruh sought to regain voting control, and fire, for second time in two months, UPI chairman Luis Nogales. Two also sought to sell company to outside bidder. They agreed to give up voting control for 120 days in March 7 agreement to allow Nogales to work on reorganization plan with creditors. UPI filed under chapter 11 bankruptcy laws last week to protect assets from creditors, and Ruh and Geissler said they would seek to have court handling case remove Nogales because he had "not adequately followed up offers to buy company. Attorney for owners said last week offer had been made by competing Reuters news agency and group headed by Miami-based banker Pedro Lopez. Meanwhile, bankruptcy court judge in Washington authorized release of funds for continued operation of UPI, including payroll for almost 1,300 staffers who missed last paycheck. UPI attorney said company has \$21.8 million in assets, and about \$45 million in liabilities, compared to annual revenues of about \$92 million. Internal Revenue Service tax lien totaling \$1.8 million forced company to file chapter 11. Outside vendors are currently owed at least \$35 million.

CBS settled its suit late Friday with Wall Street financier **Ivan Boesky.** In return for dropping suit, which charged Boesky with unlawfully using too much credit to buy 8.7% stake in company March, Boesky agreed to limit his stake in CBS to 4.3% (which he did two weeks ago) and to refrain from participating either directly or indirectly in any proxy solicitation or takeover attempt of CBS for at least two years.

Tele-Communications Inc. said last week it filed shelf registration with Securities and Exchange Commission for debt securities worth **\$250 million.** The Denver-based MSO also intends to file additional shelf registration for 2.5 million shares of common stock (class A). Currently trading at roughly \$29 per share, offering would like raise over \$70 million for company. TCI official reportedly said company would use net proceeds for acquisitions, or to reduce outstanding bank loans.

Gannett Co. reaffirmed its support for two antitakeover measures last week at special board meeting in New York. Special meeting was called after it was disclosed in SEC filing that American Financial Corp. and its chairman, Carl J. Lindner, had acquired 5% interest in Gannett for \$98.8 million. Lindner had recommended shareholders not vote for adoption of measures because they would negatively impact stock price ("In Brief," April 29). Gannett Chairman Allen H. Neuharth said that he invited Lindner to special New York meeting "because we thought it fair for him, as the second-biggest shareholder, to have an opportunity to fully express his views to the entire board." Previously, AFC said it might solicit Gannett's institutional investors to defeat measures. Separately, Karl Eller, chairman of Phoenix-based Circle K Corp., told BROADCASTING there was "no substance" to published reports that he was preparing unsolicited bid with Lindner for Gannett. In addition, Gannett spokesman denied reports that Gannett officials had met with Ted Turner about his unfriendly bid for CBS. **"No Gannett executive has met with Ted Turner about anything,"** spokesman said.

Turner Broadcasting System added another conference to its package of college football telecasts for next two seasons with announcement last week it had **renewed its rights agreement with Southeastern conference.** TBS will carry 12 to 14 SEC football games during 1985 and 1986 seasons. Games will be carried on superstation WTBS(TV) Atlanta and syndicated nationally by Turner Program Services. In 1984, superstation carried 12 SEC games.

More than **\$5,720,517** has been raised so far for **National Public Radio's member stations** during noncommercial radio network's first nationally-coordinated fundraiser, Public Radio Campaign '84 April 22-27. More than 70 hours of special programming highlighted campaign, as well as on-air participation by 115 celebrities from arts, entertainment, sports and journalism.

Box Cable Communications has agreed to buy **\$15.75 million in cable equipment** from General Instrument's Hatboro, Pa.-based **Jerrold Division**. Three-year agreement calls for Atlanta-based multiple system operator to buy \$4 million worth of Jerrold's Starcom 150 addressable converters each year, as well as \$1.25 million in distribution electronics.

Representative Mickey Leland (D-Tex.) is introducing measure this week that would **block FCC from permitting public broadcasters to swap their VHF channels for commercial UHF's** plus cash. Bill, like amendment offered last week to FCC authorization measure in Senate, would freeze television noncommercial allocations (see story, page 70). Leland feels House should act on matter and members should go on record opposing swaps.

Senator Bob Packwood (R-Ore.) introduced S.1038 last week that would extend full **First Amendment rights to electronic media**. Legislation is identical to Packwood's Freedom of Expression bill offered in last Congress. Bill would repeal fairness doctrine and equal time rules for radio and television. It also includes blanket prohibition of FCC's authority to regulate content.

Geraldine Ferraro became embroiled in tempest over TV camera shot, it was disclosed last week. First woman to run for vice president of U.S. objected to sequence in filmed interview with **CBS-TV New York**. Interview was filmed three weeks ago and focused on aftermath of her life since her defeat last November. Interview with newscaster Michele Marsh proceeded amicably until Ferraro noticed **CBS cameraman zooming in on can of Diet Coke** on her desk in her Queens, N.Y., office. Ferraro arose and in agitated voice insisted cameraman stop filming and demanded sequence be eliminated from interview. Reason: Ferraro is **under contract to Pepsi-Cola**, Coca-Cola's arch-rival, to appear in TV commercials for reported \$750,000. Ferraro explained Diet Coke bottle belonged to her secretary, who had apparently left it on Ferraro's desk. CBS spokesman said TV station investigated Ferraro's statement and was convinced Ferraro was not Diet Coke drinker. Station omitted segment from newscast last Wednesday (May 1) but at conclusion of interview, announcer mentioned Ferraro flare-up.

FCC has agreed to Turner Broadcasting Systems' request that its transfer applications for all CBS licenses—in broadcast, common carrier, private radio, and cable services—be considered together. Commission also set new deadline date—May 31—for petitions to deny for all.

Cable television industry's string of court victories on First Amendment grounds ended last week, and in U.S. Court of Appeals where industry had achieved one of its most noteworthy wins. Three-judge panel of appeals court for Ninth Circuit last week affirmed lower court ruling denying Pacific West Cable Co. request for injunction against city of Sacramento. Pacific West had sought access to trenches being dug by company that had been granted franchise, and said it would be irreparably harmed if that access were denied. Pacific Cable wanted to install conduit pipe for system it hoped to build and used First Amendment argument in court. Appeals court panel heard arguments some six weeks after another three-judge panel of Ninth Circuit had issued unanimous opinion in *Preferred* case, involving cable system's complaint against city of Los Angeles, that was hailed by cable industry regarded as major First Amendment victory. *Preferred* panel held that franchising authorities cannot, "consistent with the First Amendment," limit access by means of auction process to any part of city to single cable system if public utility company can accommodate additional systems (BROADCASTING, March 4, 11). But panel last week, in brief order, said trial court did not abuse its discretion in determining there had been no showing of irreparable injury, and added: "There was no adequate showing that First Amendment speech would be delayed by the refusal to enter the injunction." Panel said that any economic injury that Pacific Cable suffers and for which Sacramento is found responsible can be recovered by damages, and, accordingly, "does not justify preliminary equitable relief."

FCC has directed Marsh Media, owner of KVII-TV Amarillo, Tex., to **divest half of its 50% interest in cable system** there. That half, according to FCC, was acquired after commission adopted rule barring television-cable combinations in 1970. Marsh's remaining 25% interest in cable system, acquired before crossownership prohibition was adopted, was grandfathered.

FCC has tentatively **granted low-power television applications** of Mountain TV Network for ch. 15, ch. 23, ch. 27, ch. 39 and ch. 43, all Eureka, Nev.; ch. 38, Ely, Nev.; ch. 44 and ch. 46, both Hazen, N.D.; ch. 26, ch. 32, ch. 34, ch. 36, ch. 38, ch. 42 and ch. 44, all Burwell, Neb.; ch. 21, ch. 43, ch. 63, ch. 67 and ch. 69, all Harrison, Neb.; ch. 38, ch. 50, ch. 54, ch. 56, ch. 58, ch. 60, ch. 62 and ch. 66, all Edgemont, S.D.; ch. 15, ch. 21, ch. 27, ch. 33 and ch. 43, all Hyannis, Neb. It also tentatively granted LPTV applications of Second Local Power Television Inc., ch. 25, Paragould, Ark.; Key Television Inc., ch. 24, Santa Barbara, Calif.; Arapahoe County TV Club, ch. 28 and ch. 33, both Cambridge, Neb.; Womens LPTV Network, ch. 14, Alliance, Neb.; Emmett W. Carr, ch. 6, Tupelo, Miss.; Salvatore Minniti and Lucio C. Ruzzier, ch. 13, Hartford, Conn.; Television Board of Calvary Temple Inc., ch. 9, East Millinocket, Me.; Harlan L. Jacobsen, ch. 12, Wiley, Colo.; Riverton Fremont TV Club Inc., ch. 44, West Riverton, Wyo., and Russell Communications, ch. 9, Sheridan, Wyo.

After **six-month investigation**, **Los Angeles Times** published 8,000-word article yesterday (May 5) **blasting ABC News for its handling of CIA-Rewald stories**, which were broadcast by *ABC World News Tonight* last September. Most serious charge in broadcasts was that CIA had tried to hire man to kill Ronald Rewald, Hawaiian investment banker who reportedly had ties to the CIA. ABC News later said charge could not be "substantiated." *Times* article said its inquiry "found little to substantiate the network's charges against the CIA and raises questions about ABC's sources and newsgathering practices."

ABC Radio News Correspondent Philip Greer, 54, died last Friday morning (May 3) in Cologne, West Germany, while on assignment covering seven-nation economic summit conference in Bonn. Body was discovered by maid in Cologne's Excelsior hotel. ABC said cause of death is undetermined, pending autopsy. Greer, whose specialty was economic and business reporting, was heard on all six of ABC's full-service radio networks. He has been with ABC News since 1979.

Scrambled pay. Home Box Office finally announced its home satellite plans. Once the signals of HBO and Cinemax are scrambled, it said last week, it will offer those services to owners of backyard dishes. HBO will authorize existing cable affiliates to sell the services within their franchise areas at whatever price they desire. But it will sell the services directly to dish owners in areas outside franchise areas for prices "consistent with [their] marketplace value" (\$12.95 a month for HBO, \$12.95 a month for Cinemax and \$19.95 a month for both). Before a dish owner can subscribe to either service, he or she will have to buy a descrambler—to be available at around \$400 from M/A-COM through a nationwide network of distributors and dealers. M/A-COM also will set up a computer facility for activating the consumer descrambling. "This facility... will be made available to HBO and other programmers using the M/A-COM technology to serve home TVRO owners," HBO said. "If other programmers use this computer facility, home TVRO owners will be able to receive all services through a single consumer descrambler." SPACE, a trade association representing distributors and dealers of consumer dishes, gave the announcement a mixed review. "We are, of course, very pleased that HBO publicly recognizes that it should be serving the almost 1.5 million home earth stations currently in place nationwide," he said. "HBO's... method for offering its pay services to this population, however, is a signal of its intention to protect the monopolistic position of local cable operators to the detriment of the home viewer."

Editorials

A marketplace gone wild

No week passes in this free-dealing age without a blockbuster trade in broadcast properties. Last week it was John Kluge and friends selling six television stations to Rupert Murdoch and Marvin Davis, partners in 20th Century Fox, for \$1.5 billion. That's more than Kluge and friends put up in cash and notes when they took Metromedia and all its other assets private last year. When they find a buyer for Metromedia's Boston VHF, they'll have made a killing.

Oh, yes, in the same week CBS paid \$100 million or so for five radio stations spun out of Taft's \$775-million purchase of the Gulf station group.

Tomorrow (May 7) Storer stockholders are to vote to liquidate the company or accept the \$2-billion bid for a leveraged buyout by the leveraged buyout experts, Kohlberg Kravis Roberts. Multimedia last week began a recapitalization in the just-under-a-billion range. The Cox family is attempting to take Cox Communications private in a \$1.3-billion tender. Next month stockholders will be asked to approve Capcities' \$3.5-billion purchase of ABC.

Is there any limit to the price that can be had for major-market radio and television stations? One answer could come in Los Angeles where Wometco, now owned by Kohlberg Kravis Roberts, has hired Morgan Stanley to screen bids for KTLA(TV) which KKR bought for \$245 million two years ago. Morgan Stanley has been on the job well over a month.

A sand castle crumbles

Last week was a sorry one for the Copyright Royalty Tribunal and its chairman. Marianne Hall spent most of that period in rapid retreat from a book, "Foundations of Sand," of which she had proudly proclaimed authorship for three years and on which she now claims to have been only an editorial clerk. The difference in positions was occasioned by the fact that someone finally read this tract and, worse, exposed its pseudo-scientific gibberish to public and congressional scrutiny.

The House Copyright Subcommittee made clear its revulsion at the Hall-"Sand" connection during an oversight hearing last week. The Senate Judiciary Committee has declared it will take another look at the nominee it confirmed only a month ago. And a large number of House members, as well as the Republican chairman of a Senate subcommittee investigating the matter, have called for Chairman Hall's resignation and/or removal by the President.

One week ago, we would have had no desire to call for such a move. On the basis of our research Chairman Hall appeared to be long on ambition and desire to straighten out the CRT's processes, if short on particular expertise in copyright law. We felt it germane to point out her association with views decidedly out of the national mainstream but had not proceeded to a conclusion that they disqualified her for the post.

That was before the spectacle of last week, which began with letters to this magazine claiming mere editor status and ended last Thursday with a statement to the House subcommittee reducing her role still further, to "clerical." From failing to disavow the views in "Foundations of Sand" when given an opportunity to by BROADCASTING editors she eventually was forced to a total renunciation of the material, accompanied by a total denial of responsibility. This from a person whose name is one of three on the book's cover, and who proudly listed herself as one of three authors on the copyright registration form and, in her declaration

to the Senate, as a co-author.

We cannot buy her disclaimers. Whether or not Marianne Hall personally believes in views she now calls "inflammatory, explosive, repugnant and distasteful," the indelible fact remains that she put her name to them. Her credibility at the CRT would be far higher had she owned up to her actions, however much her effectiveness might have been damaged.

As it is, both she and the tribunal have been severely damaged, perhaps beyond repair. The good news is that the Senate will surely look more carefully at the next CRT nominees to come before it—including the one that arrived last week, an aide to White House intimate Lyn Nofziger. If this body is not to forever deserve a reputation for political patronage instead of for judicial-regulatory competence, the time has come to say: "Enough."

Justice affirmed

To its lasting credit, the FCC has correctly read the First Amendment to mean that Nellie and Charles Babbis were within their rights to broadcast hateful oratory on what can only be called a psychopathic scale. Holding their noses, the five commissioners denied petitions to lift the Babbises' license for KTTL(FM) (now KMCS(FM)) Dodge City, Kan., because of their rabble-rousing broadcasts. The FCC could not do otherwise without denying that the First Amendment, as the Supreme Court has said, protects "speech that we abhor and hate" as well as "speech that we find tolerable or congenial."

On other grounds, however, the Babbises are in trouble. The commission has designated their license renewal for a comparative hearing with a rival applicant composed of Dodge City residents, including a former mayor. Assuming no blemishes are discovered in the characters of the challengers, the Babbises, as Commissioner Henry Rivera said in a concurring statement, "will face a steep uphill battle." The Babbises have a local record of refusing to pay taxes and operating a mobile radio service in violation of an order by Kansas authorities to shut it down.

The hearing-designation order is yet to be issued by the FCC. Presumably it will instruct the administrative law judge who will preside to reject testimony concerning the forbidden subject of program content. Absent such instructions, the challenging applicant will surely try to cite the ethnic and racial slurs on KTTL as deficiencies in the proprietors' character and thus reopen that part of the case that the FCC voted to close. There seem to be enough other ways to judge the Babbises' qualifications to remain licensees without butting up once more against the First Amendment.



Drawn for BROADCASTING by Jack Schmidt
"Well, it beats sacrificing a goat."

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