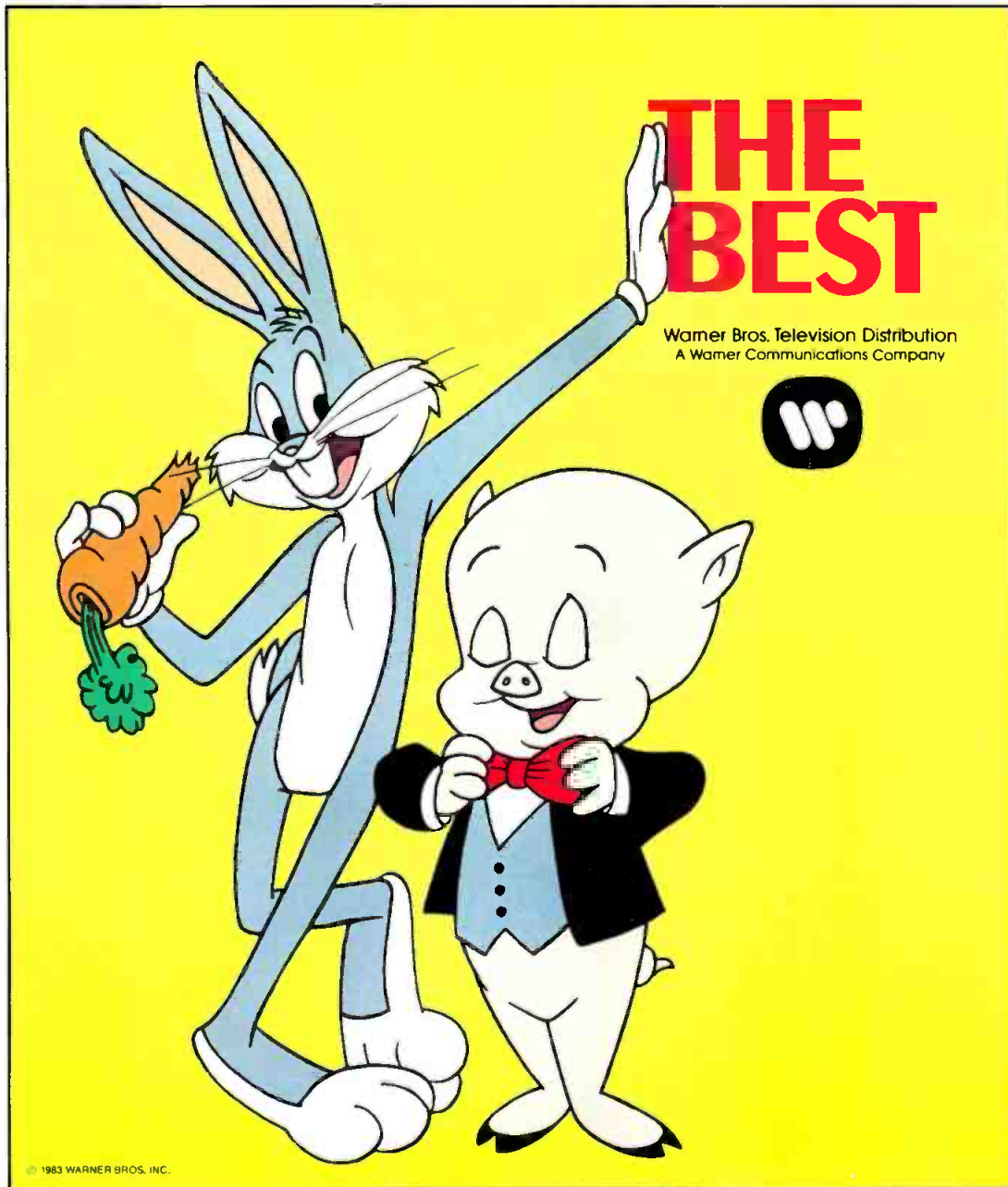


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 1



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DBS: the pace quickens
last-minute frenzy on
financial interest

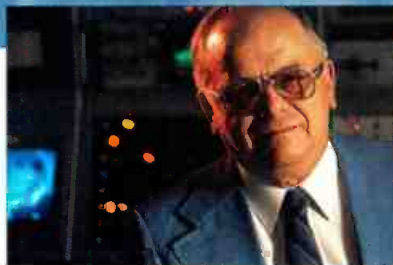
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Chief Engineer
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Broadcasting Aug

Financial interest compromise coming into view □

DBS companies preparing for fall launch □

NPR finds a benefactor □ Mudd ousted as NBC anchor □

UPFRONT STATS □ CBS finishes three-network upfront buying season, which amounted to \$1.9 billion. **PAGE 20.**

DBS DEAD HEAT □ Two companies, IAST and USCI, are completing plans for fall launches of satellite-to-home broadcasting services. **PAGE 22.**

STATUS ON STOCK □ Current rise in market is helping bring cable stocks out of the woods, while most broadcast stocks stabilize after leading wave of financial recovery. **PAGE 23.**

K.C. SHOOTOUT □ Lawsuit that centers on age, women and alleged "double standard" for television anchors begins in Kansas City. **PAGE 24.**

BUSY SIGNAL □ Joint Hill hearing finds FCC and Congress at odds over who should have jurisdiction over telephone rates. **PAGE 25.**

TV STEREO □ FCC proposes rulemaking that would allow broadcasters to use their aural basebands for stereo sound. **PAGE 26.**

ET'S BIRTHDAY □ Two years and 500 shows later, *Entertainment Tonight* has gained both an audience and news credibility. **PAGE 34.**

MORE SPRING FOOTBALL? □ William B. Tanner Co. is mulling over \$21-million rights package to new spring International Football League. **PAGE 37.**

ELECTRONIC DATA □ Nielsen Co. will begin testing system where TV audience data would be collected electronically. **PAGE 38.**

MARTI VICTORY □ Authorizing legislation passes

House committee with changes suitable to NAB. **PAGE 40.**

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CLEAR SAILING □ David Markey breezes through Senate Commerce Committee hearing on his appointment to officially take over the helm of NTIA. **PAGE 44.**

SPECTRUM DEBATE □ Proposed changes in nonbroadcast services draws mixed comments at FCC. **PAGE 45.**

RADIO MAILING □ House Telecommunications Subcommittee mails out questionnaires on nonentertainment programming to 1,000 radio stations. **PAGE 47.**

EARNINGS ROUNDUP □ A run-down of second-quarter financial results of Fifth Estate companies shows mixed bag. **PAGE 48.**

MUDD OUSTER □ NBC News drops Roger Mudd and co-anchor format for single anchor, Tom Brokaw. **PAGE 54.**

AM STEREO JAM MACHINE □ Sony introduces portable AM-FM stereo player. **PAGE 56.**

IN THE PROGRAMING "HOT SEAT" □ Harvey Shephard, CBS Entertainment senior vice president, programs, is right where he wants to be. **PAGE 79.**

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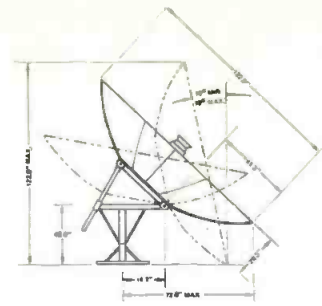
To be the first company to establish landline-free radio networks in America takes a large helping of vision, capital and spunk. Learfield Communications pulled together all three and carved out a piece of broadcasting history.

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For further information, contact Ray Pawley, at 800-327-8478. Harris Corporation, Satellite Communications Division, P.O. Box 1700, Melbourne, Florida 32901



Million-dollar minute

CBS sales people had thought next January's pro football Super Bowl, which will be on CBS-TV, might produce television's first "million-dollar minute," with 30-second commercials pegged at \$500,000 each. But that was year or so ago, and ambitions apparently have cooled. Word from CBS sources now is that price tag is more likely to be about \$450,000 per 30. That is 30% more than CBS asked when it had Super Bowl in 1982 (\$345,000) and 12.5% more than NBC asked this year (\$400,000).

With ABC joining CBS and NBC in Super Bowl rotation in 1985, "million-dollar minute" seems sure to be established before CBS gets its next Super Bowl shot in 1987—unless pricing goes completely to pot. If normal escalation prevails, ABC should win that honor in 1985; less than current 12.5% increase over preceding year would do it.

Newly employed

Steve Sharp, who left FCC on June 30 after nine months as commissioner, starts new job today (Monday) as partner in Washington office of law firm of Skadden, Arps, Slate, Meagher & Flom. Firm, with over 300 lawyers in offices in New York, Boston, Wilmington, Del., and Los Angeles, as well as Washington, is one of largest in country. It practices antitrust, corporate and securities, energy, environmental and election law. With Sharp, it hopes to develop communications practice. Sharp has spent 12 years in communications law, most of it on FCC staff. He was general counsel for year before moving up to commission. But he also spent some three years in private practice, as member of Schnader, Harrison, Segal & Lewis.

Slow going

State and Commerce Departments are said to be working out resolution of their turf fight over setting international telecommunications policy, but initial leaks from both sides indicate as much disagreement as agreement. From State, word is that Commerce would acknowledge interests of State Department in Commerce initiatives bearing on international relations and State would be responsive to Commerce concerns in State's formulation of foreign policy. Where overlap occurs, State

officials indicate. Senior Interagency Advisory Group, chaired by State Department, would sort things out. Commerce sees "agreement" differently: it reads agreement as giving Commerce "lead" in setting and presenting international as well as national telecommunications policy. And while Commerce officials do not dispute that SIG would have role, they say Cabinet Councils, including one chaired by Commerce and another by State, would also have responsibility for resolving issues. For all of those differing interpretations, agreement is said to be virtually ready for public release. Secretary of Commerce Malcolm Baldrige has signed off on it; Secretary of State George Schultz is expected to do same shortly.

Meanwhile, there is additional evidence of continuing tension. State Department press releases refer to Diana Lady Dougan, who has been at vortex of turf fight, "as executive branch" coordinator for international communications and information policy. Commerce officials say her coordinating authority is limited to bureaus within State Department.

Both sides now

James C. McKinney, former chief of FCC's Private Radio Bureau who has been appointed chief of Mass Media Bureau (see page 41), will apparently be closely watched by both broadcasters and land-mobile interests for some time. Broadcasters might well be wondering whether McKinney will be able to shake loyalties to land mobile. Land mobile interests, meanwhile, are said to be concerned that McKinney's knowledge of land mobile's "tender belly" might work to their disadvantage.

Gearing for success

If all goes well with September commercial launch of Knight-Ridder's south Florida Viewtron videotext service, then national rollout is targeted to begin with Baltimore and Boston, possibly "within a few months," according to Albert J. Gillen, president of Viewdata Corp. of America, K-R subsidiary operating new service. Markets would be first of 18 cities slated for Viewtron service, 12 of which are joint ventures with other newspaper-broadcasting groups in which K-R will be 25% owner. K-R's partner in Baltimore is A.S. Abell Co., publisher of *Baltimore Sun*, and in Boston Affiliated Publications, publisher of

Boston Globe. Once decision is made, Gillen said, Viewtron can be up and running in eight to 12 months, although service in each market would probably take four to five years to reach profitability—same projections for south Florida venture.

PRO purchase

Look for Weiss & Powell Inc., seven-month-old radio rep firm which is part of Interep, to announce purchase of PRO Radio, independent radio time sales representative firm headed by Sam Brownstein. Weiss & Powell was expected to bill about \$8 million in national radio advertising sales in its first year. Addition of PRO Radio's client list to Weiss & Powell's would put latter's year-end billing around \$15 million. Both Weiss & Powell and PRO Radio primarily represent medium-size billing stations.

Look ahead

Preliminary indications are that rights paid for local broadcast coverage of National Football League games will climb at least 33% in 1983 and will probably exceed \$15 million, compared with more than \$11 million paid last year. On radio side, rights for pre- and regular-season games will top \$12 million while local TV rights for pre-season games will exceed \$3.2 million. Over-the-air television rights to NFL regular season play are exclusive domain of three networks, which are entering second year of five-year pact worth more than \$2 billion. On average annual basis, CBS will pay \$148 million, ABC \$136 million and NBC \$130 million to league for those rights.

Split bust?

Whatever happened to split 30-second commercials NBC-TV and CBS-TV agreed to begin accepting in May? At NBC, insiders say none have been sold so far. At CBS, integrated "corporate multiple product announcements," as network prefers to call them, are running for Alberto-Culver in daytime and spots already produced by five other advertisers have been submitted to CBS Standards and Practices for consideration. Kraft Foods, although not one of those that have submitted commercials to CBS, has inquired of at least one rep firm about its policy for selling split 30's.

Cable castings

The return of Hauser

Gustave M. Hauser, who stepped down as chairman and chief executive officer of Warner Amex Cable Communications last February, re-emerged last week as head of a group with an agreement to purchase Arlington Telecommunications Corp., a 27,000-subscriber system serving the Washington suburb of Arlington county, Va., for more than \$30 million.

The purchasing entity, Arlington Cable Partners, is a partnership of Hauser's



Hauser

Hauser Communications Inc. and Odyssey Partners, a New York investment firm founded by the former principals of the Oppenheimer and Co. brokerage house. According to ARTEC Executive Vice President John Evans, who intends to become "associated" with Hauser Communications and continue to manage the system, Chase Manhattan Bank and possibly American Security Bank will supply the financing.

The deal is subject to the approval of the FCC and the county government. Upon consummation, which is expected to occur late this fall, the purchase price will be split up among General Electric Venture Capital Corp., which is one share shy of a 50% interest, and 77 other local shareholders.

Hauser, who is vice chairman (chairman designate) of the National Cable Television Association, was pleased with the buy. The system's "operations have been exemplary, and together with its nationally recognized management we intend to continue its fine record of service to its subscribers and to the community," he said.

The 35-channel system, which serves a community that is inundated by broadcast signals, is about five years old. According to Hauser, it serves 34% of the county's 79,000 homes or 39% of its "marketable" homes. The latter category, he said, excludes apartments in buildings to which the system has been denied access by landlords or which are already served by SMATV and MDS systems. The pay-to-basic ratio stands at 1.3 to 1, he said.

ARTEC began looking for buyers when

General Electric and the estates of several of the original partners indicated they wanted cash for their equity, Evans said, and it stopped looking for buyers when Hauser indicated his interest. Hauser had the experience and the backers, he said.

Pressed by high costs and high interest rates two years ago, Evans said, ARTEC induced the county to renew its franchise so it could restructure its financing beyond this year, when the original franchise was set to expire. As a consequence, Evans said, the ARTEC franchise is good until 1995.

During his tenure at the head of Warner Amex, Hauser was perhaps the industry's most successful franchiser, winning the rights to wire such cities as Pittsburgh, Cincinnati and Dallas. Does he have any plans to bid for the Washington franchise later this year? "I haven't thought about it," he said. "That's a good question."

Decoder detectives

For the second time in a month, retailers of cable TV decoders have been issued a court injunction against selling their equipment to the public. Cox Cable New York, a subsidiary of Cox Communications which serves 7,000 basic subscribers in Great Neck, N.Y., won a summary judgment by a Uniondale, N.Y., federal judge preventing two distributors from selling cable decoders in the system's franchise area. Earlier, a Dade county district court in Florida issued a permanent injunction against retailers of cable TV decoders following a piracy suit filed by Storer Communications (BROADCASTING, July 11).

In the Cox proceeding, defendants must also pay the cable company an unspecified amount in damages and hand over any customer lists they may possess. Bob Mosbach, Cox Cable New York marketing director, said that he believed "upwards of 1,000" unauthorized decoders were being used by basic subscribers to descramble pay services. During the investigation, he said, Cox representatives bought decoders from unauthorized distributors for between \$200 and \$250. According to John Brickman, an attorney for Cox Cable New York, the "first step is to put the vendors out of business." C&J Industries of Lindenhurst, N.Y., and its president, John Impellizeri, and Rich Friedman, an independent decoder vendor from Bellmore, N.Y., signed a judgment by consent agreement that forbids them from continuing to sell the decoders to the public. Brickman said there are other distributors in the area and Cox will "go back to court" to prosecute them.

How the pie slices

Turner Broadcasting System reports that the network-affiliated share of audience as measured by the Nielsen Home Video Index in CNN homes reached a yearly low of 38 on Sunday, July 24. Competing services accrued a combined 68 share with independents and superstations getting a 31, pay

cable services a 19 and basic cable services an 18. (Total household shares add to more than 100 due to simultaneous viewing of two or more services in homes with more than one set.) Network viewing generally tends to be less during the late spring and summer months, and even less on weekends. The affiliate averaged a 40 share for the entire weekend, which was down three share points from the same weekend a year ago. For those same two weekends, basic cable services registered the biggest total share gain, up five full points to a combined 17 share.

On a month-by-month basis within the entire cable universe, network affiliate shares have also declined from a year ago, according to a TBS researcher. In June of this year the affiliates averaged a 54.3 share compared to a 55.7 share in June 1982. Pay cable services also showed a decline in share level over the past year, registering a 12.8 combined share in June, compared with a 13.9 share a year ago (-8%). Basic services showed a 20% increase in viewing levels, however, with an 8.7 share in June, compared to 7.3 share a year earlier, while independents and superstations increased their combined share level by three full points to a 28.4 share this June.

Jimirro's warning

Millions of American television viewers have become disenfranchised as a result of commercial networks' attempts "to appeal to mass audiences and to appeal to teenagers," and have simply stopped watching television, warned the president of The Disney Channel, the pay cable television pro-



Jimirro

gram service launched last April by Walt Disney Productions.

"We have seen a shift away from programming to which these words apply—quality, family, enriching." This, James Jimirro told a luncheon audience in Los Angeles last Tuesday (July 26), "has been in favor of programs that can be described as: predictable, sensational, mindless, fluff."

The same trends, Jimirro cautioned members of Town Hall, a nonprofit civic group,

have driven many Americans away from movies, the purchase of records and listening to the majority of what's on radio. "Obviously, in some way the lowest common denominator is backfiring," he declared.

The Disney Channel, and other narrowly defined cable services, are attempts to fill that void for "that segment of Americans who want good entertainment, good stories with good characters that will make them laugh and make them cry. And do it without gratuitous sex or violence. And, they want to be enriched—to be able to use television again to learn to grow. And, for at least occasionally, do it together as a family."

With the Disney Channel entering its fourth month, Jimirro disclosed the service has signed up more than 300,000 subscribers on 824 systems in 49 states. He said the service is carried by systems serving seven million homes.

The cable executive also unveiled the channel's fall and winter program slate, which includes the addition of four exclusive series, an afternoon cartoon show, docu-dramas and sports specials beginning in September. Also being introduced is a mini-series on the life of Benjamin Franklin. One continuing program, *Epcot Magazine*, is being trimmed to a half-hour.

Changing faces

Time Inc.'s *TV-Cable Week*, only four-months-old, has a new publisher. S. Christopher Meigher, director of Time Inc.'s corporate circulation division, will replace Daniel E. Zucchi, who will move over to become

associate publisher of *People* magazine, also owned by Time. Time cited *TV-Cable Week's* "need for a more flexible publishing approach" and Meigher's strong background in magazine marketing as the reason for the change. The weekly listing of local cable programs now covers 16 systems in 11 states, only three of which belong to Time Inc.'s MSO, American Television & Communications: Austin, Tex., Kansas City, Mo., and Denver (ATC is 50% owner of the last). A *TV-Cable Week* spokesman said different publishing frequencies for different cable systems are being considered as part of a new marketing strategy. All editions of *TV-Cable Week* are published weekly.

Roundball rights

Both ESPN and the USA Cable Network are entering the second year of two-year contracts with the National Basketball Association. The two networks paid \$11.2 million for those rights, with ESPN paying slightly more than half the total for the opportunity to air its games on Sunday evenings, which it sees as a more desirable time period compared to the Thursday evening slot when most of the USA contests are shown. Each network has the rights to 40 regular season games and ESPN will carry up to a dozen playoff games while USA will show 10 playoff games. (CBS has the exclusive rights to most of the NBA playoff action, including the championship, but only eight regular season games this year.) Both networks will feature a number of doubleheaders during the season.

Troubled France

Yet a third cultural cable service appears to be in dire straits—the New York-based TeleFrance USA, which leases four hours of program time weekly (three hours per night on weekends) on the Satellite Program Network, Tulsa, Okla. TeleFrance has given SPN the requisite notice that it may stop leasing time on the network at the end of September if it is unable to generate additional interest from financial backers by that time.

Jean Vallier, president of TeleFrance, said that the service, which offers a variety of French programming (including French films, documentaries and dramatic adaptations of classic literary works) will probably lose \$2 million this year. He said that over the past several years the service, available to about 7.5 million cable subscribers in 49 states, has been generating about \$500,000 per year in advertising, nowhere near enough to offset losses or make a profit. "We would need to sell perhaps between \$1 million and \$1.5 million in advertising per year to break even," he said. However, Vallier has not given up and will be leaving soon on a trip to Paris to talk with executives of the service's joint owners, the privately-held Gaumont, and the government-controlled Sofrad, about the service's future. He will also try to stir up additional interest among potential advertisers based in France, whom he acknowledged, "have not been terribly supportive for reasons that I don't fully understand." Vallier also noted the possibility that the service may continue to operate after September, but with reduced hours.

The American Chiropractic Association proudly announces the winners of The 1982 Journalism Awards Competition

Consumer Magazine

Gold Award (First Place)
"Drugs and Pregnancy: What We Know Today"
Michele Slawson, R.Ph.,
Your Life and Health

Bronze Award (Runner-Up)
"Reconstructive Surgery: Building A Better Body"
Deborah Marquardt,
Commonwealth Magazine

Bronze Award (Runner-Up)
"15 Ways to Stop Coffee"
Frances Sheridan Goulart,
Natural Food and Farming

Newspaper

Gold Award (First Place)
"The Baby Bust"
Judith A. Petsonk,
Courier Post Newspaper

Bronze Award (Runner-Up)
"Laser Turns Tumors into Puffs of Smoke"
Sue Miller, The Evening Sun



Bronze Award (Runner-Up)
"Public Hospitals/Private Boards"
James A. Haight,
The Charleston Gazette

Special Interest
Gold Award (First Place)
"Health Columns"
Sheila Sobell Moramarco,
PSA Magazine

Bronze Award (Runner-Up)
"Designing for the Disabled"
Daniel V. Edson, Design News

Television

Gold Award (First Place)
"Alcohol: The Legal Drug"
Sylvia Giannini, WMAQ-TV

Bronze Award (Runner-Up)
"Heart Disease Series"
Dr. Timothy Johnson,
ABC-TV Good Morning America

Bronze Award (Runner-Up)
"Locked In Fear"
Tom Andrews, WISN-TV

Radio

Gold Award (First Place)
"The Unseen Scars"
Margery Manning, KMOX Radio

Bronze Award (Runner-Up)
"Leukemia: Countdown to Cure"
Dave Dolacky, KIRO Radio

Bronze Award (Runner-Up)
"Counterattacks on Heart Disease"
David St. John, KMOX Radio

Special Award
Editorial Cartoon
Dick Locher, Chicago Tribune

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Business Briefly

TV ONLY

F&F Laboratories □ F&F cough lozenges will be spotlighted in four-week flight, starting in mid-October, in at least six markets. Commercials will be scheduled in daytime, fringe and news periods. Target: adults, 25-54. Agency: Jeffery Memetz & Associates, Chicago.

CBS Electronics □ Company is launching cereal spot TV campaigns in support of its various programming for video games in 40 major markets, starting in August and September and lasting through end of year. Effective Aug. 15, commercials will run for Solar Fox and on Sept. 1 for Mountain King, Omega and Wings for Atari 2600-compatible games. Starting also on Sept. 1 is spot campaign in support of CBS Electronics' five video games for Atari 5200—Gorf, Wizard of WOR, Blueprint, Mountain King and K-Razy Shoot Out. Commercials will be running in prime-time, sport events on weekends and selected programs appealing to teen-agers. Cable will also be used. Target:

adults and teen-agers. Agency: Wunderman, Ricotta, & Kline, New York.

Georgia Pacific Corp. □ Mr. Big paper products will be highlighted in 12-week flight starting Aug. 8 in more than 20 markets. Commercials will run in fringe periods. Target: women, 25-54. Agency: Altschiller, Reitzfeld Solin/NCK.

SCM Corp. □ Glidden paints will be advertised in two-week flight to start on Sept. 26 in 50 markets in South. Commercials will run on all dayparts. Target: adult, 25-54. Agency: Meldrum & Fewsmith, Cleveland.

Peter Eckrich & Sons □ Cheese smoked sausage will be spotlighted in two-week flight to begin in late August for two to three weeks in approximately 50 markets. Commercials will run in early and late fringe. Target: women, 25-54. Agency: Benton & Bowles, New York.

RADIO ONLY

John Morrell & Co. □ German wieners will be featured in four-week flight to begin Aug. 8 in approximately 12 markets. Commercials will be carried in all dayparts during weekdays. Target: women, 25-54. Agency: Clinton E. Frank Advertising, Chicago.

Chicago Tribune □ Circulation promotion campaign for *Midwest Tribune* to begin in mid-August for four weeks in seven markets. Commercials will be scheduled in morning and afternoon periods on weekdays and Saturdays. Target: adults, 18 and over. Agency: Smith, Badofsky & Laffel, Chicago.

Keyserv Group □ Sears authorized cleaning service will launch one-week campaign for rug cleaning in 12 markets in mid-August. Commercials will run in morning and afternoon dayparts. Target: woman, 25-54. Agency: Weightman Inc., Philadelphia.

Edison Brothers Stores □ Wild Pair shoes will be advertised in back-to-school promotion for four weeks, starting in late August in approximately 80 markets. Commercials will run on weekdays during all dayparts. Target: adults, 18-24 and 18-34. Agency: Media/Marketing Service, Western Springs, Ill.

RADIO AND TV

Speedy Muffler King □ Exhaust shock

Rep Report

WYSL(AM)-WPHD(FM) Buffalo, N.Y.: To CBS-FM National Sales from Jack Masla.

□

KLUV(FM) Dallas: To CBS-FM National Sales from Hillier, Newmark, Wechsler & Howard.

□

KEZM(AM) Sulphur, La.: To Weiss & Powell (no previous rep).

□

WYOU(AM) Tampa, Fla., KXEW(AM) Tucson, Ariz., KVA(AM) Phoenix: To Lotus Albertini Hispanic Reps from Caballero Spanish Media.

□

KCKY(AM)-WWEZ(FM) Cincinnati: To CBS Radio Spot Sales from Eastman Radio.

□

KCRX(AM) Roswell, N.M.: To Lotus Albertini Hispanic Reps (no previous rep).

□

WWZZ(AM) Sarasota, Fla.: To P/W Radio from Lotus Representatives.

□

KIDD(AM) Monterey, Calif.-KWST(FM) Carmel, Calif.: To Torbet Radio from CBS-FM National Sales.

□

KFXM(AM)-KDUO(FM) San Bernardino, Calif.: To Torbet Radio from Blair Radio.

□

KDJW(AM)-KBUY(FM) Amarillo, Tex.: To Torbet Radio from Hillier, Newmark, Wechsler & Howard.

□

KYSN(AM)-KKCS(FM) Colorado Springs, Colo.: To Torbet Radio from Blair Radio.

□

WFMJ(AM) Youngstown, Ohio: To Weiss & Powell from Blair Radio.

□

WVTS(FM) Terre Haute, Ind.: To Weiss & Powell from Jack Masla.

□

Katz moves in Miami. Katz Television office in Miami area has moved to 3440 Hollywood Boulevard, Suite 480, Hollywood, Fla., 33021. (305) 961-3881

□

Same building, new suite. Katz Radio in Dallas has moved to new location, Suite 330, in same building at 2929 Carlisle Street, 75204-1091. New phone number: (214) 871-1980.

Unda-USA



Announces

18th Annual GABRIEL AWARDS

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30 Categories for local and national programs, plus Station of the Year and Personal Achievement Awards.

Deadline for entries—Sept. 1, 1983

For information, contact:

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Bridge Productions

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(415) 441-8111

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Music combo—the
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WEEI Boston; WCBS New York; WCAU Philadelphia; WTOP Washington D.C.; WWJ/WJOL Detroit; WBBM Chicago; KMOX St. Louis; WCCO Minneapolis-St. Paul; KPRC Houston; WOAI San Antonio; KTAR/KKLT Phoenix; KCBS San Francisco; KNX Los Angeles; KSDO/KSDO-FM San Diego

AdVantage

Wanted: TV commercials. Television Bureau of Advertising is asking member stations to submit their best local or regional commercials for its annual competition. Entries on three-quarter inch videotape may be sent to TVB at 485 Lexington Avenue, New York, N.Y., 10017. Grand prize is free trip to TVB's annual membership meeting in Las Vegas in November. Entry fee is \$25 per commercial. All entries must be received by Sept. 12

Profit's margin. American Association of Advertising Agencies reported last week that net profit after taxes of member agencies averaged 3.45% of gross income in 1982, compared with 3.55% in 1981. Four A's noted that, as percentage of billing, net profit averaged 0.85% in 1982 and 0.83% in 1981. Leonard S. Matthews, association president, said "the good news is that net profit dropped only to 0.83% in 1981, early in the recession, whereas it dropped to 0.65% in the recession of 1974." Four A's said in 10-year span starting in 1973, profits as percentage of gross income have been between 3% and 4% in six years and between 4% and 5% in four years. Profit averages, according to association, varied by agency size groups and tended, in most years, to run somewhat higher for larger agencies. Report also showed total payroll as percentage of gross income was 60.79% in both 1982 and 1981. Rent, depreciation averaged 8.47% in 1982, all-time high, up from 8.30% in 1981. Taxes, other than U.S. income tax, were 4.40% in both 1981 and 1982, highest in 10 years.

Merger of mainframes. Data Communications Corp., Memphis, and Mini-Pak Inc., New York, two computer-based financial services to broadcast stations and national radio-TV representative firms, respectively, have merged, with DCC as surviving company. Announcement said consolidation was logical one since DDC specialized in serving broadcast stations and MPI national representatives. It voiced belief that this association will lead to "significant improvements in the placing of broadcast spot advertising." One of first steps will be electronic contract and mail system that will eliminate redundancies in paper work, time delays and clerical errors, DDC said. MPI will serve as separate affiliate of DDC. Its three principals are Don Crabtree, president; Michael Bower and Harvey Kant, executive vice presidents, who will also serve as executive vice president of DCC. Norfleet R. Turner remains as board chairman of DCC and James L. Thornton as president.

West Coast expansion. Fred Levinson Productions, New York, TV commercials producer, has acquired production facilities on West Coast at 1226 Sierra Alta, Beverly Hills, Calif. (213) 276-2069.

Soaring ad dollars. Los Angeles and Dallas/Fort Worth were two markets that brought in highest percentage of airline industry radio ad dollars for first quarter of 1983 (see chart below), according Christal Co., which based its analysis on "actual" billing dollars reported by reps to Radio Expenditure Reports Inc., (RER), for first quarter of 1982 and 1983. Airline category included both domestic and foreign carriers as well as air courier services.

TOP 10 MARKETS—1983 VS. 1982 FIRST QUARTER

(1) New York	-5%	(6) Detroit	13.8%
(2) Los Angeles	42.2%	(7) Boston	4.2%
(3) San Francisco/San Jose	7%	(8) Houston	8.3%
(4) Philadelphia	13.1%	(9) Washington	-21.8%
(5) Chicago	-25.7%	(10) Dallas/Fort Worth	44%

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will be featured in two-week flight, starting Aug. 8, in six markets on radio and three markets in television. Commercials on radio will run in morning and even dayparts and on TV in fringe, news and sports periods. Target: men, 25-54. Agency: Bozell & Jacobs, Chicago.

Family Fitness Centers □ Campaign for physical fitness begins this week in San Francisco and San Jose, Calif. Flight is scheduled for one week, using all dayparts. Target: adults, 25-49. Agency: Evergreen Media, Seattle.

Carhart Photo □ Campaign for photo processing is using variety of spots: five 30's to boost "next day or free" service; one spot highlighting photo enlargement, and one spot for 35-mm film developing. Three "next day" spots began July 1. Photo enlargement spot starts August 8. Film developing promos will begin Labor Day weekend. Radio spots (using 6 to 8 spots for "next day service") follow suit with TV. Campaign schedule runs strong through Labor Day, picks up during Thanksgiving-New Year's period, then reappears at Easter and in summer months. Flights are running in Rochester and Utica-Rome, both New York; on four Rochester TV's (early morning, early news and prime access) and five radios (6 a.m.-7 p.m.). Utica market is covered by radio only, running five deep (6 a.m.-midnight). Target: adults, 18-49 (60% female, 40% male). Agency: Herb Gross & Co., Rochester, N.Y.

New computer package. Telmar Group Inc., New York, is counting on a shift in the advertising industry from the use of computer time-sharing to personal computers by introducing a package of micro-computer hardware and software designed exclusively for advertisers, agencies and the media.

In conjunction with the Telmar Micronet Service, Telmar has been chosen as the advertising industry's Value-Added Dealer of IBM Personal Computers and will be able to supply equipment, train users and service IBM products.

According to Stan Federman, chairman of Telmar, subscribers to the Micronet service, will be able to improve productivity in such areas as client media expenditure forecasting and profitability forecasting; preparation of new business presentations and proposals; full media planning and analysis; competitive advertising analysis, and media plan documentation, including graphics.

The Micronet Service, including the computer and Telmar software, costs from \$500 to \$1,350 a month, depending upon the computer model chosen and the length of the contract. These prices are effective Sept. 1.

This week

Aug. 1—Deadline for applications for Pulliam Fellowship Award for Editorial Writers, sponsored by *Sigma Delta Chi Foundation*. Information: Pulliam Fellowship, Sigma Delta Chi Foundation, 840 North Lake Shore Drive, Suite 801W, Chicago, 60611.

Aug. 1—Deadline for entries in *San Francisco Video Festival*, funded in part by San Foundation, San Francisco Hotel Tax Fund, California Arts Council and National Endowment for the Arts. Information: 229 Cortland Street, San Francisco, Calif., 94110.

Aug. 2—*Southern California chapter of Women in Cable* dinner meeting. Speaker: Jim Jimirro, president of Disney Channel. Marina Marriott, Los Angeles.

Aug. 2-3—"Communications Strategy in the Year 1 A.D. (After Divestiture)," sponsored by *Yankee Group*. Plaza hotel, New York.

Aug. 3—*National Academy of Television Arts and*

■ Indicates new or revised listing

Sciences, New York chapter, drop-in luncheon. Speaker: Herb Granath, president, ABC Video Enterprises. Copacabana, New York.

Aug. 3-5—*Arkansas Broadcasters Association* convention. Camelot hotel, Little Rock, Ark.

Aug. 5—*Kansas Association of Broadcasters* sports seminar. Kansas City Royals Stadium, Kansas City, Kan.

Also in August

Aug. 6-9—*Association for Education in Journalism and Mass Communication*, with *Women in Communications*, annual convention. Oregon State University, Corvallis, Ore.

Aug. 7-10—*CTAM '83* annual convention. Town & Country hotel, San Diego. Information: (404) 399-5574.

Aug. 7-12—World Conference on Community Radio, sponsored by *Association des Radiodiffuseurs Com-*

munautaires du Quebec (ARQJ). University of Montreal, Quebec. Information: AROQ, Case Postale 250, Succureale DeLormier, Montreal, H2H 2N6, Canada.

Aug. 9-10—"Communications Strategy in the Year 1 A.D. (After Divestiture)," seminar, sponsored by *Yankee Group*. St. Francis hotel, San Francisco.

Aug. 9-10—Videotape editing seminar, sponsored by *JVC Co. of America and Convergence Corp.* Brookholow Hilton hotel, Houston.

Aug. 9-11—*Jerrold Division of General Instrument Corp.* technical seminar. Holiday Inn South, Denver.

Aug. 10-14—"CCOS '83" convention sponsored by *Community Antenna Television Association (CATA)*. The Arlington resort hotel and spa. Hot Springs, Ark. Information: CATA, 4209 N.W. 23rd, Suite 106, Oklahoma City, 73107.

Aug. 14-16—*Electronic Industries Association* "Professional Land Mobile Communications Showcase." Las Vegas Convention Center, Las Vegas.

Aug. 14-20—Fourth annual *Banff Television Festival*, international television program competition. Banff Center, Alberta, Canada. Information: P.O. Box 1020 Banff, Alberta, Canada, TOL OCO; (403) 762-6248.

Aug. 15—Deadline for programing entries for annual Women at Work broadcast awards. Sponsored by *National Commission on Working Women*, 2000 P Street, N.W., Washington, 20036. Information: Sally Steenland, (202) 872-1782.

Aug. 15-17—*National Satellite Cable Association* summer-fall convention titled, "The Entrepreneur's Place in the New Communications Industry." Regency, Denver. Information: Chery Grund, 5594 South Prince Street, Littleton, Colo.; (303) 798-1274.

Aug. 15-18—*Arbitron Radio Advisory Council* meeting. Shangri-La, Afton, Okla.

Aug. 15—*Southern California Cable Association* luncheon meeting. Speaker: Al Gilliland, chairman of Gill Cable and CCTA. Airport Hilton hotel, Los Angeles.

Aug. 16-18—Third annual *WOSU Broadcast Engineering Conference*. Fawcett Center for Tomorrow, Ohio State University, Columbus. Information and offer of papers: John Battison, director of engineering, WOSU-AM-FM-TV, 2400 Olentangy River Road, Columbus, Ohio, 43210.

Aug. 17—*Ohio Association of Broadcasters* "novice sales school." Columbus Marriott North, Columbus, Ohio.

Aug. 17—*New York chapter of National Academy of Television Arts and Sciences* luncheon. Speaker: Patrick Plevin, director, daytime programs, East Coast, NBC Entertainment. Copacabana, New York.

Aug. 17-20—*Michigan Association of Broadcasters* annual meeting. Hidden Valley Resort, Gaylord, Mich.

Aug. 18—*Major Market Television Caucus's* board meeting. Washington.

Aug. 18-21—*West Virginia Broadcasters Association* 37th annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 22-24—Fifth annual "Satellite Communications Users Conference," sponsored by *Satellite Communications*. Stouffer's Riverfront Towers, St. Louis.

Aug. 22-24—*Television Bureau of Advertising/Sterling Institute* performance management program for experienced account executives. Georgetown Inn, Washington.

Aug. 23-Sept. 2—*Edinburgh International Television Festival*. Edinburgh, Scotland. Information: Beverly Neill, EITF Picture Palace, 71 Beak Street, London, W1R 4HP.

Aug. 24—*Ohio Association of Broadcasters* "novice sales school." Marriott North, Columbus, Ohio.

■ **Aug. 24-25**—*Society Of Cable Television Engineers* technical seminar on signal leakage. Holiday Inn Oceanfront, Melbourne, Fla.

Aug. 25-26—Libel workshop for media defense coun-

Major Meetings

Aug. 7-10—*CTAM '83* annual convention. Town & Country, San Diego. Information: (404) 399-5574.

Aug. 28-31—*National Association of Broadcasters'* Radio Programming Conference. Westin St. Francis, San Francisco. Future conferences: Aug. 26-29, 1984, Atlanta Hilton and Towers, Atlanta, and Aug. 25-28, 1985, Opryland hotel, Nashville.

Sept. 8-10—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future shows: Sept. 6-8, 1984 and Aug. 25-27, 1985, both Georgia World Congress Center.

Sept. 22-24—*Radio-Television News Directors Association* international conference. Caesars Palace, Las Vegas. Future conference: Dec. 3-5, 1984, San Antonio, Tex.

Sept. 25-28—*Broadcast Financial Management Association* 23rd annual conference. Hyatt, Orlando, Fla. Future meetings: May 20-23, 1984, New York; May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

Oct. 2-5—*National Radio Broadcasters Association* annual convention. Hilton hotel, New Orleans. Future conference: Sept. 16-19, 1984, Westin Bonaventure hotel, Los Angeles.

Oct. 2-5—*Association of National Advertisers* annual meeting. Homestead, Hot Springs, Va. Future meeting: Nov. 11-14, 1984, Camelback Inn, Scottsdale, Ariz.

Oct. 29-Nov. 3—*Society of Motion Picture and Television Engineers* 125th technical conference and equipment exhibit. Los Angeles Convention Center.

Nov. 7-10—*AMIP '83, American Market for International Programs*, organized by Perard Associates with MIDEM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach. Information: Perard, 100 Lafayette Drive, Syosset, N.Y., 11791, (516) 364-3686.

Nov. 14-16—*Television Bureau of Advertising* 29th annual meeting. Riviera hotel, Las Vegas. Future meetings: Nov. 7-9, 1984, Hyatt Regency, Chicago; Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

Dec. 11-12—*National Cable Television Association's* National Cable Programming Conference. Biltmore, Los Angeles.

Dec. 13-15—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

Jan. 14-18, 1984—*Association of Independent Television Stations (INTV)* annual convention. Biltmore hotel, Los Angeles.

■ **Jan. 15-20, 1984**—*National Association of Broadcasters'* winter board meeting. Westin Wailea Beach hotel, Maui, Hawaii.

Jan. 28-31, 1984—*Radio Advertising Bureau's* managing sales conference. Amlac hotel, Dallas-Fort Worth Airport.

Jan. 29-Feb. 1, 1984—*National Religious Broadcasters* 41st annual convention. Sheraton Washington, Washington.

Feb. 9-14, 1984—*NATPE International* 21st annual conference. San Francisco Hilton and Moscone Center, San Francisco.

March 7-10, 1984—*American Association of Advertising Agencies* annual meeting. Canyon, Palm Springs, Calif. Future meeting: May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

April 8-12, 1984—*National Public Radio* annual conference. Hyatt Regency, Arlington, Va.

April 27-May 3, 1984—*MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

April 29-May 2, 1984—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 14-17, 1985; Dallas, April 13-16, 1986; Dallas, April 12-15, 1987, and Las Vegas, April 10-13, 1988.

■ **May 7-9, 1984**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

■ **May 13-16, 1984**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

■ **May 20-22, 1984**—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 30-June 2, 1984—*American Women in Radio and Television* annual convention. Palmer House, Chicago. Future conventions: May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

June 2-6, 1984—*American Advertising Federation* national convention. Fairmont hotel, Denver. Future conventions: June 8-12, 1985, J.W. Marriott, Washington, and June 14-18, 1986, Hyatt Regency Chicago, Chicago.

June 3-6, 1984—*National Cable Television Association* annual convention, Las Vegas. Future conventions: June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

June 10-15, 1984—*Broadcasters Promotion Association/Broadcast Designers Association* annual seminar. Caesars Palace, Las Vegas. Future conventions: June 5-9, 1985, Hyatt Regency, Chicago; June 10-15, 1986, Loew's Anatole, Dallas.

Stay Tuned

A professional's guide to the intermedia week (Aug. 1-7)

Network television □ ABC: *The Barbara Walters Summer Special*, Tuesday, 10-11 p.m.; *Reggie** (comedy), Tuesday, 9:30-10 p.m. [will air regularly on Thursdays, 9-9:30 p.m.]; *Eye on Hollywood** (TV magazine on entertainment world), Thursday, 8-8:30 p.m.; *Water—A Clear and Present Danger* (documentary on water contamination), Friday, 10-11 p.m.

Radio (check local times) □ ABC FM: *Cocaine: Some Hard Realities* (five-part series), Monday-Friday.

Cable □ HBO: *Over Here, Mr. President** (comedy/spoof), Saturday, 11-11:30 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *The Early Days*, Beatles documentary, now-Sept. 17; *The Muppets: Past, Present and Future*, return of earlier exhibit, now-Saturday.

*indicates a premiere episode

sel, sponsored by *American Newspaper Publishers Association*, *National Association of Broadcasters* and *Libel Defense Resource Center*. Hyatt Regency O'Hare, Chicago.

Aug. 27—Radio-Television News Directors Association regional conference with *University of Oklahoma*. Ramada Inn, Norman, Okla.

Aug. 28-31—National Association of Broadcasters' Radio Programming Conference. Westin St. Francis, San Francisco.

Aug. 29-30—New England Cable Television Association annual convention and exhibition. Dunfey Hyannis hotel and resort, Hyannis, Mass.

Aug. 31-Sept. 3—Information Film Producers of America national conference. Manor Vail Lodge, Vail, Colo. Information: (213) 795-7866.

September

Sept. 1—Deadline for entries in 18th annual Gabriel Awards competition, presented by *UNDA—USA* for television and radio programs that creatively treat issues concerning human values. Information: Rev. Harry Schlitt, awards chairman, (415) 673-9294.

Sept. 7—"Super Track Day," sponsored by Cable Television Administration and Marketing Society. Atlanta Hilton, Atlanta.

Sept. 7—Ohio Association of Broadcasters' "Small Market Potpourri." Stouffer's Avalon Inn, Warren, Ohio.

Sept. 7-9—Second annual Great Lakes Cable TV Expo '83, sponsored by *Illinois-Indiana Cable TV Association* and *Michigan Cable TV Association*. Indianapolis Convention and Exposition Center, Indianapolis. Information: Shirley Watson, 618-249-6263.

Sept. 8-10—Southern Cable Television Association Eastern show. Georgia World Congress Center, Atlanta.

Sept. 9—Deadline for entries in *International Film and TV Festival of New York*. Information: 251 West 57 Street, New York, N.Y., 10019; (212) 246-5133.

Sept. 9-10—Radio-Television News Directors Association region five meeting with *Mary College*, Bismarck, N.D. Mary College campus, Bismarck, N.D.

Sept. 10—Deadline for entries in sixth Tokyo Video Festival, sponsored by *JVC Co. of Japan*. Information: JVC Co. of America, 41 Slater Drive, Elmwood Park, N.J., 07407.

Sept. 10-13—Nebraska Broadcasters Association annual convention, celebrating its 50th anniversary. Holiday Inn Central, Omaha.

Sept. 11-13—Illinois Broadcasters Association annual convention. Abbey on Lake Geneva, Fontana, Wis.

Sept. 11-13—New Jersey Broadcasters Association 37th annual convention. Golden Nugget casino/hotel, Atlantic City, N.J.

Sept. 11-13—Washington State Association of Broadcasters fall meeting. Rosario Resort, Orcas Island,

Sept. 11-13—Western regional convention of National Religious Broadcasters. Los Angeles Marriott, Los Angeles.

Sept. 11-13—Nevada Broadcasters Association fall convention. Cal-Neva Lodge, Lake Tahoe, Nev.

Sept. 11-14—First International Cable and Satellite Television Exhibition and Conference (CAST '83), sponsored by *England's Society of Cable Television Engineers*, *Cable Television Association of Great Britain*, *Electronic Engineering Association* and *The Economist magazine*. National Exhibition Center, Birmingham, England. Information: 100 Gloucester Place, London, W1H3DA; telephone: 01-487-4397.

Sept. 12-13—Alaska Broadcasters Association convention. Captain Cook hotel, Anchorage, Alaska.

Sept. 13—"Overview of Cable Television," seminar sponsored by *Bay Area Cable Club* and *Northern California chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

■ **Sept. 13—Ohio Association of Broadcasters** Youngstown managers' luncheon. Youngstown Club, Youngstown, Ohio.

■ **Sept. 14—Ohio Association of Broadcasters** Cleveland managers' luncheon. Bond Court hotel, Cleveland.

Sept. 14-16—CBS Radio Network affiliates board meeting. Waldorf Astoria, New York.

Sept. 15—Deadline for entries in 15th national Abe Lincoln awards sponsored by *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, SBRTC, 6350 W. Freeway, Fort Worth 76150

Sept. 15—Public Service Satellite Consortium seminar, "Buying Your Earth Station: Making the Right Decision." Shoreham hotel, Washington.

Sept. 15—Ohio Association of Broadcasters Toledo managers' luncheon. Toledo Athletic Club, Toledo, Ohio.

Sept. 16—Deadline for applications for certification exams of *Society of Broadcast and Communications Engineers*. Information: Certification secretary, SBCE, P.O. Box 50844, Indianapolis, Ind., 46250.

Sept. 16—Ohio Association of Broadcasters Akron-Canton managers' luncheon. Quaker Square hotel, Akron, Ohio.

Sept. 18-20—National Association of Black Owned Broadcasters annual fall conference. Sheraton Washington hotel, Washington.

Sept. 19-20—Minnesota Broadcasters Association fall convention. Sunwood, St. Cloud, Minn.

Sept. 19-23—Sixth International Conference on Digital Satellite Communications sponsored by *Comsat*, *International Telecommunications Satellite Organization*, *American Institute of Aeronautics and Astronautics*, *IEEE Communications Society*, *IEEE Aerospace and Electronic Systems Society*. Phoenix Hyatt, Phoenix. Information: Comsat, 950 L'Enfant Plaza, S.W., Washington, 20024.

Sept. 19-23—Second annual London Multi-Media

Market. Gloucester hotel, South Kensington, England. Information: London Multi-Media Market, 17 Great Pulteney Street, London, W1R 3RG; telephone: 01-734-4765.

Sept. 19-28—Western Public Radio radio drama production workshop, part of National Radio Training Project, funded by John and Mary R. Markle Foundation. WPR headquarters, Fort Mason Center, Building D, San Francisco, 94123.

Sept. 20-22—Washington Journalism Center's conference for journalists, "Politics '84: Issues and Candidates." Watergate hotel, Washington.

Sept. 21—International Radio and Television Society newsmaker luncheon. Speaker: FCC Chairman Mark Fowler. Waldorf Astoria, New York.

Sept. 21—Women in Cable, Washington chapter, charity event for Capital Children's Museum in Washington. Tom Wheeler, president, National Cable Television Association, to be roasted. Shoreham hotel, Washington.

Sept. 21-22—Television Bureau of Advertising sales advisory committee meeting. Indian Lakes, Chicago.

Sept. 21-23—Midwestern regional convention of National Religious Broadcasters. Hotel to be announced. St. Louis.

Sept. 22-23—Institute of Electrical and Electronics Engineers Broadcast Symposium 33rd annual broadcast symposium. Hotel Washington, Washington.

Sept. 22-24—Radio-Television News Directors Association 38th annual international convention. Keynote speech: ABC-TV's David Brinkley. NBC News's John Chancellor to receive 1983 Paul White Award. Other speakers include Paul Harvey, ABC commentator; Bill Moyers and Charles Osgood, CBS News, and Av Westin, ABC-TV. Caesars Palace, Las Vegas.

Sept. 22-24—American Advertising Federation district five conference. Sheraton, Columbus, Ohio.

Sept. 23—Southern California Cable Club third anniversary dinner/dance. Century Plaza hotel, Los Angeles.

Sept. 23—Society of Broadcast and Communications Engineers central New York regional convention and equipment show. Sheraton Syracuse, Syracuse, N.Y.

Sept. 23—FCC, in cooperation with *American Women in Radio and Television*, symposium, "Women in the Electronic Media." Ownership opportunities will be primary topic. FCC, Washington.

■ **Sept. 23—"The Lawyer and the New Video Marketplace II,"** sponsored by *American Bar Association Forum Committee on Communications Law*. Grand Hyatt New York, New York.

Sept. 23-25—Maine Association of Broadcasters annual convention. Sebasco Resort, Sebasco Estates, Me.

Sept. 23-25—North Dakota Broadcasters Association annual meeting. Ramada Inn, Minot, N.D.

Sept. 24-27—International Institute of Communications annual conference. Discussions include international policies and development; space and technology; broadcasting, and communications issues and research. Americana Aruba, Aruba, West Indies. Information: IIC, Tavistock House East, Tavistock Square, London, WC1H 9LG.

Sept. 25—35th annual Emmy Awards, sponsored by *Academy of Television Arts and Sciences*, telecast on NBC-TV, from Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 25-28—Broadcast Financial Management Association 23rd annual conference. Hyatt Orlando, Kissimmee, Fla.

Errata

Michael Brochstein, director of marketing, market development division, Blair Television, New York, **named vice president** of division, fact omitted from "Fates & Fortunes" item July 25.

Open Mike

Reynolds remembered

EDITOR: Frank Reynolds was a giant among journalists. His passing is a great sorrow for his colleagues in the electronic press. Frank represented all of the qualities that broadcast professionals aspire to. He was an intelligent, warm and compassionate man who strove to understand and carefully report the complex and changing issues that affect our daily lives.

As one who met Frank when he first joined ABC News in 1964, I had the privilege of a long association with this extraordinary man as he became one of the most credible and respected reporters in electronic journalism.

We will all miss him—*Martin Rubenstein, president/chief executive officer, Mutual Broadcasting System, Arlington, Va.*

Different drummer

EDITOR: I am told in BROADCASTING that the CBS Evening News with Dan Rather remains comfortably ahead in the three-way network race. As a 25-year veteran of CBS News, retired, I am delighted. It is a fine program, anchored by a dedicated journalist. But someone around the shop has blundered. I refer to the use, between segments, of the hyped beat of drums. Tonight (July 19) the thump-de-thump accompanied a bumper that read "A Cold War Incident." Such treatment ill-becomes the program, ill-becomes news.—*Edward Bliss Jr., Newburyport, Mass.*

More news on all-news

Editor's note: In the July 11 "Fifth Estate" on William Scott of Satellite News Channels. Broadcasting incorrectly stated that Scott was responsible for creating the all-news format at Group W's WINS(AM) New York in 1974. Scott corrected the record (he developed a new format for the station; it went all-news in 1965) in an "Open Mike" in the July 25 issue. Since then, Broadcasting has received the following letters contributing more pieces to the historical record.

EDITOR: WINS became an all-news station in 1965. This innovative journalistic format clicked from the start.

At the time I was senior vice president for programing and production, radio and television, for Westinghouse Broadcasting, and the late James Lightfoot, a great broadcaster, was national program manager, radio. Together, we conceived the idea of all-news radio for Group W. We sold the idea, which seemed bold at the time, to Don McGannon, the then chairman and president of Westinghouse Broadcasting Co., and Larry Israel, the executive vice president in charge of stations.

Jimmy Lightfoot then led the team that developed the plan before WINS became "all news, all the time" and remained a key figure in the first year the new concept was on the air. Incidentally, Lightfoot predicted to me that some day "there's going to be all-news television."—*Richard Pack, Great Neck, N.Y.*

EDITOR: The now well-known and equally well-worn phrase: "Give us 22 minutes; we'll give you the world," was first broadcast by Group W's Los Angeles radio property, KFWB(AM) on July 4, 1974. The "20-minute

cycle" was the brainchild of programing genius Ken Draper, then a consultant to KFWB, WINS(AM) New York and KYW(AM) Philadelphia and Jim Yergin, then vice president, research, for Group W. Mr. Draper went to New York in late fall, 1974, to install the "20-minute format" at WINS.

As a member of the KFWB staff in 1974, there was a strong belief that Draper and Yergin had delivered to us the most exciting new approach to all-news since its inception at WINS in 1965.—*Don Schrack, general manager, KASH(AM)-KSND(FM) Eugene, Ore.*

'Community' confusion

EDITOR: I fail to understand the fuss over the FCC's proposal to change policy on applicant preference by re-defining "community" under Section 307(b). Both the National Association of Broadcasters and the networks should realize that this proposed change is fully consonant with the commission's program to abdicate all responsibility in cases of multiple applicants for license. The commission has made this very clear with its embracing lottery over arriving at a decision based upon facts. "All other things being equal," NAB should know, never applies to the human condition—save at the FCC.

A modest proposal is herewith offered the commission for all multiple applicant cases: flip a coin. The first applicant gets heads, the second applicant gets tails. If there is a third applicant, he wins if the coin lands on edge. A fourth applicant is winner if the coin sticks to the ceiling. Minority applicants, of course, are privileged to supply their own coins... of whatever shape they deem appropriate.

I'd previously been outraged by commission actions to the extent of writing BROADCASTING over FCC deliberations about licensing low-power communications devices for cows in heat (BROADCASTING, Aug. 24, 1981) and an 11-person delegation visiting mainland China "to study telecommunications." Current outrage is occasioned by this commission's absence from that "slow boat."—*Jerome Gillman, president and general manager, WDST(FM) Woodstock, N.Y.*

Long distance doubts

EDITOR: I read where the House Commerce Subcommittee has recommended that AM radio stations being affected by Cuban interference be compensated for loss of revenue because of jamming. As a taxpayer as well as a radio station operator, I feel I'd be paying those stations for their "lost revenue."

Really, how much do those stations' executives feel they're really losing by not capturing an audience hundreds of miles away? Are advertisers placing spots during the evening hours getting results from their ads by listeners tuning in from long distances? I wish I could see a pile of letters from satisfied advertisers who say they regularly are visited by customers from 500-1,000 miles away.—*Frederic C. Hirsch, general manager, WDME-AM-FM Dover-Foxcroft, Me.*

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A media-FBI commentary from Roger Young, assistant director, Federal Bureau of Investigation

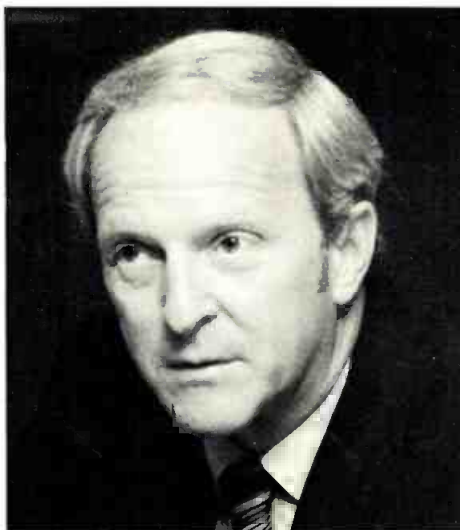
Cooperation between the media and the FBI

There is a popular misconception about the media and the government that says their relationship must be antagonistic. This idea goes back at least as far as Thomas Jefferson who placed the importance of the free press above government and saw the press as a check against government abuses. Although in many cases the media and government can't both be satisfied by how, how much, and when information gets to the public, I believe it's wrong to see their relationship as unavoidably antagonistic and adversarial. Mutual trust and cooperation, perhaps tempered by a little healthy skepticism, can lead to a good working relationship that serves the interests of both the media and the government. The basis for this trust lies in each party's knowledge of and respect for the work of the other.

The FBI is charged with a variety of investigative tasks, and we gather an enormous amount of information in performing them. But for many reasons, we often can't make this information available to the public or must delay its release. The Privacy Act, for example, protects the privacy of those investigated by forbidding the release of most information about them unless it serves a law enforcement purpose. Federal regulations prohibit the release of information about an investigation that could influence a defendant's trial. And the FBI is concerned about the impact of releasing information on its investigations. Alerting individuals that they are under investigation could lead to the destruction of evidence, the intimidation of witnesses, or even injury and loss of life.

Balanced against the constraints that limit what information the FBI can make available is our desire to release information—a desire that springs from the need to be accountable. The FBI wants the assurance that we are doing what is expected of us. We want the public's approval. And we can only accomplish that if we inform people of the facts through the media or through the public's representatives in Congress.

This is not a hollow claim. In fact, withholding information from the public sometimes goes against the FBI's interest. After Abscam broke, for example, many were confused about the investigation and concerned that the FBI had abused the defendants' rights. It was said that the FBI targeted certain politicians, perhaps for political reasons, or that the FBI had simply set out honey pots to see who might come. Neither was the case. No defendant was ever selected by the FBI or by its cooperating witness, Mel Weinberg. They were selected in every case by corrupt influence peddlers—people who believed Abdul Enterprises, our undercover front, was run by individuals as corrupt as they were—people



Roger S. Young entered the FBI as a special agent in 1961 and has served in FBI offices in North Carolina, California and New York, before his initial assignment to FBI headquarters in Washington in 1971. While in his headquarters assignment, Young served in the Intelligence Division, the Planning and Inspection Division, and the External Affairs Division. In February 1980, Young returned to Washington where Director William Webster named him chief spokesman for the FBI and inspector in charge of the FBI's Public Affairs Office. During 1980 and 1981, Mr. Young was given the additional responsibilities for congressional liaison and Uniform Crime Reports. In January 1981, Young was promoted to the rank of assistant director, the third-highest ranking position in the FBI, and he is currently in charge of the FBI's Office of Congressional Public Affairs.

who had no interest in bringing to our operation someone they believed honest. We would have liked to have explained this relationship when questions were first asked, but the impending trials made it impossible.

The FBI's field office media representatives, along with our public affairs staff at headquarters in Washington, are the media's FBI contacts. These representatives are aware of our need to be accountable and of the restrictions on what information we can release. We ask them to know and, as far as possible, respect the needs of the media—to meet their deadlines, to make available the maximum information allowable and to explain what our policies are. Once a year we bring many of our media representatives to the FBI academy at Quantico, Va., where they have a chance to exchange ideas among themselves, our public affairs experts from headquarters, and prominent members of the news media. In recent years, Carl Stern, Ron Ostrow, Leslie Maitland, Fred Graham, Mike Wallace and others have spoken at these sessions.

I believe we have a professional public affairs operation at the FBI. Our people have information to give and a story to tell. Often, we can provide the information requested by the media, and frequently, we can clarify inaccurate information obtained elsewhere. This is especially important when lives and reputations are at stake.

The relations between the FBI and the members of the media with whom it regularly deals are generally excellent. There is good understanding of and sensitivity to each other's needs. A recent case in Miami illustrates this. An individual kidnapped the young son of a prominent doctor at gunpoint and demanded a ransom. The media found out about it and published some early stories. With good reason, we took a rare step. We asked them to limit further coverage and clear the stories with us, which they agreed to do. At the time, we believed the child might be killed if the kidnapper panicked over something he read or heard. We also knew that publicizing the story, especially the name of the family, might generate crank calls that could interfere with ransom instructions. Subsequently, the FBI and local law enforcement tried to apprehend the kidnapper at a location where the ransom was to be paid. As we closed in, there was a struggle and the kidnapper was shot. Although mortally wounded, he was able to tell us the location of the car, in the trunk of which he had locked the child. We rushed there and rescued the boy.

The same kind of cooperation was demonstrated in a second kidnapping this July in Miami. It involved the wife of the former Salvadoran ambassador to the United States. She was kidnapped in Miami, taken to an apartment in Washington and held there while a ransom was negotiated. Because of its possible political implications, we knew the kidnapping would receive extensive media coverage. At the same time, we believed that kind of coverage would make the kidnappers edgy and very possibly jeopardize the life of the victim. Once again, we asked for a voluntary news embargo—this time including the national news media. Four days later, at a phone booth in Washington the FBI rescued the victim and arrested her alleged kidnappers.

Perhaps the decisions to delay these stories were easy. As *Miami Herald* reporter Phil Long said, "There isn't a word on a sheet of paper or an inch of video film that's worth risking a child's life." But the understanding and cooperation demonstrated isn't unusual, nor is it limited to life-threatening situations. Many in the media and many of our agents know of other instances where we have worked together to achieve individual and mutual goals. Experience has shown that our relationships don't have to be adversarial. We have learned that cooperative efforts—efforts built on mutual trust—result in a public letter that is better informed and better protected. ■

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TOP OF THE WEEK

FCC set to make its move on financial interest

'Tentative' decision to be made Thursday will allow networks back into program ownership but continue some restraints in syndication, although first-run efforts would have green light; new surge of congressional opposition expected to ensue; new round of comments planned

In a move certain to start another round of shock waves reverberating through Congress and the broadcasting and film production industries, the FCC this week will issue a "tentative" decision in its controversial proceeding on the domestic syndication and financial interest rules—a matter that has occupied much of its attention since June 1982, and one considered to have the highest priority on Chairman Mark Fowler's agenda.

As previously reported (BROADCASTING, July 18), the decision—to be taken at an open meeting this Thursday (Aug. 4)—will permit networks to negotiate for as much of a financial interest in independently produced programming as they want or can gain. However, it reportedly will continue to restrict network participation in syndication of prime time series, although allowing participation in first-run syndication. The prime time prohibition is designed to prevent networks from "warehousing" successful properties, presumably to the detriment of independent stations.

Commission sources stressed that no final action will be taken this week—nor, indeed, before the commission invites and receives still another round of comments. The decision, which is said to reflect a consensus in the sense that it "is supportable by the record," according to one source, is expected to be approved by at least a 3-1 vote—Chairman Fowler with Commissioners Mimi Dawson and Henry Rivera in the majority, with Commissioner James Quello either abstaining or dissenting.

Congress, spurred on by lobbyists for all of the business interests at stake, is generating more heat. Hearings have been scheduled today (Aug. 1) on H.R. 2250, which would prohibit the FCC from altering the rules for a period of five years. (Hill sources say there is a strong possibility that the House Telecommunications Subcommittee will mark up the bill on Wednesday (Aug. 3), one day before the FCC's action and before the House recesses this week.) Meanwhile, Senator Pete Wilson (R-Calif.) last week introduced S. 1707, the "Competition in Television Production Act," which mirrors the House legislation.

The controversy was dramatized for the benefit of Congress again last week when actor Larry Hagman went to Capitol Hill to ask legislators to protect the rules. Hagman, best known for his role as J.R. Ewing on the CBS-TV series, *Dallas*, met last Tuesday (July 26) with numerous congressional leaders—including Wilson and House Majority Leader Jim Wright (D-Tex.). Hagman, whose television series is produced by Lormar, lunched with the Texas House delegation, attended a reception hosted by the Congressional Arts Caucus and met with several other senators.

Hagman was representing the Committee for Prudent Deregulation (a coalition of independent producers, writers, directors, actors and independent television stations) that is working to keep the FCC from repealing the rules. He followed in the footsteps of Alan Alda, of *M*A*S*H*, who made a similar Capitol Hill pilgrimage in May (BROADCASTING, May 18). Hagman spent the day urging legislators to support H.R. 2250. His

Chairman Fowler. And in the wake of those discussions, Stevens abandoned the idea—at least for now.

Hagman also met with Laxalt and Mark Hatfield (R-Ore.), chairman of the Appropriations Committee, and Daniel Inouye (D-Hawaii), a member of the Appropriations and Commerce Committees.

A Stevens aide said the senator has been concerned about the rules for some time and believes a change is "ill-timed and ill-advised." He noted that Stevens has reserved the right to offer an amendment when the appropriations measure comes up on the Senate floor.

Although it seems doubtful that the Senate will take any action on the rules before the FCC does, the House is another matter. Today (Aug. 1), the House Telecommunications Subcommittee is holding a hearing on the FCC rules. Chairman Tim Wirth (D-Colo.) and subcommittee member Henry Waxman (D-Calif.) are the key co-sponsors of H.R. 2250 and a majority (nine out of 14)



Texans sticking together. TV star Larry Hagman (J.R. of *Dallas*) took the Hill by mini-storm last week to talk in megabuck terms about the financial interest-domestic syndication subject so close to the hearts of his Hollywood colleagues; he's pictured here with House Majority Leader Jim Wright (D-Tex.).

argument, however, appears to have made its greatest headway in the Senate. Ted Stevens (R-Alaska), after meeting with him, reportedly considered offering an amendment to a Senate appropriations measure that would limit the FCC's ability to spend any funds to repeal the rules. (Stevens would have offered the amendment during a committee markup of a bill that included the FCC's fiscal 1984 budget.) When word got out that Stevens might make such a move, the networks set out to dissuade him. Senator Paul Laxalt (R-Nev.), chairman of the Senate Appropriations Subcommittee with jurisdiction over the FCC, discussed the matter with

of the subcommittee members also are co-sponsors.

Witnesses for the hearing include: Roger Colloff, vice president of policy and planning, CBS/Broadcast Group; Paul Bortz of Browne, Bortz & Coddington, consultant on behalf of ABC; Irwin Segelstein, NBC vice chairman; Wade Hargrove, counsel, ABC Affiliates Board of Governors; Lucie Sahany, vice president, TV and cable programming for Taft Broadcasting; Joe Waz, Committee for Prudent Deregulation; Norman Lear, Tandem Productions, and Mel Blumenthal, MTM Productions.

Two other congressmen, however, have

It's an upbeat upfront

After a slow start, sales for the three networks total about the same as last year for prime time, ahead for daytime

Better than expected. That appears to be the description that best fits how the three major networks fared in this year's brief but intense upfront selling season, largely completed for ABC-TV and NBC-TV last week and likely to be all but wrapped up for CBS-TV this week. Total prime time sales volume, estimated by network executives at about \$1.86 billion, is about on par with last year's record-breaking volume, while daytime volume, estimated to peak at about \$750 million, is way ahead of that of last year.

Prime time upfront sales at ABC totaled about \$600 million, according to a company spokesman, with about 70% of next year's inventory, outside of that taken up by the Olympics and *Monday Night Football*, sold. More than 80% of football inventory has been sold, with revenues totaling approximately \$135 million, while the Olympics, which so far have added another \$600 million to ABC's sales for next year, are 96% sold out.

NBC sold between 60% and 70% of next year's prime time inventory upfront, according to Bob Blakemore, network sales, vice president, who estimated revenues totaled close to \$700 million. Blakemore characterized the upfront market as "very strong," and showing "a lot of vitality," and attributed that strength to a rebounding economy. Advertisers have committed the kind of money this year that indicates they have confidence in the marketplace, said Blakemore, who believes network advertising sales will remain strong throughout next year.

Although he chose not to reveal internal estimates of upfront sales, CBS Television Network President Tony Malara said CBS "supports estimates by ABC that upfront prime time sales for all three networks combined, total about \$1.9 billion." That would put CBS's upfront sales at roughly \$600 million, if estimates of ABC and NBC sales are on target and if it can be assumed that CBS sales account for the remainder.

The upfront market for daytime, which appears likely to end up about 26% ahead of last year's total volume of \$595 million, is unusually strong, a fact that has been attributed to increased competition among the three networks in daytime ratings and to the tendency among some advertisers to invest in daytime this year as a lower-priced alternative to prime time. ABC claims to be writing more than half of the sales for upfront daytime, although Blakemore maintains ABC's share is probably closer to 40%, with that network's total upfront volume likely to peak at around \$300 million. Upfront daytime for NBC and CBS will probably total about \$200 million each, he said.

Average rate increases for prime time upfront are likely to have been in the low teens, with estimates running as low as 8% for some advertisers and as high as 16% or over

for others.

Network executives and media buyers caution it is difficult to pin down an average rate increase for the year, because increases for each advertiser depend on the rate at which it paid for time the previous season and the changing requirements, in terms of daypart and demographics, of an advertiser's media plan from year to year.

Did this year's upfront market feel the impact of a burgeoning upfront market for advertiser-supported syndication? Although the volume of network sales written is generally thought not to have been significantly affected, rate increases, according to a number of sources, are likely to have been steeper had it not been for a bigger syndication market this year.

Some advertisers, notably Procter & Gamble and General Foods, are known to have diverted some revenues from network into syndication this year, but generally, there was "no great chunk of dollars diverted from the networks" by any advertiser, according to Malara. "There are enough people at the agencies who question whether syndication is something they ought to get into," he said.

Henry Siegel, chairman of Lexington Broadcast Services, the largest seller of advertiser-supported syndication in the U.S., believes this year's bigger syndication market may have held network rate increases down about "3% or 4%." LBS, which substantially increased its program inventory this year and then packaged it by daypart and other categories for upfront selling, has sold about \$60 million worth of advertising in programing set to air next year. By the time its upfront selling is over, Siegel expects the company's sales will total about \$75 million.

Upfront purchases of syndicated programs by P&G and other advertisers gave agencies more "leverage in talking to the networks" this year, said Bob Coen, senior vice president for long-range planning at McCann Erickson U.S.A. "I get the feeling the upfront market is not as big as the networks thought it would be," he said.

Nonetheless, the fact that the networks met or nearly met the volume of sales attained last year, when demand for time for video games and automotive advertisers pushed rate increases as high as 25% in some cases, appears to have buttressed arguments that network television is alive and well. "The networks have come close to the inventory sellout they had last year," said Lou Dorkin, senior vice president network television programing, Dancer Fitzgerald Sample.

Malara added, "I'm surprised they got as close as they did. If you can say the upfront market is a little better than it was last year, absent all the glamour issues we had last year... it's a strong sign for network television. To have an upfront as vibrant as \$2 billion is to say that network TV and TV in general is alive and well, and that's a good thing for advertisers." □

their own ideas about what the House should do about the rules. Subcommittee member Tom Tauke (R-Iowa) and Commerce Committee member Tom Bliley (R-Va.) urged their colleagues not to support H.R. 2250. "We believe you should keep your powder dry," they wrote in a letter. "The FCC should be permitted to conclude its proceedings reviewing these rules. Congress entrusted the FCC with the responsibility for deciding such matters. If Congress disagrees with the FCC's action, we have the option—which we exercise regularly—to consider substantive legislation to address any other result we may care to pursue. In addition, by waiting until the FCC acts, we will benefit from the FCC's proceeding and record, and we may permit the development of a compromise on this issue acceptable to the parties involved."

One network's aspect on the issue was presented in a letter to Wirth last week from NBC Chairman and Chief Executive Officer Grant Tinker. "I have spent some 15 years in Hollywood as a producer and the last two years as chairman of NBC and have had the opportunity to experience the network's relationship with the production community from both sides. The reality is that the network's share of the total audience pool is inexorably shrinking. This will inevitably impair our ability to pay for the steadily rising costs of programs we buy from program producers. A significant solution to this problem would be the ability to participate on a negotiated, risk-bearing basis in the after-market profits from later syndication of programs shown on the network. The problem is inflamed by the fact that the pay media, which are bidding against us for creative talent, are not limited by government rule," Tinker wrote.

Tinker noted that it is not just a network problem but "a problem for the audience who wish to continue their free access to the programs we present." And he assured Wirth that repeal of the rules would not increase the ability of the networks to exercise "creative control" over those who produce programs. "As a person who has seen both sides of the process, I can assure you that would not be the case. The networks have every reason to want producers to be creative—it is exactly for that creativity that the networks pay such great sums of money. It would be folly for networks to attempt to stifle the very creativity for which they pay and on which their own success depends."

Two weeks ago NBC asked the FCC to reject a request from CPD for further comments in the commission's proceeding on the rules. CPD noted that the FCC was "actively considering" alternatives to outright repeal, and said the commission should open the proceeding to permit "meaningful" discussion (BROADCASTING, July 18). NBC, however, had a different point of view. "The plain fact is that CPD's petition is a blatant delaying tactic," NBC said in a filing at the commission. "No beneficial purpose would be served in now indulging in additional rounds of comments and oral presentations, and the commission has no legal obligation to take such wasteful and dilatory action." □



Mullally, Pfister, Rockefeller and Bornstein

Last-minute salvation for NPR

Radio network and CPB finally agree on terms of \$8.5-million loan and ownership of satellite system

The on-again, off-again loan to National Public Radio from the Corporation for Public Broadcasting was on, seemingly for good, after a "letter of intent" approving the terms was signed late last week. Urged on by congressional concern, the imminent Chapter 11 bankruptcy of NPR and the first all-night bargaining session between NPR interim Chief Operating Officer Ronald M. Bornstein, NPR Board Chairman Dr. Donald P. Mullally, CPB President Edward J. Pfister and CPB Chairwoman Sharon Percy Rockefeller, the two sides agreed on a plan that enables the network, which claims nine million listeners, to rebuild itself. Last Wednesday, NPR had only \$20,000 in the bank to meet a \$500,000 Friday payroll, was behind on its rent and had approximately \$9 million of current debt.

What had been the major point of contention—whether NPR would retain title of its satellite distribution system—was finally settled with a solution close to that suggested earlier in the week by CPB. In essence the agreement:

- Gives NPR an \$8.5-million line of credit from CPB.

- Sells title to the satellite distribution system for three years to a trusteeship of three individuals chosen by NPR—reportedly former Attorney General Elliot Richardson, former NTIA head Henry Geller and former CPB board member Virginia Duncan, who is now an executive with the Bechtel Corp. The activities of the trustee group will be circumscribed by any majority vote of NPR member stations that are the beneficiaries of the trust.

- Leases the system to NPR for three years, after which the NPR member stations will decide what form ownership of the system will take.

As late as Wednesday, formal negotiations between CPB and NPR had apparently broken off over the question of whether the

distribution system would be transferred to a trusteeship (the CPB proposal) or remain with the radio network and be given up—to CPB as a preferred creditor—only in case of bankruptcy. It was also suggested the system might be put in escrow.

The original CPB proposal, first made public on July 12, was that the corporation itself would be trustee for the system.

But after objections by NPR and suggestions that the corporation was prohibited by the CPB authorizing statute from owning or operating broadcast facilities, CPB revised the proposal to make the satellite system's 17 uplink stations the trustees. This still was not acceptable to the NPR management, board and a number of stations. On Monday, Mullally summed up his feelings: "From my perspective, the issue is not now a legal one; the issue is a policy one. . . . Moreover, I think there is a very serious question, if there is to be a restructuring of the system, whether it ought to be done under these circumstances." NPR's counsel stated that the terms of the CPB proposal were stricter than those a commercial bank would impose but also acknowledged that no commercial loans were to be had without support from the corporation. Pfister was no less insistent and the next day gave a press conference saying that even with the loan, "We don't see an immediate end to their financial situation. . . . We are insisting that in order to make certain that this interconnection system not be placed under further jeopardy, a transfer of title be made until NPR sorts itself out."

At the Thursday afternoon press conference the four officials, some of whom looked weary after the 11-hour negotiating session that ended at 4 a.m. Thursday morning, were emphatic that there were no hard feelings and that the winner in the negotiation was public broadcasting and NPR's listeners. But Mullally said later that NPR, in balance, was "substantially less" able to influence the outcome, suggesting that CPB was less pressured by time and that it had the money to spend on building its case.

The extensive agreement—at last count the loan agreement alone numbered 33 pages—provides for CPB oversight of NPR's operation until the loan is repaid. Pfister said that he had two responsibilities: to make sure that NPR retires its debt and that it establishes satisfactory financial controls. He added that "We will be asking for constant reports, we will be doing audits on a more regular basis than has been the case over the past two or three years. . . ." Mullally said that principles in the original proposal—CPB asked to have approval over any major NPR budget changes, grant-raising activities or decisions that incurred debt—were in the new agreement, that he said gave "extraordinary oversight of NPR's finances." One of the other disputed points—besides the distribution system—still on the table at the beginning of last week was how differing projections by CPB and NPR financial officers were to be handled in the oversight of NPR activity.

The loan is to be guaranteed by NPR member stations, using money they will receive from CPB over the next three years. Although the desired number of stations have yet to pledge their funds as collateral, Pfister said that the final count would not affect the outcome of the agreement.

Congressional pressure to break the stalemate led to separate trips to Capitol Hill last week for both CPB and NPR officials. At the press conference Rockefeller said, "It [Congress] did not advise us as to what the course should be," but Tom Rogers, counsel for House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.), said the congressman was "in contact with the principals well into the [Wednesday] evening hours." Rogers added that Wirth made it clear to both parties that failure to reach a settlement, "would not only affect public radio, but public broadcasting in general, and CPB as well." He said he would not challenge the idea that Wirth and others played a significant role in the negotiations. □

DBS countdown

Two companies that announced they will begin beaming five channels of programming by fall still have unfinished business, but the shape of the services are beginning to emerge

The transmitters are in place. The two medium power communications satellites—SBS III and Anik C-II—are in orbit 22,300 miles above the equator and each is ready to beam five channels of programming to homes equipped with small dish antennas and inexpensive satellite receivers.

But Inter American Satellite Television and United Satellite Communications Inc., the two entrepreneurial ventures that hope to pioneer the direct broadcast satellite (DBS) business with the satellites this fall, can hardly relax.

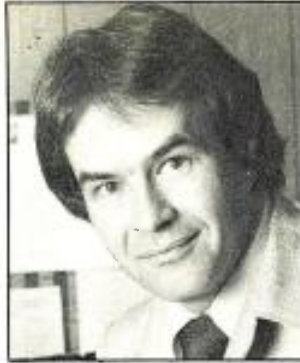
They must put together five channels of programming attractive enough to make consumers pay a hefty installation fee and a



Murdoch



Kwit



Kommers

monthly subscription fee. They must plan enormous marketing campaigns. They must procure reliable, low-cost earth stations in large quantities and find ways of installing and maintaining them at subscriber homes. And they must figure out how they are going to collect their subscription fees.

Since announcing their entry into the business, both companies have made little of their plans or activities public. They have promised to launch their services in the fourth quarter of this year, and as their self-imposed deadlines approach, their plans are coming more clearly into focus.

Announced last May, IAST is headed by William Kommers, former president of Tanner Electronics Systems Technology Inc., but it is principally owned (60%) by News America Publishing Co., one of the corporate alter egos of Australian media baron Rupert Murdoch. It leased five transponders from Satellite Business Systems on its SBS III for six years for \$75 million and plans to use them to beam its five channels of programming nationwide. The satellite is powerful enough, IAST said, to transmit the programming into dishes as small as six feet in diameter. Although the lease doesn't start until Sept. 1, SBS confirmed last week that it has already turned over two of the transponders to IAST for testing.

USCI is headed by Nathaniel Kwit and backed by General Instrument and Prudential Insurance Co. of America. Through GTE, it has leased five transponders on its Anik C-II from Telesat Canada through the end of 1984 for \$21 million. Sometime next year, USCI hopes to move its service to a yet-to-be-launched GTE satellite. USCI's plans are a bit less ambitious than IAST's—at least initially. It wants to transmit its five channels to portions of the Midwest and Northeast. Its more powerful satellite signals will permit subscribers to pick up the service on dishes as small as four feet in diameter.

USCI and IAST will be competing for the same primary market—the more than 20 million rural homes that will never be wired for cable television. The other player in the DBS game is Comsat's Satellite Television Corp., but it will not come to the table with its five-channel Northeastern service until late 1984. (Ironically, it was Comsat that got the telecommunications industry thinking about DBS when it announced its original plans four years ago this month.)

At this point, IAST seems to have more

momentum than USCI. It announced last week plans to bring in a six-man team from M/A-COM Inc., Burlington, Mass., to help it evaluate and procure the home reception equipment for its service. In a prepared statement, Murdoch said the move "is a major step toward making reliable, low-cost ground equipment readily available to subscribers. According to one Murdoch official, M/A-COM will not be paid for its services. He conceded, however, that M/A-COM has put itself into a good position to sell some of its earth station hardware and scrambling technology to IAST. The consultancy agreement imposes no obligations on IAST, which remains free to deal with all suppliers, he said.

IAST hopes to reach the rural market through Universal Cooperatives Inc., a large (\$300 million in annual sales) Minneapolis-based cooperative that supplies a wide variety of products to 32 regional farm and consumer cooperatives throughout the country. The regional cooperatives, in turn, supply more than 6,000 local retail cooperatives. Al Oukrop, vice president, procurement, Universal, said Universal has been talking with Kommers about distributing earth stations for IAST for over a year and, although a letter of intent has been signed, a "definitive agreement" has yet to be struck. "They were in our office last Monday," he said. "It's an on-going, evolving process."

The Universal distribution network reaches the entire country, and, according to Oukrop, the cooperative would be the exclusive dealer of the IAST earth stations and service in "certain" areas. And although Universal would not be restricted from any area, he said, IAST would be free to make deals with other distributors in some areas.

Those other distributors or "affiliates," said IAST Vice President Dan Klein, could include existing pay television operators, who have the necessary skills and assets (technicians, tools and trucks) to install and maintain the earth stations and collect subscription fees.

USCI is looking to rural independent telephone companies for operational help, but it seems to be having difficulty establishing a relationship with them. According to Robert J. Leigh, deputy executive vice president, National Telephone Cooperative Association, which represents about 400 rural, independent commercial and cooperative telephone companies serving some 1.2 million subscribers in 35 states, USCI came to

NTCA and asked its members to become contractors for its service. Under the USCI proposal, he said, the telephone companies would buy the USCI earth stations on consignment and install them. For the job and for continually maintaining the earth stations, he said, the telephone companies would receive \$3 of the \$39.95 monthly fee USCI plans to charge its subscribers.

The USCI offer, however, simply wasn't attractive enough. "We want to be cut in, we want to be a partner in it," said Leigh. The rural telephone companies can fulfill a much larger role in DBS than proposed by USCI, Leigh said, and it deserves a much bigger piece of the action. Not only can the telephone companies install and maintain the earth stations, he said, but they can also "bill and collect better, faster and more effectively and efficiently than [USCI] can."

The telephone companies, which work closely with their customers, would also like some control of the programming that would come with a partnership relationship. "These are our customers, not theirs," he said. "We are going to get highly upset if they start X-rating rural America."

Despite the antagonism that has marked the relationship so far, USCI may yet make some deals with the independent telephone companies. According to Leigh, USCI has targeted the Midwest (Indiana, Ohio and parts of Kentucky, Illinois, Michigan and Wisconsin) for its initial marketing push and USCI has agreed to set up 250 earth stations in Indiana to demonstrate to the telephone companies in that state just what the technology and service is all about. "They've got to trust us," he said. "If not a partnership, then a closer relationship."

Neither IAST nor USCI has locked in its programming. Each say their five-channel service will consist primarily of uncut, uninterrupted movies and advertiser-supported sports and news. According to various sources, USCI plans to create two movie channels for its service. But both are counting on the established satellite-delivered cable networks to fill some of their channels, and the networks are apparently willing to oblige.

Robert Wussler, executive vice president, Turner Broadcasting System, purveyor of superstation WTBS(TV) Atlanta, CNN and CNN Headline News, said TBS has talked to the satellite broadcasters and expects to provide programming to the new medium. However, TBS will probably not make any deals until September, he said.

Group W Satellite Communications, which offers Satellite News Channel and The Nashville Network, is willing to supply programming to satellite broadcasters, said Lloyd Werner, senior vice president, sales and affiliate relations, so long as their service is "not injurious" to cable operators, whom Group W considers its primary customers and whom it doesn't want to antagonize. With their focus on the rural, uncabled areas of the country, Werner said, USCI, IAST and STC "seem to be okay and conversations are moving along." No deals have been made, he said, because none of the firms have answered enough of Group W's questions. □

Stock market scenario:

Broadcasting holding steady, cable making comeback

Analysts see some broadcasting issues softened after quarterly reports, but predict a rebound; cable stocks seen once again on the rise

Broadcasting and cable stocks may not be the market's current favorites, analysts report, but few are worried that the present stillness in prices portends an industry calamity. Since Friday, May 13, when CBS disclosed that second- and third-quarter TV sales would be soft—and the market responded overnight by knocking down the trading values of network and group owner issues—broadcasting stocks have been hovering at respectable levels but, except in a few cases, have “not exactly been big winners,” in the words of one analyst.

Analysts agree on several explanations, but the most common cited are a perceived short-term business slowdown, current sway from the whole category of consumer and growth stocks, and the historical tendency of broadcasting stocks to rush ahead in a bull market and plateau early.

Cable stocks are less sensitive, analysts report, and tend to fall in line with the rest of the market. Several analysts think cable stocks have come out of the woods, but those emerging often are described as a “mixed bag.”

When the bear market ended on Aug. 12, 1982, the Dow Jones Industrial Average was 776.9, its lowest ebb in 28 months. Over the next four months, the stock in companies where broadcasting is a principal or major interest increased sharply. ABC closed Wednesday, Aug. 11, 1982, at 36.625 and with a price-to-earnings ratio of 7, and on Jan. 5, 1983, closed at 54.25 and a P/E of 10. During the same period, Capital Cities moved ahead 50-and-a-half points to 119.75, with the P/E going from 12 to 17. CBS doubled both its trading value and P/E to 59.75 and 12. Cox Communications increased over 14 points to 41.875 and with a P/E of 19. Gross Telecasting went from 23.375 and 6 to 37.25 and 10. LIN Broadcasting increased 13 points and six multiples to 33.5 and 19. Metromedia leaped a mere, by today's standards, 82-and-a-half points and four multiples to 282.5 and 19. Storer and Taft were less robust, with increases of 6.5 and 10.6, respectively, to 28.25 and 39.625.

During the first five months of this year, the prices of broadcasting stocks continued to escalate until five of the above companies doubled in market value from Aug. 11, 1982, to Wednesday, May 11, 1983. Three of the companies came within a few points of doubling, while Storer showed little change from its Jan. 5 price.

But in the past two to three months broadcasting stocks have done “relatively poorly,”

according to Dennis Liebowitz, a media analyst with Donaldson, Lufkin & Jenrette. He cites two reasons. The first he calls “rotational process—the fact that they did so spectacularly brought them up to full valuations earlier than other industries.” The second, he believes, stems from “disappointments over the kind of price increases the networks are starting off with for the new season.” The networks reportedly won on the average 10% to 14% cost-per-thousand increases in prime time. Among analysts, Liebowitz explained, “there was a fair amount of optimism” that in view of past Olympic and election years, the increases would be greater.

Ellen Berland Gibbs, vice president and analyst with Goldman Sachs in New York, said that following the CBS May 13 disclosure, broadcasting stocks have “basically underperformed.” The announcement, she explained, “triggered caution” in the investment community. As the economy shows real signs of climbing out of the recession, she noted, broadcasting stocks historically have tended to lag behind the rest of the market.

After the May 13 jolt, prices on many broadcasting stocks began to fall over the next few days. ABC went from 68.25 on May 11 to 63.125 on Monday, May 16. Capital Cities fell three-and-a-half points to 144, while CBS slipped seven points to 69.25 and Metromedia sank 35 to 512. Other main line broadcasting companies were off only less slightly. Since that time, there has been no discernible pattern with some companies gaining ground again, and others losing it.

According to Ernest Levenstein, first vice president and media analyst at Shearson/American Express, soft TV sales in the second and third quarters have “posed the question as to what could happen in the fourth quarter and next year.” He called the market “toppy,” meaning stocks have been hovering near their high, in line with the activity of broadcasting stocks. One reason broadcasting stocks may react slower to the economic recovery than other issues, he explained is that they're tied to the advertising economy. “Everybody's waiting for the consumer to gather steam” before increasing advertising budgets, he explained.

John Reidy, vice president and media analyst at Drexel, Burnham, isn't worried. He finds the basic business sound, and notes that values are beginning to climb again since the May slip. He points to the longer trend in premium prices being put on TV stations as being as good a long-term indicator as any and ventures that fourth quarter advertising sales will be less (but not much) than originally estimated.

Among cable stocks, it appears—if the stock market is any indication—cable is

emerging gradually from the low point which analysts suggest the industry reached last August when the market bottomed out. Among the reasons cited for what appears to be the resurgence of the industry are:

- That cable stocks have benefitted along with others from the bull market.

- Declining interest rates and thus enhanced cash flow, particularly for those companies with heavy construction schedules.

- The fact that system construction peaked in 1982, with 1983 marking the first year of declining building schedules since 1975.

- A general easing of the recession which should free up additional consumer capital.

- Scaled down expectations as to the profits that cable will reap in the years ahead.

Analysts see the initial upsurge in cable stocks, from late August through the end of 1982, as part and parcel of the general resurgence of the market, with continued momentum through 1983 as a result of the easing of the recession and reduced expectations.

Broadcasting and cable stocks follow different cycles and react to the market differently, explained Joseph Fuchs, vice president of Kidder Peabody. At the moment, broadcasting stocks are suffering more from a “market condition than an industry condition. There is a group rotation away from the consumer and growth stocks and toward the smokestack-American kind of stocks.” On the other hand, Fuchs noted, cable stocks are in part affected by their own “psychological cycle” based on “ebbs and flows of the concerns about how great is great in the cable industry.”

Progress has been slow and steady for some cable operators (and companies with major cable interests) and more dramatic for others. A few have declined slightly from yearend levels, but not to the lows reached last August. The stock of Acton Corp., for example, climbed three-eighths of a point to 6.5 from Aug. 18, 1982, to Dec. 27, 1982. The stock closed on July 26 at 9.5. For the same periods, Heritage Communications rose from 9.375 to 11.25 and finally to 13.5. Tele-Communications, on the other hand, doubled in price from last August to yearend from 13.25 to 26.375 and finally to 38 on July 15 when the stock split two-for-one. Last week, it was trading at 20.75. And Time Inc., which owns ATC and HBO, was at 28.375 last August, 52 at year's end, and 76.25 (analysts note its advance in part reflects the decision to spin off the forest products division to shareholders). Comcast rose 11.5 points to end last year at an even 27 but has dipped slightly to 23.75 as of last week.

“The most important thing about cable is that construction peaked about last year so the impact of start-up losses was at its worst last year,” noted Liebowitz. Cable companies that don't have that much new construction “are already beginning to show some very substantial profit increases.” Liebowitz added, however, that churn rate among pay services is a “lingering problem” which

Newsroom issue goes to court

"really hasn't eased up that much, but it seems to have bottomed."

"There is a definite resurgence" in cable stocks, said noted cable analyst and appraiser Paul Kagan, which he attributes to reasons that go beyond the fortunes or misfortunes of the industry itself. Cable stocks, he said "don't trade in a vacuum. When the market bounced back in August, cable stocks began to turn, perhaps a little slower."

But he added that a survey of the 17 major MSO stocks that he follows indicates they have climbed 116% from August, 1982, to July 26, 1983. That compares, he said, to an average 109.7% climb during the same period for stocks on the American Exchange, an average 65.6% increase for stocks on the New York Stock Exchange and a 57.8% increase for those stocks listed on the Dow Jones Industrial Average. From Dec. 31, 1982, through July 26, those same cable stocks have risen an average of 38%, which again was more than the NYSE composite of 21.7% and the DJIA at 18.8%, but less than the AMEX composite of 47%.

Kagan said that before the bull market, "The stocks were down, because everything was down," except for interest rates, which were too high. "Government bond dealers were going bankrupt, there was a bank scare and bad loans to Mexico," all of which contributed to a situation where the market got "pummelled." Once the bull market got under way, Kagan noted, cable stocks—and broadcasting, too—"were stronger in late '82 vis-a-vis the speculative stocks (i.e. high technology) than the first half of '83." And, as the market continued its bull run, "the speculative stuff began to fly more." Now, with the market advance slowing, the new high technology issues have been "taking a drubbing." Overall, Kagan believes, broadcasting and cable stocks have "substantially outperformed the market."

But Kagan also said that there are factors within the industry that will determine whether the overall improving performance of cable stocks continues. Assuming a well managed operation, he suggested that if cable wants to make an overt effort to make earnings, "all they have to do is stop building new systems."

Barbara Russell, a cable analyst with Prudential-Bache Securities, agreed that cable in the long run has benefited from the general resurgence of the market and economy, but added that "most analysts and journalists had overstated expectations of cable." And cable stocks suffered when the industry was unable to live up to those expectations, she said. Now, with a return to a more "sober valuation" of those stocks, they are being accorded a fair market value.

From last August to yearend, the initial period of resurgence, the cable industry benefited from an interest rate rally, said Russell. "Those stocks are highly leveraged and the companies benefited from the declines in interest rates," with resulting cash flow expansion. Since the beginning of the year, the industry has benefited from a "more traditional type of rally," she said, referring to the apparent beginnings of a general economic recovery. □

Anchorwoman files \$1.2 million suit against KMBC-TV claiming she was fired because of her age, looks

In a federal court in Kansas City last week, a 38-year-old former anchorwoman for KMBC-TV there testified in a trial of the \$1.2-million suit she has brought against her former employer, a suit that could strike a blow at what some in television news regard as the double standard management uses in judging on-air newsmen: It's OK for men to show their age; it gives them the look of authority. But for women, age simply gives them wrinkles.

Christine Craft, who is suing Metromedia Inc., which owned the station when she worked there in 1981, said an audience survey found viewers thought she was "too old, too unattractive and did not defer to men." She also testified that the station's news director at the time, Ridge Shannon, told her that "Kansas City liked warm and pretty things."

KMBC-TV, with the aid of consultants, did what it could to improve Craft's appearance, changing her hairdo and her makeup, and purchasing her an on-air wardrobe, which was organized according to a daily calendar. When viewers remained unimpressed, according to another survey, she was removed

as anchor, and offered a job as a reporter. She decided to quit instead, and go back to her old job, anchoring the evening news for KEYT-TV Santa Barbara, Calif.

She also decided, literally, to make a federal case of the issue. She filed suit in federal court against Metromedia (which has sold the station to the Hearst Corp.), alleging sex discrimination in employment, failure to provide equal pay for equal work (she said she was not paid as much as her male co-anchor), fraud and misrepresentation. She said that the station had promised no effort would be made to alter her appearance.

Metromedia and its attorneys have denied the allegations. The lead attorney for Metromedia, Donald Giffin, said in court that Craft's salary was based on factors other than sex. He also said Craft knew "makeup is an important part of a TV personality's appearance" and that her contract permitted the station to "direct, supervise and control" its employees' on-air and off-air activities that are related to the job.

Actually, Craft acknowledged under cross-examination that she was not familiar with the provisions of her contract. It was a staff reporter contract, not one for a co-anchor. It also said the station was not obligated to use her as anchor and that she was not to discuss company business in public. Another provision said she would not be paid if she refused reassignment.

For all the results of surveys indicating viewers found Craft unappealing, the proof of her performance, as measured by the ratings, was that she was succeeding. The newscast was number one in July 1981, according to Nielsen and number two according to Arbitron. When she was hired, in January 1981, she testified, she was told that journalistic skills were the most important qualifications for co-anchoring the 6 p.m. and 10 p.m. newscasts.

But journalistic skills, Craft testified, were never the sole criterion by which the station judged her. "From day one," she said, she was subjected to criticism because of her appearance and her wardrobe. At one point, she said, an employee of the station's consulting firm, Media Associates of Dallas, attempted to make her up. The makeup was applied so heavily, Craft said, "I found it physically hard to open my mouth."

The station's attitude regarding on-air appearance and journalistic ability—when the station was owned by Metromedia—was outlined by R. Kent Replogle, who was KMBC-TV's vice president and general manager under Metromedia. Asked by Craft's attorney, Dennis Egan, the qualifications the station sought in an anchor, he said, "journalistic credentials and the presentation skills necessary to attract an audience." What of appearance? "I would put that at the top of the list," he said, but added, "I don't want to discount the other things."

Craft is restricting her comments on the case to her testimony. As for her appearance, she said, in her day and a half on the stand, "I think I have a normal face—not a monster,



Craft outside court

Congress, FCC battle it out over telephone industry regulation

not a beauty queen." Last spring, as the lawyers were preparing for the trial—and before her's advised her to stop talking to reporters—she offered an observation on the double standard she saw in television news, in an interview with the *Wall Street Journal*. "You start a male and a female out in their 20's, and they're both going to get lines, bags and wrinkles covering murder, mayhem and politics," she said. "In a man, that's seasoning. In a woman, it's a disqualification. It's nuts."

The case is being followed by two stations that are somewhat uneasy bystanders—KMBC-TV and KEYT-TV.

KMBC-TV spokespersons are kept busy informing callers the station is not—repeat not—a defendant. It all happened before Hearst acquired the station. Like all other local media, KMBC-TV is covering the trial closely. As part of that coverage, it has retained a local lawyer, Lindsay McFerrin, who has handled a number of sex and employment discrimination cases and who is chair of the bar-media committee of the Kansas City Bar Association, to provide an analysis each night of that day's trial developments.

And at KEYT-TV, Gene Forssell, assistant general manager, said that, "on the advice of counsel," the station would not comment on the Craft case. KEYT-TV, he wanted to make clear, was not taking sides. Craft was given a leave of absence—"without pay," he stressed—to take care of "personal matters." "We're taking an objective view of the whole thing," he said. But it was also clear the station does not regard her as a turn-off in Santa Barbara. He noted that although Craft left the station for a co-anchor job in the larger market, KEYT-TV took her back when life in the big city did not turn out as she had hoped.

The case was expected to go the jury early this week. □

Joint hearing finds Fowler and congressmen at odds over FCC's access charge decision, other aspects of telephone legislation

Who is in the best position to determine ground rules for the telephone industry? The FCC apparently thinks it's in a better position than Congress. But Congress doesn't buy that. And each entity let the other know how it felt in a joint House-Senate hearing on telephone legislation last week.

Chiefly at issue is the FCC's access charge decision, which was originally adopted last December (BROADCASTING, Jan. 3), and is aimed at ending the practice of using long-distance revenues to subsidize local telephone service.

The decision, which is to be phased in over a period of years, is aimed at forcing telephone users to pay for the local telephone company facilities they actually use, or that are dedicated for their use, to make interstate calls.

Under the current system, that "access" is picked up by long-distance callers through part of the rate they pay for each minute.

One problem alleged under the current system is that charges for access are "usage sensitive"—that is, customers pay for access with each interstate call they make. As a result, it is argued, large users of interstate services are paying far more for that access than they should (and small-time users are paying less than they should). That, it is alleged, might be encouraging larger users to create their own "uneconomic" communications networks—those that wouldn't be created if the users were paying only their fair share for access—an eventuality that could

lead to those users who remained behind on the public network with more costs to bear.

Another major problem, of course, is that AT&T is divesting its local telephone companies next year, and some sort of guidelines had to be set into place to insure that AT&T and its long-distance competitors are facing the same access ground rules.

The thrust of the decision called for phasing in a plan for telephone users to pay for that access—their ability to make interstate long-distance calls—whether they made any calls or not.

Certain congressmen cried foul, charging that the commission's access charge order would lead to increased local rates for consumers. Amid much fanfare, Senator Robert Packwood (R-Ore.), chairman of the Senate Commerce Committee, and Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, introduced legislation they said was aimed at holding down local rates. (By some counts, more than a dozen bills have been introduced that are aimed at accomplishing the same thing.) The legislation would repeal the access charge decision, requiring that the FCC insure that long-distance service continues to subsidize local residential and rural telephone service.

In the wake of that pronouncement, the FCC reconsidered its access charge decision last week, but left it essentially intact. One change was to direct local telephone companies to charge residential customers a maximum of \$2 a month next year for each telephone line. Business users would be charged a maximum of \$6 a line for access. Its old plan was to charge a minimum of \$2 a month for residential users, and \$4 a month



Jack Smith, Common Carrier Bureau; Fowler, and Carl Lawson, policy planning.



Senators Goldwater, Larry Pressler and Slade Gorton



Frank Potter, chief counsel, House Commerce Committee, Dingell and Packwood



Representatives John Bryant, Mickey Leland and Wirth

for businesses, during 1984. Also under the new plan, the maximum residential charge would be raised to \$3 a month per line in 1985 and \$4 in 1986. Businesses would be charged a maximum of \$6 during each year.

At the joint Senate-House hearings the next day, FCC Chairman Mark Fowler defended the commission's position, but congressional representatives appeared to be unmoved.

Fowler contended that the commission's plan had built-in safeguards to protect universal service; that the plan will strengthen the telecommunications industry; that the FCC would be in a better position to modify the plan if any problems arose without the strictures of legislation, and that the FCC plans to monitor the implementation of the plan to insure any adverse effects are avoided.

Fowler also noted that one problem with the current system is that subsidies are given to all local telephone users, whether those users are in need of them or not. Under the access charge plan's universal service fund—which would be funded by long-dis-

tance companies and used to subsidize telephone users in high-cost areas—however, those who need the subsidies can be targeted, he noted.

Packwood, however, said the real issue dividing Congress and the FCC was philosophical. "The bills we've introduced say you should continue using long distance, especially business long distance, to subsidize local rates," he said, affirming his desire to mark up legislation this September.

Dingell, who charged that the commission's access charge plan would lead to even more bypass (Fowler objected vigorously to that contention), called the FCC's reconsideration action "grossly inadequate."

Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, said the commission's reconsideration made clear that it would be up to the Congress to insure that the responsibility for supporting universal telephone service is more equitably distributed. "If we are to restore fairness to the rate structure of the telephone system, we must act to reverse the FCC decision," Wirth said.

According to Wirth, although the FCC reconsideration "cushioned" the impact on residential telephone customers for the next year, it had only delayed the same result. "It appears that, while the costs have been juggled around, the financial effect is unchanged—local consumers will bear all of the costs of facilities used jointly by local and long-distance companies."

Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee, said he had "reservations" about trying to write legislation aimed at preserving universal service. "The FCC can't do it, and the Congress has to try."

Representative Al Swift (D-Wash.) accused Fowler of misrepresenting how high telephone rates will soar. While the access charge decision discussed "average" flat fees of \$6 and such, it really will contribute to "enormous" increases, at least in certain areas, Swift said. "What you're saying is you just want to slip in the thin edge of the wedge now and you'll shove it in later," he added. "Maybe we should get a good proctologist." □

FCC proposes TV stereo rulemaking

It adopts notice of rulemaking opening up aural basebands; commission drops financial reports for cable; asks for comments on accepting FM engineering plans without review

TV stereo is an idea that has been around for some time. But, assuming it doesn't take as long to develop as AM stereo once it's unleashed, it shouldn't be too far from becoming more than a dream. For in a notice of proposed rulemaking adopted last week, the FCC proposed to permit television broadcasters to use their aural basebands for stereo—or just about anything else under the sun.

In other actions last week, the commission issued a notice of inquiry to solicit comment on a proposal to permit FM applicants to certify their engineering proposals without FCC oversight; it also voted to stop requiring annual financial reports (Form 326) from cable operators.

The TV subcarrier rulemaking, which essentially tracks the commission's order deregulating FM subcarrier use (BROADCASTING, April 11), contains few surprises. It proposes to expand the TV aural band from 75 to 120 kHz—and to permit commercial and noncommercial broadcasters to use, or lease, their aural subcarriers for both broadcast and nonbroadcast purposes (for example, paging and data transmission). As might be expected, the rulemaking also proposes to "permit" the marketplace to select the technical systems used. "Here's 120 kHz; do whatever you want with it," said Robert Ratcliffe, chief, legal branch, policy and rules division, Mass Media Bureau, in summing up.

Under the game plan, TV subcarrier offerings essentially would be regulated under the same ground rules FM subcarrier offerings

are. TV broadcasters offering services similar to common or private carriers would be subjected to the same obligations. Aural subcarrier services would be considered as "ancillary" broadcast offerings.

In its proposal, the FCC also said its "preliminary view" is that broadcasters's aural subcarrier offerings shouldn't be saddled with fairness doctrine and equal time obligations. Nonetheless, it requested comment on whether that view should be adopted.

After the meeting, John Reiser, assistant chief of the Mass Media Bureau's technical and international branch, said the TV rulemaking also proposes to authorize broadcasters to increase their modulation levels from plus or minus 25 (the current limit) to plus or minus 75 to permit them to offer subcarrier services without losing volume on their main channel broadcasts. Also, he said, the commission won't specify TV stereo channels to permit licensee's "flexibility." In addition, the rulemaking will ask whether TV broadcasters should be able to raise their aural transmission levels to provide stereo coverage comparable to their monaural offerings, he said.

Ratcliffe added that the rulemaking would ask whether broadcasters' subcarrier offerings should be given must-carry protection on cable. In the next breath, however, he noted that the FCC already has refused to offer that protection for teletext.

Comments will be due 90 days after the text of the proposal is printed in the *Federal Register*, Ratcliffe said.

The proposal, which was approved unanimously, received little comment at the meeting. Commissioner Henry Rivera, however, requested that the rulemaking be put on a fast track. "I would hope we can get on with this. It's been going on since 1977," Rivera said. "It appears to me that there's been some foot dragging."

■ In another action, the commission voted unanimously (with Commissioner James Quello concurring) to launch a notice of inquiry seeking comment on a proposal to permit applicants for FM construction permits or station modifications to certify that the technical aspects of their applications are correct and in compliance with FCC rules.

According to an FCC staff report, it is feasible to accept applicant certification for identifying mutual exclusivities, observance of protected receiving site rules, protection of AM antenna patterns and compliance with international agreements.

The FCC also said it would accept comments on whether self-certification should be considered for other radio services, including AM or private fixed point-to-point.

Among the questions the notice asks are whether self-certification is feasible; whether tasks ordinarily handled by the staff—identification of mutual exclusivities, protection of AM antenna patterns and compliance with international agreements—can be shifted over to the applicant without major difficulty; whether the staff's suggestion that widespread interference wouldn't be experienced is warranted, and whether any benefits from such a scheme justify an experiment with FM self-certification.

The notice was approved with little discussion. But what discussion there was seemed aimed at underlining that the proposal was a long way from being adopted. Rivera, for example, said he thought the commission should make clear that FM operators who went on the air as a result of this proceeding would still be held accountable for meeting the FCC's technical requirements. "The FCC is going to have to have the courage to pull the plug on a \$700,000 facility," he said.

Fowler said the notice was exploratory. "It may turn out to be a terrible idea," he said. □

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1

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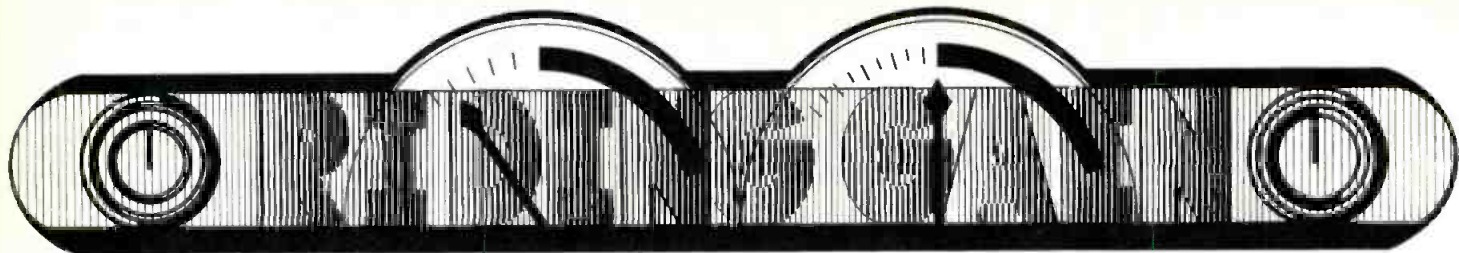
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Rating the ratings

Metro area ratings are preferred over total survey area (TSA) and area of dominant influence (ADI) data when buying radio time, according to new findings in a McGavren Guild Radio-commissioned media planner study conducted by Ted Bolton Associates (BROADCASTING, July 11). Out of a nationwide sample of 155 media planners and buyers, 47% preferred metro area figures in planning buys with 37% selecting ADI information as their preference. When asked to "select one of the three (metro, ADI or TSA) to be dropped," 56% of the sample said TSA, according to the rep firm. "The Media Planner Study: Understanding How Media Planners Buy Radio," is available through the New York office of McGavren Guild Radio, or through Ted Bolton Associates of Philadelphia, for \$150.

On its own

Beginning today (Aug. 1), Atlanta-based CNN Radio will launch its own long-form radio newscasts. Up until now it was primarily feeding the audio portion of CNN's

Headline News service to affiliates.

The radio network will offer a one-hour news block from 5 to 6 a.m. (NYT) anchored live by Dave Straub and Eileen Kimbell, two news personalities from Atlanta radio stations. A third anchor will join them on Aug. 15. The first major affiliate to carry the new news block is ABC's WXYZ(AM) Detroit (see below).

The early morning CNN news block will also contain the network's two new features, *Talkabout*, which debuted May 16 and *Business Briefing*, which was launched June 6. And, according to a CNN spokesman, the radio network has moved into its own studios within the CNN facility in Atlanta. CNN Radio signed on April 1, 1982. It now has more than 75 affiliates nationwide.

Leisure company

Robert Richer, a former broadcaster who most recently headed RAR Representatives (now Group W Radio Sales), has formed Leisure Market Radio to handle sales representation for, and also to acquire, radio stations in—what else—leisure markets. He said last week that the new company had in fact al-

ready reached agreements (but the contracts had not yet been signed) to buy two stations: WOTB(FM) Middletown (Newport), R.I., from Ron Hickman and family for \$700,000, and WIVI-FM St. Croix, Christiansted, V.I., from CDI Communications for \$800,000, both subject to FCC approval.

Richer described the markets Leisure Market Radio is interested in—both as sales representative and as prospective station owner—as those "isolated from major broadcast signals," with no broadcast TV, and "designed essentially as playgrounds for the rich." He cited the markets LMR is preparing to enter as station owner, Newport and St. Croix, and those in which it has already reached sales representation agreements as "good examples of what we have in mind."

Station with which LMR has representation agreements, Richer said, include KSPN(FM) Aspen, Colo.; WHRR-AM-FM Hilton Head Island, S.C.; KSGT(AM) Jackson, Wyo.; KTHO(AM)-KZFR(FM) South Lake Tahoe, Calif.; KHEI(AM) Kihei (Maui), Hawaii; WIOZ(FM) Southern Pines, N.C.; KBCR(AM)-KBBT(FM) Steamboat Springs, Colo.; KSKI-AM-FM Sun Valley, Idaho, and KVMF(FM) Vail, Colo.

Markets like these, Richer reasons, are prime attractions for affluent people—and therefore for advertisers. LMR has named UniRep Broadcasting Co., a New York-based station rep firm, to serve as LMR's sales arm, working closely with John Hawks, formerly of Westinghouse's WJZ-TV Baltimore, who Richer brought in as LMR's sales vice president.

Richer says LMR is serious about hoping to acquire a full complement of owned radio stations—seven AM and seven FM—in leisure markets fitting his "playgrounds for the rich" definition. He describes LMR itself as a "venture capital operation" in which he is part owner as well as president. One of the principal venture capitalists in the company, he said, is Steve Bank of Joseph A. Bank & Co., Baltimore. LMR is at 527 Madison Avenue, New York 10022; (212) 308-0701.

News upgrade

WXYZ(AM) Detroit, an ABC owned-and-operated property will premiere a weekday morning news block at 5 a.m. today (Aug. 1). It begins with the new one-hour CNN Radio national and international newscast (see above) followed by four hours of local and state news anchored by station news director Dan Streeter and Jerry Whitman, the latter replacing a news and call-in talk program. Also new to the WXYZ(AM) lineup is the premiere of the *WXYZ Theater*, Monday through Friday, 11 p.m. to midnight. "Our audience research has indicated that the most missed aspect of radio programming has been the lack of radio theater, both comedy and drama," said Charles Fritz, vice president and general manager, WXYZ(AM). Plans



Sleeping in the streets. In an effort to combat Bourbon Street's image as an unsavory place that attracts unsavory characters, WQUE-FM New Orleans' morning personalities, Steve Johnson and John Walton, staged a "Big Sleep-In" which, for them, meant reposing on and broadcasting from a king-sized bed parked on that famous street. (The street was closed for the duration of the broadcast.) The event was staged to "draw attention to the fact that... Bourbon Street is an historic and beloved quarter" of New Orleans. From 11 p.m. on Friday, July 22 until 5 a.m. the following morning, the WQUE "Morning Crew" aired their show live, replete in bathrobes and slippers with as many as 100-200 fans and curious bystanders surrounding them.

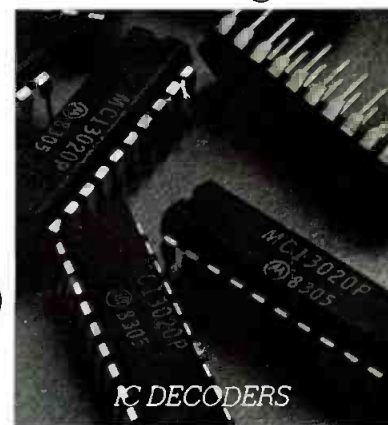
According to program director Phil Zachary, the event went off smoothly, except for a man who jumped on the bed at three in the morning and began to dance.

WQUE-FM is a Broad Street Communications station and programs an adult contemporary format.

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call for older mysteries, such as *Inner Sanctum* and *The Green Hornet*, to air during the first half-hour, with comedies, such as *The Jack Benny Show* and *Fibber McGee and Molly*, completing the hour. During the overnight hours, WXYZ(AM) will continue to broadcast Mutual's *Larry King Show*.

Picking up pieces

The junior public radio network, American Public Radio, is apparently benefiting slightly by the current financial problems of National Public Radio. Founded in March 1982 by a group of public radio stations, the network now counts 237 affiliates, 98% of whom are also NPR members. According to Rhoda Marx, manager of APR, APR has seen a 30% increase in the number of producers coming to it with proposals since April, when NPR's financial troubles escalated. Marx also added, "Six months ago we ran a check of affiliates and found that they were taking about half of the available programming. Now that has increased about 20%. We would hope that part of that is due to increased awareness of the quality of our programming, but realistically a large part of that must be attributable to NPR's problems."

Next fall, APR will also be taking over a program NPR was forced to drop recently, *Saint Paul Sunday Morning*, a weekly chamber music offering.

NPR's demise would not be an unqualified gain for the Minnesota-based network. APR's own programming is distributed exclusively on NPR's satellite system and Marx says that: "It would almost cause us to come to a halt should there be a distribution prob-

On the ball

A record 26.9 million adults 18-plus listened to all of CBS Radio's live play-by-play coverage of the 50th All Star Game from Chicago's Comiskey Park on July 6, according to statistics released last week by the network which relies on the R.H. Bruskin Omnitel audience survey. "It's obvious that [CBS sportscaster] Brent Musburger's first play-by-play broadcast for us was a huge success," said Dick Brescia, senior vice president, CBS Radio Networks. Last year CBS reported listenership for the annual summer classic at 26.2 million adults.

lem." Because APR does not produce its own programming, it has a budget of \$192,000. With five full time staff people, the network will provide 40 hours of programming a week next fall, including the popular *A Prairie Home Companion*.

Investigating MTV

A month-long national study investigating attitudes and usage of Warner-Amex's Music Television (MTV) cable programming service and its impact on radio listening is in the process of being completed by Dallas-based consultant Jon Coleman. "If MTV is affecting radio, it will be necessary to devel-

op a better handle on how radio stations can combat the influence of MTV in their market," said Coleman in describing the study.

According to Coleman, the study is investigating the audience's "specific" attitudes toward MTV, especially how listeners perceive MTV versus radio. The study will address people's attitude toward the music aired on MTV and if it "enhances" their radio listening experience. It will also try to ascertain which audience segments are most likely to be attracted to new video music television formats or services.

Coleman is drawing upon a sample of 12- to 40-year-old MTV users representing a cross section of the country by region, population and length of MTV availability. Results of the study are scheduled to be presented (Aug. 28) on the opening day of the National Association of Broadcasters Radio Programming Conference at the Westin Saint Francis hotel in San Francisco.

EZ activity

Burkhart/Abrams/Michaels/Douglas & Associates, the Atlanta-based radio programming consultancy firm, has entered into a long-term research agreement with Fairfax, Va.-based EZ Communications for all of the company's six radio properties. EZ programs adult contemporary on four of its stations: WEZC(FM) Charlotte, N.C.; WEZR(FM) Fairfax, Va.; WEZS(FM) Richmond, Va., and the newly-acquired WYOR(FM) Coral Gables, Fla. The company airs a contemporary hit format on WEZB(FM) New Orleans and WBZZ(FM) Pittsburgh.

Life saver

NBC Radio's Talknet becomes the first radio network to receive the National Radio Broadcasters Association's certificate of merit award, which was created by NRBA to honor, each month, radio stations and broadcasters whose community service achievements are especially noteworthy. According to NBC, a phone call was received by Talknet host Sally Jessy Raphael during her advice call-in show June 23 from an emotionally distraught Saginaw, Mich., woman who told Raphael she no longer wanted to live. Through the efforts of Raphael and her staff, the woman was taken to the emergency room of Saginaw General Hospital 20 minutes after the call to the Talknet host was placed. It was later discovered that the woman was attempting to commit suicide and had swallowed nearly 40 pills. NBC said that authorities indicated that the fast action by Raphael and the Talknet crew saved the woman's life.

Talknet is a seven-night-a-week lineup of self-help, call-in block programming airing on 137 stations. Raphael's program is heard Monday through Friday from 11 p.m. to 2 a.m. NYT. NBC's Talknet and Raphael will be the August recipients of NRBA's award.

Playback

Starfleet Blair, the New York-based producer of radio specials, is assembling an ad-hoc network of stations to simulcast with a yet-to-be-determined cable company, Donna Summer's closing 1983 summer tour concert. The event, which will air later in the year, will be recorded live at Cosa Mesa, Calif., this Saturday, Aug. 6.

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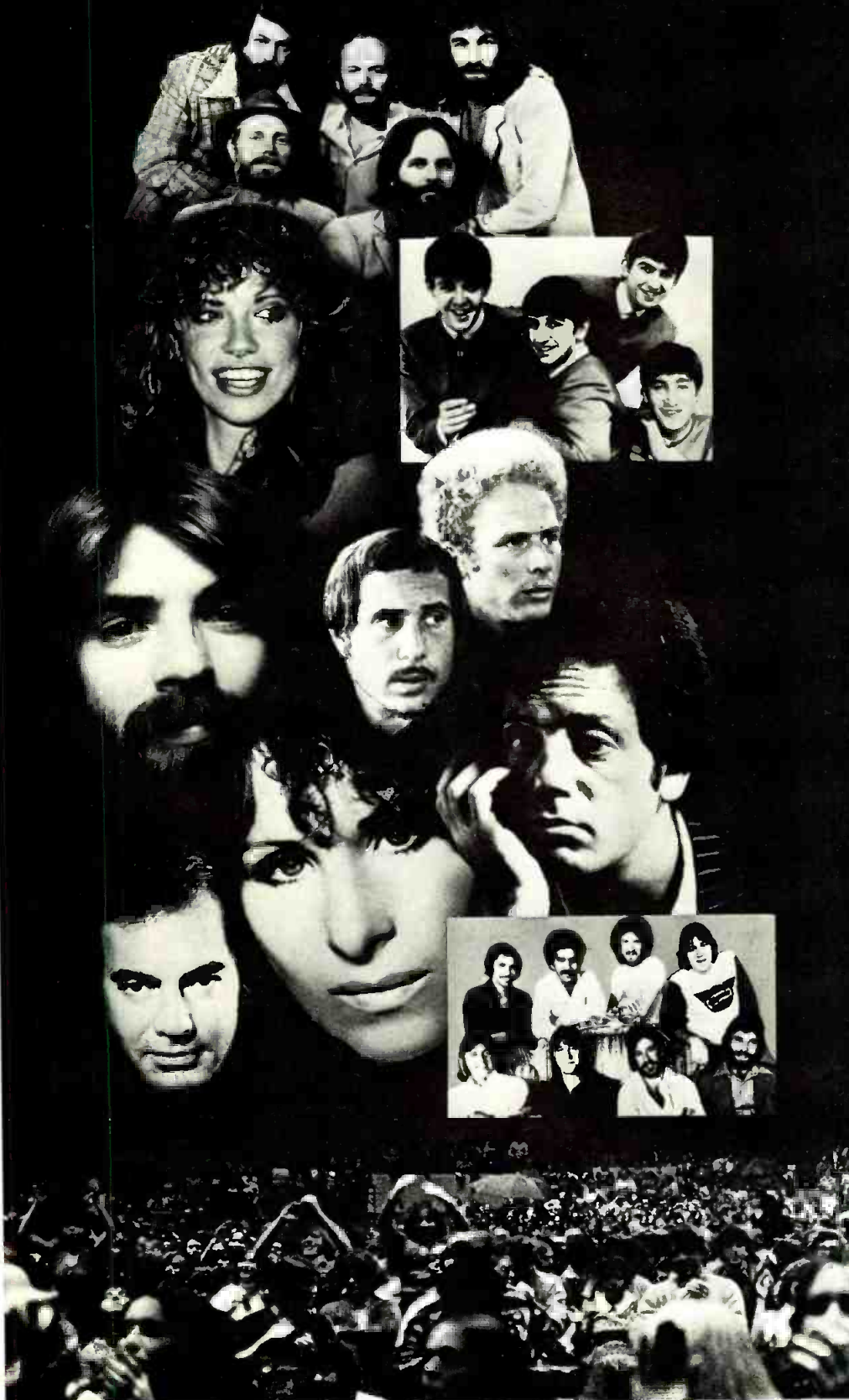
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NEW YEAR'S WEEKEND: THE GREAT 1'S OF '83. Three hours of great hits and artists of the year. Plenty of trivia, fun and surprises.

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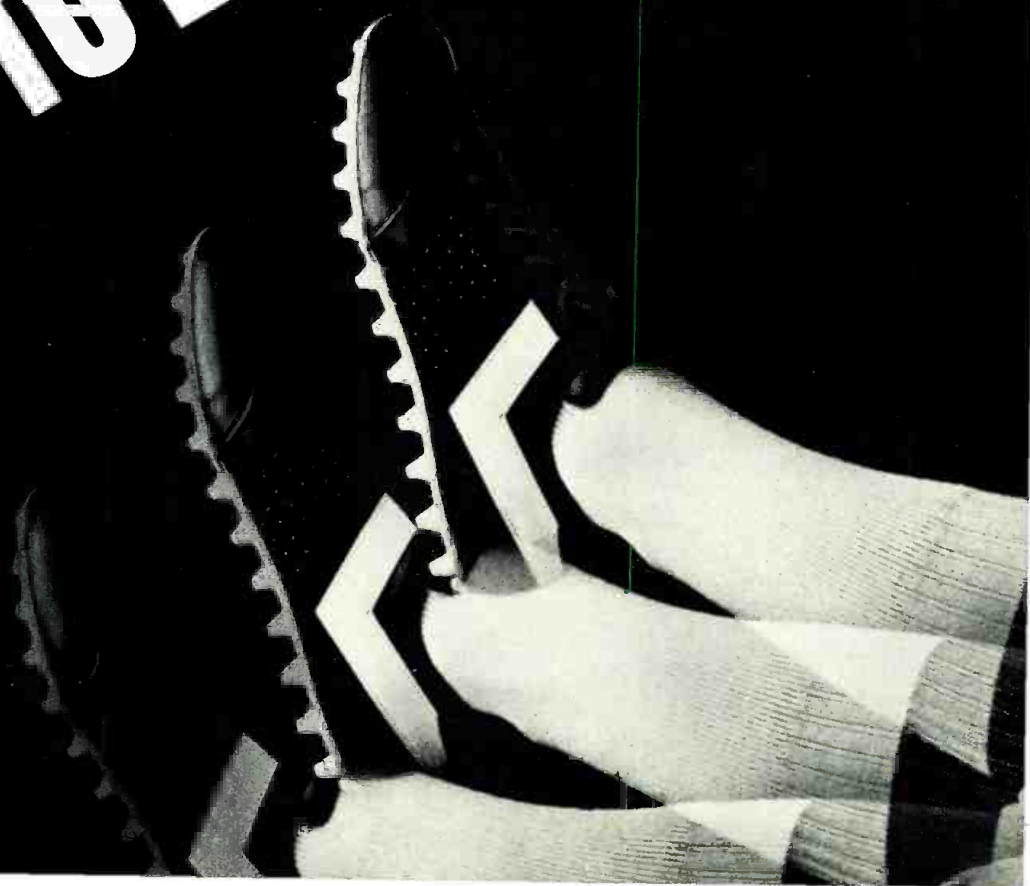


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If you're a UPI Radio Network affiliate, you can start selling **Football Analysis** right away. Show this page to potential sponsors and see how fast they sign up. Put the advertisers' names in the blanks corresponding to the shows they wish to sponsor. If you are not yet an affiliate, show this page to your prospects anyway. Then give us a call and we'll get you the UPI Radio Network fast!

A quick sellout of **Football Analysis** could go a long way toward paying for your UPI affiliation. **For more information, contact Paula Baird, UPI Vice President for Broadcast Sales and Marketing, at 1-800-621-4746.**

UPI FOOTBALL ANALYSIS • COMMERCIAL SCHEDULE

PROGRAM DATE	1ST RUN	REPLAY	PROGRAM DATE	1ST RUN	REPLAY	PROGRAM DATE	1ST RUN	REPLAY
AUGUST 25-27	1	1	SEPTEMBER 29-OCTOBER 1	1	1	NOVEMBER 17-19	1	1
	2	2		2	2		2	2
	3	3		3	3		3	3
SEPTEMBER 1-3	1	1	OCTOBER 6-8	1	1	NOVEMBER 24-26	1	1
	2	2		2	2		2	2
	3	3		3	3		3	3
SEPTEMBER 8-10	1	1	OCTOBER 13-15	1	1	DECEMBER 1-3	1	1
	2	2		2	2		2	2
	3	3		3	3		3	3
SEPTEMBER 15-17	1	1	OCTOBER 20-22	1	1	DECEMBER 8-10	1	1
	2	2		2	2		2	2
	3	3		3	3		3	3
SEPTEMBER 22-24	1	1	OCTOBER 27-29	1	1	DECEMBER 15-17	1	1
	2	2		2	2		2	2
	3	3		3	3		3	3
	1	1	NOVEMBER 3-5	1	1	DECEMBER 22-24	1	1
	2	2		2	2		2	2
	3	3		3	3		3	3
	1	1	NOVEMBER 10-12	1	1			
	2	2		2	2			
	3	3		3	3			



After two years and 500 shows 'Entertainment Tonight' has hit its stride

Paramount's daily show biz series is a ratings hit that manages to bridge the worlds of entertainment and journalism

Late on the morning of Aug. 12, in a studio located a mere block away from the famous intersection of Hollywood and Vine, Paramount Television Domestic Distribution will tape the 500th edition of its daily syndicated show-business news and feature program, *Entertainment Tonight*. Within an hour, the half-hour program will be beamed by satellite to 134 stations reaching 90% of U.S. television households. By eight o'clock that evening, more than half of the show's estimated 18.7 million weekly viewers will have received their daily dose of news and information about the world of entertainment. Well before midnight, more than 100 journalists, technicians and support personnel will be hard at work putting final touches on upcoming segments.

After an admittedly shaky start, the producers of *Entertainment Tonight* believe their series, and its weekend companion, *Entertainment This Week*, have established themselves as a successful and increasingly respected mix of hard news, features and celebrity watching that takes maximum advantage of the speed of the latest video technologies.

At first, admitted Paramount's senior vice president in charge of programming, John Goldhammer, in a recent interview, the series "had serious conceptual problems." Co-anchors came and went. Critics charged it was full of fluff and puff. The on-air look was uneven.

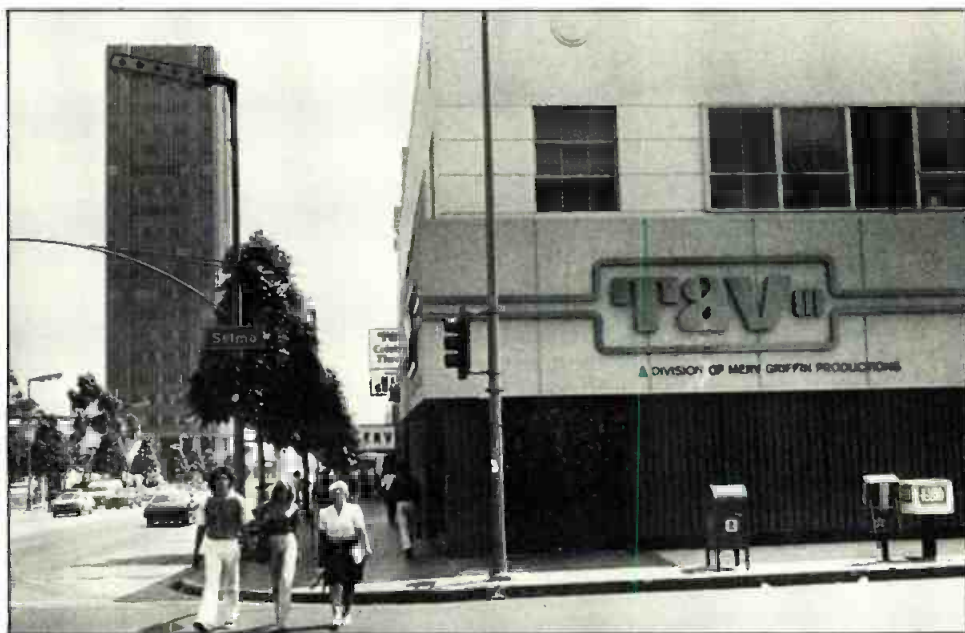
By late 1981, however, the Hollywood-based program had a better sense of itself and a harder journalistic edge, resulting from co-anchor Ron Hendren's well-received coverage of Natalie Wood's death and the hiring in December of James Bellows, then editor of the Los Angeles *Herald Examiner*.

As the show enters its third season, Goldhammer believes its initial goals have been accomplished. "We felt this show would serve an area of 'infotainment' that wasn't being served at all [by television]," he recalls. "This show doesn't deal in gossip—unsubstantiated information. We're staying away from that area, which is a quick fix. We're dealing with information that people are really hungry to get."

The information served up by *ET*—as the show is affectionately known among its production crew—includes the latest industry premieres and parties, celebrity interviews, nostalgic looks at the past, music videos, star profiles and occasional



ET takes the cake. At left, the hosts of *Entertainment Tonight* and *Entertainment This Week* pause to celebrate show number 500. In back (l-r) are Steve Edwards and Ron Hendren. In front are Mary Hart and Dixie Whatley. Above: The show's newsroom. Below: The T&V production center that houses *ET*. The tall building at the left contains the microwave link to the Wold earth station by which *ET* sends and receives feeds.



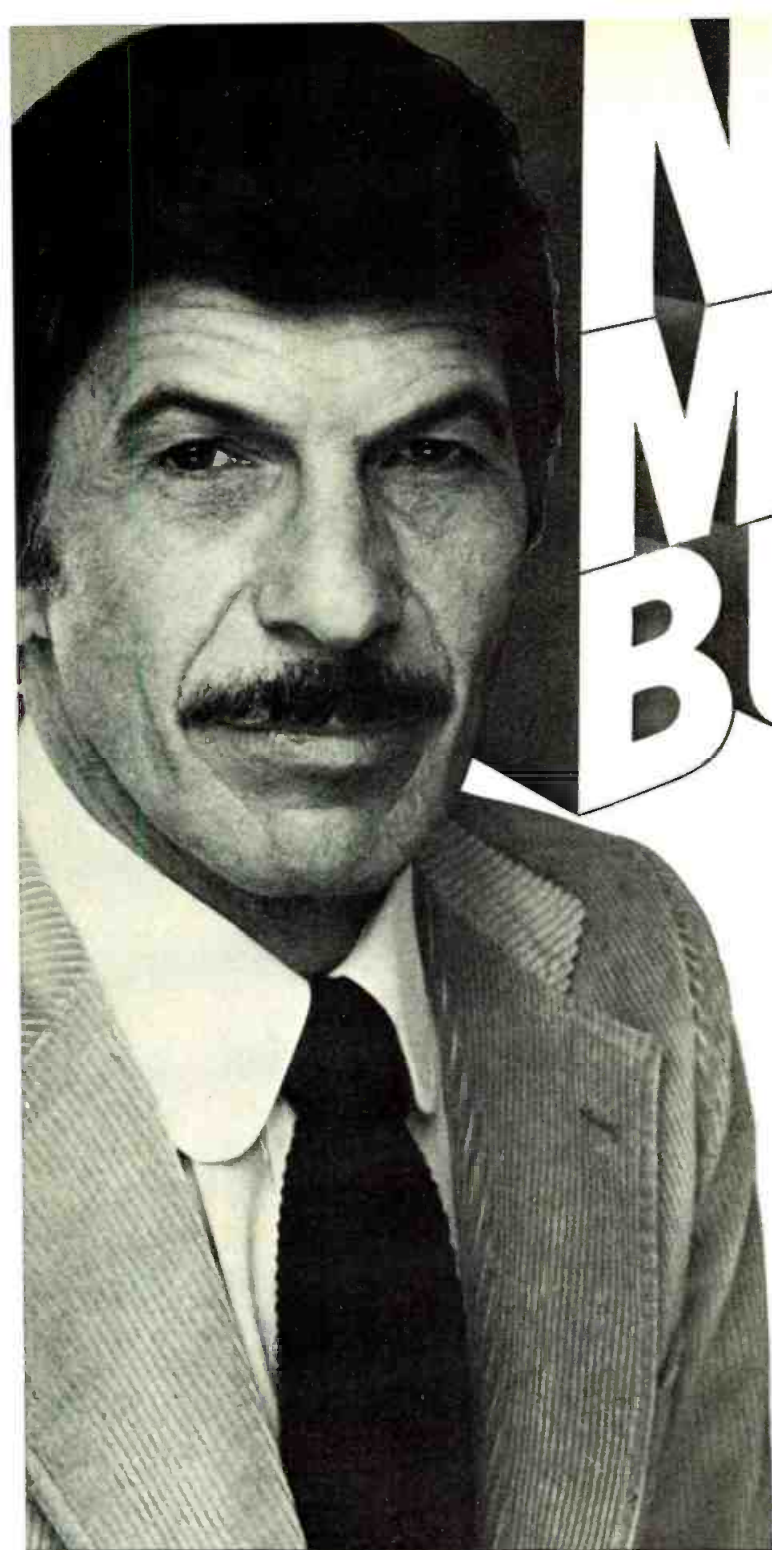
investigative pieces. The program follows a magazine-style format that can be modified to accommodate special circumstances, such as a half-hour tribute to Henry Fonda following the actor's death last August.

"It is the 'section B' or 'section C' of the daily newspaper," says Executive Producer George Merlis, using a print analogy to respond to often-heard criticism from the press that *ET* lacks a hard edge. "It's designed to follow a network or local newscast, providing news and features about the entertainment world. People spend a lot of their time and money pursuing entertainment, and they

have a right as consumers to get news about it and insights into the personalities involved in it."

Merlis joined the show last April after serving as a production executive with the *CBS Morning News* and ABC-TV's *Good Morning America*. He has taken a more central role in guiding the program following the defection of managing editor Bellows to ABC News in July (BROADCASTING, July 18).

Asked about what changes might be in store for *Entertainment Tonight* following Bellows' departure, Merlis confirms that the



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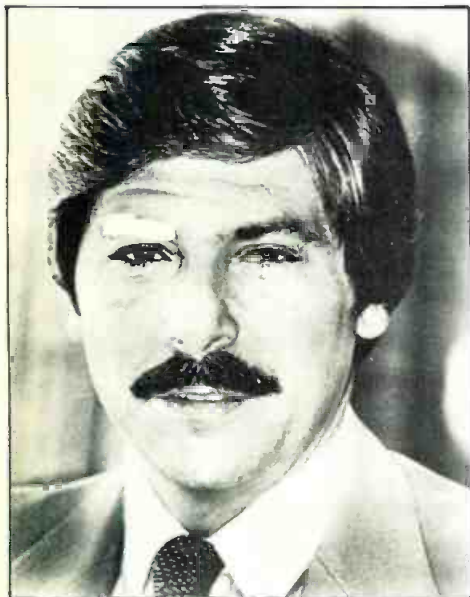
IN SEARCH OF . . .

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managing editor's position is not being filled for the time being and that in-house personnel shifts have been made to cover the vacancy. Merlis himself has an extensive journalistic background as a newspaper reporter and network news producer. The series is produced by Vincent Di Bona, a four-time Emmy Award winner, and directed by Steve Hirsen, who guided network news broadcasts at CBS prior to joining *ET*.

Because of its news orientation, its backers felt it essential that *Entertainment Tonight* be distributed by satellite. In fact, Paramount and its partners in the production of *ET*—Cox Broadcasting, Taft Television Productions and TeleRep—invested about \$2.5 million in the construction or acquisi-

tion of satellite receiving dishes for 60 of the 114 stations lined up to receive the program's first feed on Sept. 14, 1981. Only one outlet—in Bakersfield, Calif., 100 miles north of Los Angeles—receives the show by courier—delivered tape, and it expects to have a dish in place by September.



Goldhammer

"This show could not have been done five or six years ago," Goldhammer insists. "It is totally dependent on the technology that surrounds it: minicams, quick editing processes and satellite distribution. We have created a mini-network."

Entertainment Tonight is produced at facilities rented from TransAmerica Video, a division of Merv Griffin Productions. The sound stage used to tape *ET* is adjacent to that used for taping *The Merv Griffin Show*. Other syndicated series taped at the studio include *Dance Fever* and *Wheel of Fortune*.

The production center is connected by a laser link to a nearby satellite microwave facility maintained by the Robert Wold Co., which, in turn, feeds a satellite uplink/downlink located several miles away at ABC-TV's local production center. The program is distributed to stations via Westar IV.

The production of *Entertainment Tonight* and *Entertainment This Week* does, in fact, resemble the assembly of a daily news program. The editorial staff works in or off of a large, open newsroom surrounded by edit and viewing studios, a wire room and tape vaults. Several mobile units are kept on-call

for late breaking stories. Key members of the 110-person Hollywood production staff (the show has about 16 full time staffers in New York, one in London and stringers in Miami, Nashville, Atlanta and Chicago) arrive around 5:45 a.m. to review overnight developments and begin preparing the day's edition. News pieces are screened and re-edited. Copy is compiled from wire services, reporters' notebooks (eight on-camera correspondents work full time) and other sources. By 8:30 a.m., the day's script is written and revised as needed. At 9:45, co-anchors Mary Hart and Ron Hendren review the script and lineup. At 11 a.m., the show is taped and sent for uplinking at 12:30 p.m. Within hours, the show will be broadcast on most of its affiliated stations (93% carry *ET* during early fringe or prime time access). After lunch, most of the staff reassembles to prepare features and other material for subsequent editions.

The program itself begins with seven or eight minutes of industry news, followed generally by a "Spotlight" segment, profiling a celebrity or taking an "exclusive" look at some aspect of show business. The show's final segment may be a "style" or "in-depth" report, examining trends in entertainment or a look backward at entertainment of the past. Occasional "enterprise" or investigative pieces are also shown, such as a recent five-part series on gossip columnists prepared by Maureen Reagan, daughter of the President and longtime friend of Merlis. Linking these elements are "paparazzi"—snapshots of celebrities taken at public events—and *People*—the closest thing *Entertainment Tonight* offers to a gossip column.

"I'm a great believer in the adage, 'If it's not broke, don't fix it,'" Merlis declares, as the show enters its third year with impressive ratings and a \$21-million annual budget (generally conceded to be the largest of any syndicated series). "In order to prevent breakdowns, however, I'm also a great believer in preventive maintenance and fine tuning. I think we're going to broaden our definition of entertainment and entertainment news. We will become more anticipatory, rather than reactive."

Goldhammer seconds that view, noting *Entertainment Tonight* "broke the John Belushi death story [on television] and was the first news program to broadcast the outtakes from the *Galloway vs. CBS News* slander trial." He also points with pride to a recent multipart investigative series on *The National Enquirer*.

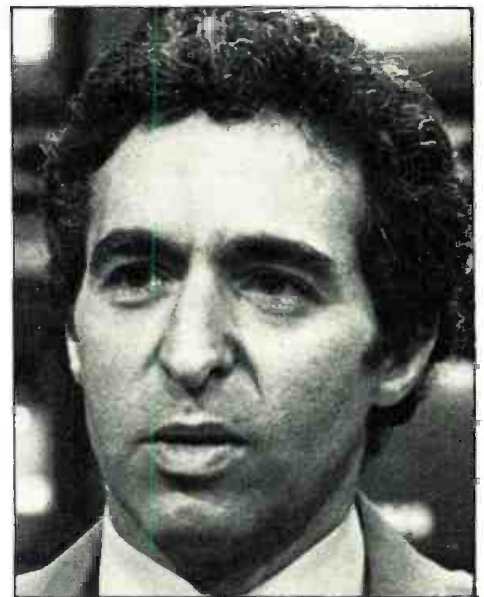
"What turned out to be the most difficult task was establishing *Entertainment Tonight* as a credible news-gathering organization in the eyes of the public as well as the press," Goldhammer said. "That took a while, but it's happened." He claims the program has assembled the largest nonnetwork news staff ever put together on a national level.

According to Merlis, the show's investigative unit is planning to present at least one investigative report each month. In addition, three segment producers are assigned to "keep an ear to the ground" to spot newsworthy developments. The program has a separate news producer or assignment editor for

specific content areas of the series. A team of reviewers keeps tabs on happenings in media, movies and books.

A coordinating producer keeps track of original and repackaged material for the hour-long weekend show, hosted by Dixie Whitley and Steve Edwards, and taped Friday afternoons.

"There are trends in radio, television, music and other areas of entertainment that we'd like to identify and cover," Merlis says, when asked to speculate on the program's future. "Radio, for example, is an area we've essentially ignored. Yet there are changes in music, AM radio and use of the spectrum that have radically changed the medium during the last five years." Books



Merlis

and magazines are other areas that will receive more attention from *ET* in coming months.

Merlis believes timing and technology have made it possible for a program like *Entertainment Tonight* to come into being—independent of a network—but he credits the networks with recognizing the enormous public appetite for entertainment news.

"[The late CBS correspondent] Ed Murrow beat us all to the punch with *Person to Person*. Here we had the most somber journalist in the entire universe interviewing Red Buttons in his home. They had to lay cables all over the city to do that kind of show [in the 1950's]. The appetite has always been there, but not the mechanism."

If ratings are any measurement, the public interest in such a mix remains considerable. Ratings for *Entertainment Tonight* and *Entertainment This Week* collectively have been up 20% this season as compared with the first year. It outperforms the competition in many markets, including *Family Feud*, *The Muppet Show*, *M*A*S*H*, *People's Court* and *PM Magazine*. In fact, some observers feel *ET*'s success is largely responsible for Group W's recently announced revamping of *PM Magazine*, and the demise of talk shows hosted by John Davidson and Mike Douglas. Other presumed imitators include ABC-TV's *Eye on Hollywood*, a mid-summer tryout borrowed from KABC-TV Los

Angeles' successful *Eye on L.A.* access strip, and Cable News Network's weekly *Hollywood Journal*.

"We've really cut into *PM Magazine* in many markets where we're head to head with them," Goldhammer contends. "We forced WDM-TV Washington to drop *PM Magazine* as a result of the February book."

In New York, *E T* rose from fifth to second place in access following its switch from an independent to ABC-owned WABC-TV last January. KRON-TV San Francisco has enjoyed its highest access ratings ever with *E T*. The series is ranked first or second in access, in Detroit, Boston and Washington, according to Goldhammer. In Los Angeles, however, ratings have remained relatively flat for the show on independent KTLA(TV), which airs it at 4:30 p.m. and again at midnight. (A change in time and station in the

Los Angeles market is rumored for this fall.)

TeleRep, which handles national advertising sales for the series, does not disclose billings for the program, but a spokesman said there are no spots available on the show for the foreseeable future and that many advertisers are renewing for the fall. The program is available on a market-exclusive cash barter basis. Local stations receive five minutes for local sale for both the weekday and weekend shows, with TeleRep retaining one minute during each weekday program and five minutes on weekends. National sponsors buying a 30-second spot during the week receive a comparable spot on *Entertainment This Week*. The price of the show is determined by "competitive rates for similar programs at the same time period" and by "revenue potential based on performance in local ratings," according to Paramount. □

Tanner, new spring football league start rights talks at \$21 million

IFL would have 12 teams playing Sunday evening for 16 weeks

Next spring may see the birth of yet another professional football league—the International Football League—which last week announced it was negotiating with the Memphis-based William B. Tanner Co., a media buying service, for the new league's television, radio and cable coverage rights. The asking price for the first year is \$21 million.

The IFL has proposed to start its inaugural season, which, like that of the one-year-old USFL, would run from March to July, with 12 teams. And some of those teams would be in markets that already have one or more NFL squads and a USFL team.

If Tanner acquires the rights, it's understood the company would form an IFL television network consisting primarily of independent stations (covering at least 70% of the country) to carry the games. The Tanner network would televise four regional games weekly throughout the 16-week season. The games would be played on Sunday evenings.

Edward Hartnett, executive vice president of Tanner and Co., told BROADCASTING last week the company will study the results of a feasibility study, due to be compiled in the next two weeks, before deciding on the rights package. The study will examine viewer, advertiser and station interest in IFL football and projections on the degree of advertiser participation. "If the numbers come out right," said Hartnett, Tanner Co. would pay the \$21 million asking price for the IFL right. But if the projections derived from the study fall short of the company's expectations, said Hartnett, the company would offer to pay a lower rights fee or perhaps bypass the deal altogether.

Hartnett said that preliminary talks with some stations about a possible affiliation with an IFL network were encouraging. "We've gotten a pretty positive response from them," he said, but declined to cite any of the stations by call letters. The regional games would be produced by independent crews retained by Tanner and would be satel-

lite fed to the affiliates.

Tanner is not new to network sports. It holds the broadcast rights to Metro Collegiate Athletic Conference basketball games, and has agreements with Metro Sports and TVS to sell time for some of the sports networks those companies have set up.

Hartnett conceded that there are some "very definite negatives" to be considered with the IFL. "The IFL is brand new coming on top of a new USFL," he noted. "And [USFL] ratings dropped as the season progressed, but regionalization should help that." On the positive side, he suggested that the USFL "could be dislodged in some areas," and that a real battle for the new football leagues could evolve next year.

Jerry Saperstein is the commissioner of the IFL. He resigned July 1 as vice president of Madison Square Garden Attractions Co., which acquires television rights to sporting events internationally. Saperstein said that the new league (whose formation was announced earlier this year) and Tanner hoped to negotiate a five-year deal (with three-year options), although the financial terms would be renegotiated annually based on the ratings and advertising revenues generated by the Tanner network.

The initial 12 teams in the IFL are to be located in New York; Los Angeles; Honolulu; Charlotte, N.C.; Miami, Milwaukee; the San Francisco Bay area (but not San Francisco); Houston, Chicago and in undetermined sites in Ohio, Nebraska and Tennessee. Initial seed money will total about \$24 million, with each owner required to submit to the league a \$2-million letter of credit.

No formal studies have been undertaken to determine the viability of the league, conceded Saperstein, but he said that "we think that a market is being created out there" for spring football, largely due to the efforts of the USFL. Signing a TV deal will be the "single most important element in the success" for the league, said Saperstein.

Revenue derived from whatever rights agreement is secured would be split among the teams equally. And while the deal with

Ratings Roundup

With six-tenths of a rating point to spare over second-ranked ABC-TV, CBS-TV won the prime time ratings for the week ending Sunday, July 24, averaging a 12.5 rating/24.3 share, according to A.C. Nielsen's National Television Index. ABC bounced back from a poor performance the week before to average an 11.9/23.4, while NBC, which captured only one night by two-tenths of a rating point averaged an 11.5/22.5.

CBS won Monday, Thursday, Friday and Sunday, while ABC took Wednesday and Saturday and NBC won Tuesday. Of the top 30 programs, CBS had 13, ABC had nine and NBC had eight.

In a week in which 78% of the programs broadcast were reruns, CBS News's *On the Road with Charles Kuralt* (11/23) scored the highest ratings among original, summer-replacement series on all three networks. Behind it were ABC's *1/2 Hour Comedy Hour* (10.4/21), which runs opposite *Kuralt*, NBC's *Buffalo Bill* (10.2/19), and CBS News's *Our Times with Bill Moyers* (10/19).

Monday Night Baseball (11.2/21) on ABC had one of its stronger performances of the season, but failed to bring the network more than third place for the night, behind NBC's rebroadcast of the made-for-TV movie, *Sophia Loren: Her Own Story* (13.7/25), and CBS's lineup of series reruns (14.5/26.7). On Tuesday, a strong performance by ABC's *Hart to Hart* (16.8/30) helped that network average a 13.5/25 for the night, challenging NBC's 13.7/25.2 for its usually strong lineup that included repeats of *A Team* and *Remington Steele*.

The First 20

1.	ABC Movie Special—"Dr. No"	ABC	16.8/32
2.	Hart to Hart	ABC	16.8/30
3.	Trapper John, M.D.	CBS	16.3/30
4.	60 Minutes	CBS	16.2/35
5.	Jeffersons	CBS	16.2/29
6.	Cagney & Lacey	CBS	15.9/28
7.	Newhart	CBS	15.6/27
8.	Hill Street Blues	NBC	15.3/29
9.	A Team	NBC	15.2/30
10.	Simon & Simon	CBS	15.0/27
11.	Knight Rider	NBC	14.9/31
12.	Love Boat	ABC	14.5/31
13.	Tucker's Witch	CBS	14.5/26
14.	Cheers	NBC	14.5/25
15.	20/20	ABC	14.2/27
16.	Remington Steele	NBC	14.0/25
17.	NBC Monday Night Movies—Sophia Loren	NBC	13.7/25
18.	9 to 5	ABC	13.7/24
19.	Magnum, P.I.	CBS	13.6/27
20.	CBS Wednesday Night Movie—Blinded by the Light	NBC	13.5/25

The Final Five

61.	ABC Friday Night Movie—Massarati and the Brain	ABC	8.2/17
62.	ABC Comedy Special	ABC	8.1/18
63.	Monitor	NBC	8.0/17
64.	Voyagers	NBC	7.1/15
65.	Ripley's Believe It or Not	ABC	6.4/14

Tanner hinges upon the results of that company's pending feasibility study at this point, Saperstein said that "my guess is that the final rights figure will be plus or minus 10%" of the \$21 million asking price.

Tanner's Hartnett said that if it strikes a deal with the league, a radio rights agreement would be developed. And on the cable side, the USA Network has indicated that it would be willing to talk about a deal, but negotiations have yet to begin. Tanner Co. is a subsidiary of the Richmond, Va.-based group owner, newspaper publisher and cable system operator, Media General Inc. □

Nielsen to test 'persons meter'

Electronic information system will provide more detailed viewing material than diaries

A.C. Nielsen Co. said last week it is preparing to start "full-scale" testing of a system in which TV audience composition data would be compiled electronically, instead of by diaries.

The "persons meter," system, which Nielsen officials emphasized is far from proven and even farther from adoption, employs electronic boxes, or meters, that would be placed in selected homes, as Nielsen's meters are now. Instead of collecting only household tuning data, however, the new meters would be equipped with pressure-sensitive buttons—a different button for each household member—through which data on each individual viewer would be collected.

When watching, then, each viewer would touch the button assigned to him or her. This would identify the viewer to a central computer, where demographic data on that viewer had already been stored. The computer would thus identify all viewers—or all button-pushers—and link them with their respective demographic descriptions and come out with data on a program's audience composition by sex, age, occupation, education, household income and the like; the sort of information that is now collected by diaries.

One of the questions Nielsen hopes to answer in the current test is whether people will push those buttons, push them accurately and continue to cooperate over time. There are other questions, too, including the level of initial sign-up, the performance of the meter hardware, data-collection software and hardware in Nielsen's Dunedin (Fla.) Operations Center and "some basic viewing characteristics."

This is not the first test of the persons meter. Nielsen ran a pilot test in Tampa, Fla., in 1978, that led to a reevaluation of the hardware design and some of the data collection procedures. The new test, however, which is called Phase I, is the first "full scale national test" that has been undertaken. It will involve a sample of 150 households throughout the U.S., will start this summer and is expected to last at least a year. The results will determine whether expanded testing is warranted.

Nielsen noted that "the implications of a major change in the system used to collect audience composition data are enormous due to its potential impact on historical trends and established television programming, planning, buying and selling procedures that have been developed over the past three decades. It is for this reason that the validation of this system will encompass a minimum of two and possibly three years."

Some basic question, Nielsen continued,

can be answered only "across a span of time." It identified three: Will the people in the sample households provide complete viewing data on a real-time basis, and continue to cooperate over time? What is the household turnover rate and is there any bias resulting from this turnover? Using this system, will it be necessary to utilize a separate sample for the collection of audience composition or can it be done in the current metered sample? □

DFS picks CBS to win fall ratings

CBS-TV is likely to win the highly competitive fourth-quarter prime time ratings race, according to a report by New York advertising agency Dancer Fitzgerald Sample. In his annual predictions for the upcoming new TV season, DFS network programming vice president, Philip Burrell, maintains that ABC will win Monday, Tuesday, Wednesday and Saturday regularly next fall, while CBS will maintain its dominance on Thursday, Friday and Sunday. NBC, he said, will sweep second place on Tuesday, Wednesday, Thursday and Friday, with CBS taking second on Monday and Saturday and ABC second on Sunday.

Fourth-quarter ratings and shares are likely to average 17.1/28 for CBS, said Burrell. For ABC, the average will be 16.3/26 and for NBC 14.9/24.

CBS's *Cutter to Houston* and *Whiz Kids* have swapped time periods since the publication of DFS's report, but Burrell does not believe the change will significantly alter the fortunes of either show. *Whiz Kids* is likely to have done better in its original Saturday night time period, he said, when it "had the potential of meeting *Diff'rent Strokes* and *Silver Spoons* with appeal to like demographics. Now, it will have to compete with

ABC's *Fall Guy*, which is popular among young adults and older teens." Although *Cutter* stands a chance as an alternative to *Strokes* and *Spoons* and ABC's *T.J. Hooker* on Saturdays, it is a relatively weak show to begin with, according to Burrell, and its genre, medical shows, has historically done poorly on Saturday nights.

Of new programs to be offered this fall, seven from ABC, seven from CBS and 11 from NBC, only one, ABC's Wednesday-night, hour-long drama, *Hotel*, is likely to be a hit, according to Burrell, although there are four series—one on ABC, one on CBS and two on NBC—that are potential hits. They are CBS's *After M*A*S*H*, which Burrell and other programmers believe will benefit from the strong creative team of Larry Gelbart and Burt Metcalfe; ABC's *Madeline*, a comedy Burrell believes will combine with its lead-in, *Three's Company*, to "strike a dominant combination" for ABC's mid-Tuesday slate; NBC's *Mr. Smith*, a "sleeper hit" featuring the chimpanzee made famous in several Clint Eastwood movies in an "outrageous mix of hip humor and improbable circumstances," and NBC's *Manimal*, which it calls "a possible breakthrough show." □

DFS's fall report card

Program	Network	Night/Time Period	DFS rating
<i>Scarecrow and Mr. King</i>	CBS	Mon. 8-9 p.m.	fair
<i>Boone</i>	NBC	Mon. 8-9 p.m.	fair
<i>After M*A*S*H</i>	CBS	Mon. 10-11 p.m.	good/fair
<i>Navy</i>	CBS	Mon. 10-11 p.m.	fair
<i>Just Our Luck</i>	ABC	Tues. 8-8:30 p.m.	fair/poor
<i>Madeline</i>	ABC	Tues. 9:30-10 p.m.	good/fair
<i>Bay City Blues</i>	NBC	Tues. 10-11 p.m.	poor
<i>Cutter to Houston</i>	CBS	* Wed. 8-9 p.m.	fair/poor
<i>Hotel</i>	ABC	Wed. 10-11 p.m.	excellent
<i>Trauma Center</i>	ABC	Thurs. 8-9 p.m.	fair
<i>We Got It Made</i>	NBC	Thurs. 9-9:30 p.m.	fair
<i>It's Not Easy</i>	ABC	Thurs. 9:30-10 p.m.	poor
<i>Mr. Smith</i>	NBC	Fri. 8-8:30 p.m.	good/fair
<i>Jennifer Slept Here</i>	NBC	Fri. 8:30-9 p.m.	fair
<i>Webster</i>	ABC	Fri. 8:30-9 p.m.	fair
<i>Lottery</i>	ABC	Fri. 9-10 p.m.	fair/poor
<i>Manimal</i>	NBC	Fri. 9-10 p.m.	good/fair
<i>For Love and Honor</i>	NBC	Fri. 10-11 p.m.	fair/poor
<i>Whiz Kids</i>	CBS	* Sat. 8-9 p.m.	fair
<i>The Roustabouts</i>	NBC	Sat. 9-10 p.m.	fair/poor
<i>The Yellow Rose</i>	NBC	Sat. 10-11 p.m.	fair
<i>Hardcastle and McCormick</i>	ABC	Sun. 8-9 p.m.	fair/poor

* Time period changed since report published

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NAB prevails on Radio Marti

Authorizing legislation is hobbled by provisions that restrict frequency usage and slow construction pace

The National Association of Broadcasters went head to head with the Reagan administration on the Radio Marti bill (H.R. 2453) last week, in a House Energy and Commerce Committee markup session, and won. The committee approved legislation authorizing establishment of a station to broadcast news of Cuba to that country—but in a form eminently acceptable to the NAB, which is concerned that the administration proposal would lead to an increase in Cuban-caused interference to American AM stations.

As it emerged from the markup session, the bill would restrict radio broadcasting to Cuba either to the Voice of America station on Marathon Key, in Florida, on 1180 khz, or to a shortwave frequency. What's more, various amendments were added to the bill that proponents of Radio Marti described as "gutting" measures designed to slow the pace of construction of the station.

Opponents of the measure, which in the form favored by the administration has already been approved by the Senate and House Foreign Relations committees, failed only once to win approval of an amendment: It would have provided an unlimited fund for the reimbursement of broadcasters for expenses incurred overcoming the effects of Cuban-caused interference and for the ad-

vertising losses suffered as a result of it. It appeared to be too far-reaching even for some critics of the Radio Marti concept.

But overall, the committee votes reflected a cooperative effort on the part of the NAB and Representative Timothy Wirth (D-Colo.), chairman of the committee's Telecommunications Subcommittee, and several Republicans on that panel. NAB officials and Wirth had begun mapping strategy for the legislative battle won last week at a breakfast meeting during the NAB convention in Las Vegas in April. "Clearly," said NAB President Edward O. Fritts, "we're very pleased with the results." He said the charges made by the Commerce Committee were a "major victory for the U.S. system of broadcasting," and added: "It is our hope that this strong showing of support by the committee will translate into similar concern for the legislation's far-reaching implications on the floor of both the House and Senate."

Fritts said "a tremendous amount of work" was involved in what he described as the "major victory." NAB staff members lobbied committee members directly. Broadcasters around the country were encouraged to send wires to committee and subcommittee members. Some broadcasters traveled to Washington to call on their congressmen. Former FCC Chairman Richard E. Wiley and former Democratic senator and Secretary of State Edmund Muskie were engaged to help press

the NAB cause. It was, said one NAB lobbyist, "a full court press."

That kind of effort was required, because the Reagan administration had mounted a major effort of its own in behalf of the bill. "Two major lobbying efforts are about to collide," Ambassador Bob Ryan, the State Department's principal operative on the Radio Marti issue, told Fritts before the markup began. The administration has a major ally in Cuban refugee groups that are passionate backers of the legislation and are said to have lobbied hard on the issue. And last year, when a Radio Marti bill passed the House before dying in the Senate, the administration won an easy victory in the full committee after being roughed up in the subcommittee. But the NAB did not directly oppose the administration on the issue then.

This year, the NAB has put diffidence aside, as it emphasizes its concern that Radio Marti broadcasters would exacerbate the interference American broadcasters—particularly in the southeast—have been suffering for years. And last week, Kenneth Salomon, an attorney for WHO(AM) Des Moines, Iowa, who has been opposing the Radio Marti bill, produced additional documentation to support that concern. It was a confidential State Department memorandum, dated July 29, 1982, obtained through a Freedom of Information request. "If a Radio Free Cuba" is established, it said, "we believe Cuba will retaliate by increasing its current level of interference with U.S. AM broadcasting operations." It added that "about 20%, or 1,200 U.S. stations, could be adversely affected."

The subcommittee markup two weeks ago provided the basis on which the successful effort to alter the bill last week was made. As in the earlier session, the key vote last week came on an amendment offered by Representative Tom Tauke (R-Iowa). It would restrict Radio Marti broadcasts to the VOA station operating on Marathon Key on 1180 khz or to a shortwave frequency. The amendment prohibits the use of any other AM or FM frequency.

The rationale is that Cuba would retaliate only if Radio Marti were established as a separate facility on the AM band. Backers of the Tauke amendment contend that Cuba accepts the VOA as a legitimate factor in the game of international broadcasting. And shortwave is difficult to jam.

The administration bill would permit the establishment of a separate Radio Marti station on 1180 khz, as well as on the frequency of any AM station that would lease time. Tauke urged approval of his amendment on the ground it would be more likely to assure the success of the administration's effort to reach Cuba with programming designed for it. The signal of the station as proposed by the administration, he said, would be subject to jamming and interference.

Representative Matthew J. Rinaldo (R-N.J.), who led the fight to preserve the bill in

Financial overview. According to an audit by Bond, Beebe, Barton & Muckelbauer, the total assets for the National Association of Broadcasters in fiscal 1983 (ended March 31) were \$7.5 million, as compared to \$6.8 million in 1982. Other figures in the audit show that NAB's building and land are valued at \$3.3 million, with time deposits of \$2.9 million and accounts receivable, after \$60,000 in debts, \$636,917.

Net income for FY 1983 was \$306,645, on total income of \$8,988,303, and expenses of \$8,681,658. The audit shows that the association's 1982 Dallas convention income was \$2.9 million, as compared to \$2.5 million for its 1981 convention. (The convention income was broken down to \$923,346 for registration, ticket and cassette sales, and \$2 million from exhibit space.) Total convention expenses were listed at \$1.15 million, leaving a net income of \$1.76 million. The FY 1981 convention expenses were \$1.1 million, with a net income of \$1.4 million.

Some of the convention expenses include: special entertainment, \$75,143; guests and speakers, \$82,809; staff expenses, \$38,871, and shuttle buses, \$96,440.

Also included in the audit report is an unaudited balance sheet on the NAB's Television Information Office, which shows TIO had income of \$1.5 million for FY 1983 and expenses of \$1.4 million. In FY 1982, TIO had an income of \$1.4 million and expenses of \$1.25 million. According to the report, TIO began fiscal 1984 with a \$1.3-million surplus. NAB's pension plan, according to the audit, showed that former President Vincent Wasilewski's deferred compensation account is \$387,640, which includes \$333,224 contributed by NAB. The investments from his fund included \$145,258 in common stock and \$127,258 in bonds, \$48,000 in commercial paper, and \$66,226 cash value of insurance policies. Wasilewski's annual pension is \$51,000. The deferred compensation plan for executive vice president and general manager, John Summers, has a 1983 market value of \$23,176.

This year the NAB saw a small gain of \$52,000 in interest from the \$1.4 million disbursed by the Copyright Royalty Tribunal. The association planned to use interest money for legal fees, but instead decided to allocate funds to television stations. The association also decided to increase the Television Bureau of Advertising's payment for participation in the annual convention next year from \$20,000 to \$50,000.

Other major income sources were television dues (\$3.04 million) and radio dues (\$2.8 million). Associate member dues totaled \$601,023.

the form favored by the administration, said: "No one in the government wants to jeopardize American broadcasters. But it would be ludicrous to cast aside this important foreign policy initiative because of Fidel Castro." He noted that the bill has been modified since last Congress to meet some of the broadcasters' concerns. But clearly not enough of them. The Tauke amendment carried by a vote of 26-16, and the NAB officials in the audience relaxed.

The reimbursement amendment was introduced by Representative Al Swift (D-Wash.), and would have replaced a provision that would limit the reimbursement fund to \$5 million and provide for payment only for technical and engineering costs associated with mitigating the effects of Cuban-caused interference. The proposal to "make whole" broadcasters who incur expenses as a result of a U.S. foreign policy initiative was too much even for some, who, like Philip R. Sharp (D-Ind.), opposed the administration on other aspects of the bill. Sharp noted that other groups of Americans, including farmers, are not reimbursed for losses suffered as a result of U.S. foreign policy initiatives. "It ain't right, and we shouldn't do it," he said. An amendment offered by Rinaldo to reinstate the original reimbursement provisions carried by a voice vote.

However, the reimbursement issue is not completely settled. Does the reimbursement apply only prospectively—or retroactively as well? The Senate Foreign Relations Committee report on the bill says the provision applies prospectively. However, Wirth and Rinaldo, in a colloquy on the issue, were unable to resolve the question; it was left open for discussion in the committee report. At issue is the possible reimbursement of a number of Florida broadcasters who have spent up to several hundred thousand dollars each in modifying their facilities to overcome Cuban-caused interference.

Two of the other amendments incorporated in the committee bill had been approved initially by the subcommittee. One, introduced by Representative Mickey Leland (D-Tex.), would require the government to exhaust all efforts to reduce, through negotiations with Cuba, Cuban-caused interference to American stations; it would prohibit the FCC from authorizing the use of a frequency for Radio Marti until the commission had received assurances such efforts had been made. (The U.S. and Cuba are to resume negotiations on the issue later this month.) And the other, offered by Representative Edward J. Markey (D-Mass.), would prohibit the establishment of a Radio Marti until the General Accounting Office had reported on the possible economic harm to American stations of existing and potential interference from Cuba and the cost to the U.S. government of mitigating the adverse effects of that interference.

Rinaldo, who said both were aimed at delaying the start of a Radio Marti, sought to sidetrack them by offering milder versions of each. In place of the Leland amendment, Rinaldo would simply state it is the sense of Congress that the Secretary of State undertake negotiations to reduce Cuban-caused interference. And in place of Markey's pro-

positional, Rinaldo would not require GAO to do the study sought by Markey until Congress had approved the Radio Marti legislation. Both of his substitute amendments were defeated, although by narrow margins.

Another amendment—a sunset provision—was offered by Representative John Bryant (D-Tex.). It specifies that the authorization of Radio Marti would expire after five years, at which time Congress could renew it. It would also require the FCC to report to Congress annually on the economic impact of Cuban-caused interference on American broadcasters, and on the "adverse impact" of that interference on American listeners.

Rinaldo opposed that amendment also, although with an evident sense of frustration. "The bill is already loaded up with amendments," he said. The five-year provision, he indicated, is superfluous. "It will take five or six years for Radio Marti to get off the ground...The amendment is designed only to kill the bill."

But the ayes, once again, had it.

The committee action was only another battle in the legislative process, however. On Thursday, the Senate began debating its version of the bill—one favored by the administration—and preliminary votes indicated it would pass easily. □

James McKinney: Fowler's hand-picked mover and shaker for the Mass Media Bureau

New chief is in tune with the chairman's deregulatory philosophy; his main task is speeding up flow of applications

To say that last week's appointment of James C. McKinney, FCC Private Radio Bureau chief, to be Mass Media Bureau chief came as a surprise to broadcast industry representatives would be an understatement. Even though it had been reported in this magazine that McKinney was a top contender for the post (BROADCASTING, July 11), most industry observers thought that one of the Mass Media Bureau's deputy chiefs, Jeff Bau-



McKinney

mann, would, as a matter of course, receive the nod.

Informed of the news early last week, most of the top Washington broadcast lobbyists approached were tongue-tied, unable to furnish useful comment because they didn't know enough about the man who is now one of the more important players in their industry's game.

Those who do know him, however, say broadcasters shouldn't have any reason to fear. In their minds, McKinney, 43, is an intelligent, dedicated civil servant who has demonstrated his prowess as a manager at the commission over the years. "He's a bright, get-the-job-done kind of guy," said John Sturm, NBC assistant general attorney and former FCC staffer.

An interview with the new chief, moreover, reveals that he's not one of those civil servants bent on making headlines with pronouncements about "vast wastelands." In fact, McKinney describes himself as a "video freak." His home is equipped with six television sets, one 68-inch TV projection screen, two videocassette recorders and 200 videotapes. He said he watches a minimum of 30 hours of television each week (while doing paperwork) and is proud of that. "Over all, the consumer has more good TV coming into his house than ever before," he said. "Some of it is remarkably good."

Why McKinney got the nod should bode well. One FCC source said Chairman Mark Fowler, who won't be the agency's head forever, wanted someone who could make the bureau jump. "Fowler thought Jim's experience as a tough manager would be helpful," the source said. "He wanted a tough manager to get these items out."

Another source said there was a feeling that the bureau's processing of applications had to be accelerated. "There's a public perception that McKinney can basically part the waters when it comes to processing applications," the source said.

Still another reason, an FCC official said, is that there was the sense that the key to getting the bureau rolling lay in improving morale. Under McKinney, the source said, morale in the Private Radio Bureau has "soared"; under Larry Harris, McKinney's predecessor in the Mass Media Bureau, morale "couldn't have been worse." The hope, the official said, is that McKinney will be able to inspire Mass Media Bureau personnel to the same degree he inspired the Private Radio Bureau staff.

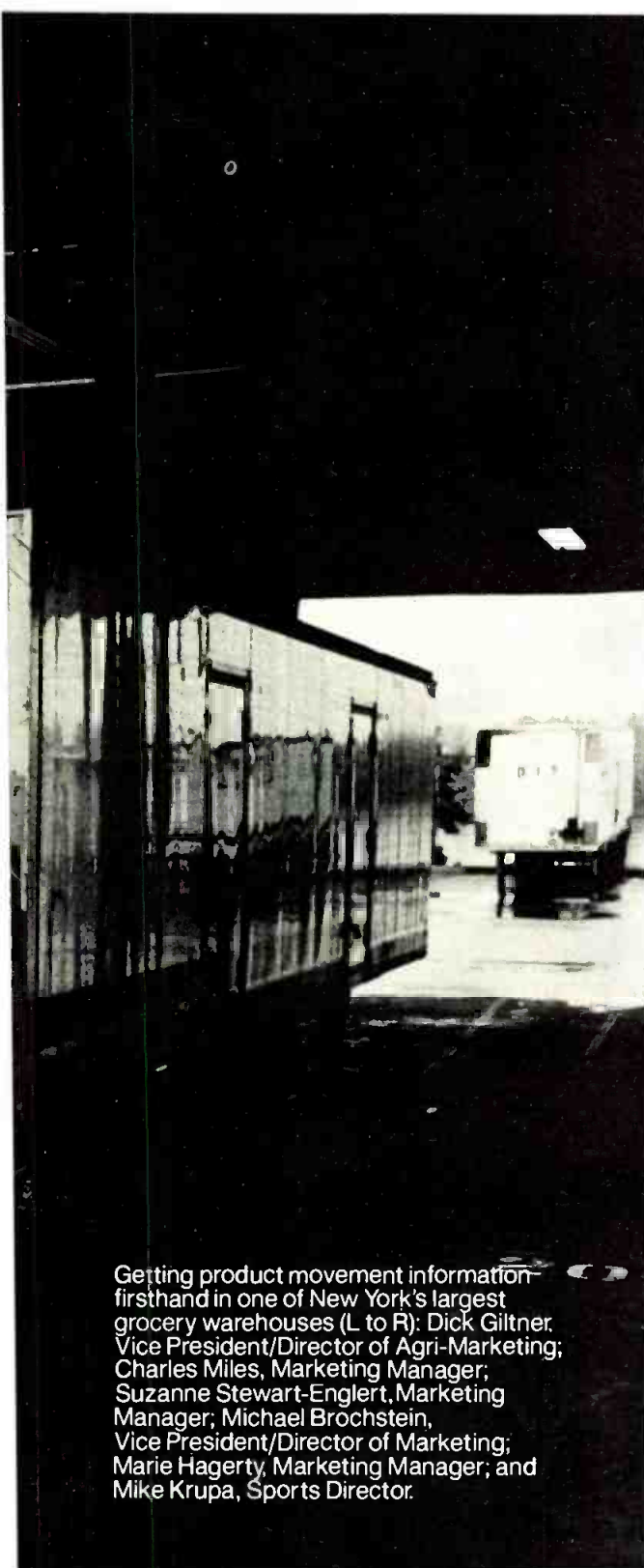
Fowler said he thought broadcasters were going to like McKinney "quite a bit." McKinney, he noted, was once an on-the-air broadcast personality; he is an engineer (not a lawyer) of "some track record," and he also has demonstrated himself to be a "very strong manager," Fowler said.

Although broadcasters may not know much about McKinney now, they should have plenty of time to get acquainted. He has been at the commission for 20 years already, and is planning to stick around. "I have ev-

Blair's Market Development Team:

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Getting product movement information firsthand in one of New York's largest grocery warehouses (L to R): Dick Giltner, Vice President/Director of Agri-Marketing; Charles Miles, Marketing Manager; Suzanne Stewart-Englert, Marketing Manager; Michael Brochstein, Vice President/Director of Marketing; Marie Hagerty, Marketing Manager; and Mike Krupa, Sports Director.

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ery intention to remain at this agency until I retire," he said last week. "This is not a stepping stone."

Like Fowler, McKinney did pick up some "real world" broadcasting experience along the way. While in college, he sold ads, worked as a disk jockey and engineer "and waxed the floors on the weekends" for WMON(AM) Montgomery, W.Va.

Since he graduated with a degree in engineering from the West Virginia Institute of Technology in 1963, however, the FCC has been his employer.

He started out as a GS-5 for the commission's Field Operations Bureau in Washington, basically writing radio operator exams. He then went out into the field, eventually becoming assistant engineer in charge of the Washington district office. Called back to headquarters in 1970, he became chief of the bureau's monitoring branch. From 1974 through 1980, he was deputy chief for the bureau. He then became chief, and held that position until Fowler appointed him chief of the Private Radio Bureau in July 1981.

His regulatory philosophy has shifted over the years. When he was first out in the field, he said he was bent on strict enforcement, trying to make sure licensees were "dotting their i's and crossing their t's." He still thinks there are "good technical reasons" for certain regulations, and urges caution in deregulating in technical areas. But

now he and Fowler are on "the exact same wavelength" in thinking the electronic media should be "following the print model."

He's particularly proud of the way the Private Radio Bureau has been able to speed its processing of applications under his guidance. When he first came to that bureau, he said, there was a backlog of more than 200,000 applications, and it was taking the bureau up to a year to process some of those. Within a year, he said, the backlog had been eliminated, and the average time required to process most applications had been cut to 30 days, he said. "And we did that without one man year of extra effort or changes in staff."

Also when he took over that bureau, he said, some rulemaking items had been hanging around for up to 11 years. Now, he said, no bureau items date back farther than fiscal 1982. "We cleared out all the rulemaking backlog," he said.

McKinney's track record in getting those items out may be hard to beat. In two years, he said, the bureau brought up 200 items for FCC votes, and only lost one by his count.

What Fowler wants is more of the same, McKinney said. Fowler doesn't want him to "establish fresh new policies" but to get a handle on the processing of low-power television and FM applications, McKinney said. "He wants me to move paper." And McKinney gives every impression that Fowler won't be disappointed. □

number of areas—specifically including broadcast deregulation. The Senate has already passed a deregulation bill (S. 55), now awaiting House action. But Packwood said he expects "later this year" to begin moving on statutes that underpin "FCC content regulations." He noted he has abandoned plans for a Constitutional amendment to afford broadcasters the same degree of protection as the First Amendment provides the print media, and is focusing instead on a legislative approach.

He had noted that an NTIA report issued earlier this year on "The Case for First Amendment Parity" for print and electronic media would serve as "a factual basis for our efforts to eliminate government regulation of the content of the electronic media." And when Markey, in response to a question, said he thought the First Amendment's protection against government regulation of content applies to electronic as well as print media, Packwood said he was "delighted" with the answer.

However, Markey did not always provide the answers Packwood seemed to be seeking. He did not take advantage of what seemed an invitation to complain of a shrunken budget, for instance. Packwood noted that since Reagan has taken office, the NTIA budget has been pared from \$21 million to \$12 million. "How can you carry out your obligations with that reduced budget?" Packwood asked.

"That's a good question," Markey said. But he expressed the view that reports of the agency's death have been "greatly exaggerated"—and said he could function with the cuts. "Some were justified," he said, adding, "I think we can do what we have to do with what we have." But what about NTIA's responsibilities in preparing for international conferences?—a matter of concern to the Commerce Committee. Markey said he thought NTIA has performed "adequately" in that regard in the past—but conceded that "we're going to have to beef up engineering support." He said NTIA's efforts in support of the standards-setting work of the International Telecommunication Union's consultative committees for radio and telephone and telegraph would be strengthened.

But Packwood did not appear satisfied. He said he could not emphasize his concerns "too strongly," and added, "You won't get what you need unless you're prepared to fight politically and technically."

And Markey was not prepared to offer the administration's support for the legislation Packwood in the Senate and Representative John Dingell (D-Mich.) in the House have introduced to keep a lid on local telephone rates once the breakup of AT&T is completed, early next year. "Continuing to subsidize local service as in the past may present difficulties," he said. He promised to examine the legislation, but said, "it's a very difficult area."

Nevertheless, Packwood seemed as pleased with the nomination of Markey at the end of the brief hearing as he had been at the beginning, when he said NTIA "is fortunate to have a person of Dave Markey's caliber" in charge. He promised final Senate action would be swift. Markey had established close ties with the committee not only

David Markey sails through confirmation hearing

Senate Commerce Committee approves new head of NTIA; hope to send nomination to full Senate soon

The Senate Commerce Committee hearing was on President Reagan's nomination of David Markey to serve as assistant secretary of Commerce for Communications and Information, but it served as well as a forum for Committee Chairman Bob Packwood's (R-Ore.) expression of support for the Commerce Department unit Markey will head, the National Telecommunications and Information Administration.

NTIA, Packwood said, "must continue to be the focal point for the development of domestic and international telecommunications policy within the executive branch." And Congress, he added, "will continue to rely on NTIA for assistance and advice on domestic and international issues."

The hearing itself was swift and trouble-free on Monday, running about 15 minutes. The committee hoped to have the nomination sent to the Senate floor for confirmation by the end of the week. (Thus, for the first time since February, when Bernard J. Wunder Jr. resigned [BROADCASTING, Feb. 7], NTIA will have a full-fledged head.) Markey, a one-time lobbyist for the National Association of Broadcasters who was serving as a special assistant to FCC Chairman Mark S. Fowler when tapped for the NTIA post in March, has been running NTIA since then as a consultant. His nomination was formally sent to the Senate on July 18.

Packwood's comments in opening the hearing on Markey served as a reminder of the turf battle between the Commerce and State Departments over their respective responsibilities for international telecommunications policy matters. Markey, in behalf of the Commerce Department, and William Schneider, undersecretary of state for security assistance, science and technology, have been attempting to resolve those differences. And last week they were reported to have reached an understanding, subject to final approval by their departments.

Packwood also sought to use the brief hearing as a means of cementing relationships between the committee and NTIA in a



Markey

in his days with the NAB and with Chairman Fowler, for whom he performed congressional liaison, but as an aide to former Senator J. Glenn Beall Jr. (R-Md.), from 1974 to 1981, and as chief of staff for Senator Frank

H. Murkowski (R-Alaska), from February 1981 to January 1983. Murkowski submitted a statement with the committee "heartily" endorsing Markey's nomination to the NTIA post. □

Proposed spectrum moves debated in comments

In filings before FCC, plans for changes in nonbroadcast services are argued

Three proposals by the FCC—to reallocate six mhz of spectrum for government and nongovernment fixed service; four mhz for a public air-to-ground telephone service, and eight mhz for a new personal radio service—which would use up 18 of the 21 mhz remaining in the land mobile spectrum reserve in the 900 mhz band, have drawn a variety of responses in comments at the FCC.

Not too surprisingly, those who stand to benefit financially from the reallocations seem to think the proposals are overwhelmingly in the public interest. Those who won't benefit from the reallocations generally didn't seem to be so gung ho.

The National Telecommunications and Information Administration, which had made the request for six mhz for government and nongovernment fixed service uses, said it fully supported the commission proposal to reallocate 932-935 and 943-946 mhz for co-

equal use by government and nongovernment fixed services.

Although NTIA noted it had "serious reservations" about whether government and nongovernment operational fixed as well as aural studio-to-transmitter links and intercity relay systems can be accommodated in the proposed allocation, it said it supported another commission proposal to move the latter to the 2 ghz band over a period of five years.

"Federal government agencies must provide their own low-capacity fixed service since it has been determined, in compliance with applicable policy, that commercial services are either unavailable on a timely basis, technically or operationally inadequate or more costly. We believe that the commission should act promptly in this matter based on the public record developed thus far. A delay until completion of the NTIA study on government use and spectrum management is not warranted. We urge the commission to accomplish the reallocation in a first report and order and subsequently to take up in

greater detail the questions of technical standards, interference criteria, frequency coordination procedures and user eligibility."

General Electric Co., which originally proposed the allocation for the personal radio communications service (PRCS)—essentially a low-cost mobile telephone system (BROADCASTING, May 17, 1982)—said the allocation for PRCS would be all for the good. "PRCS presents the commission with its first real opportunity to bring the benefits of modern mobile radio communications to the American consumer by authorizing use of spectrum for a new, affordable personal mobile telephone service designed to answer serious, existing and unmet user needs."

Airfone Inc., which had petitioned for an allocation for an air-to-ground telephone system, submitted six volumes of comments from members of the public supporting the concept of the new service; it also said there was a need for more than four mhz. "Based on the overwhelming support for an air-to-ground telephone service plus the introduction of new pocket computer terminals making possible computer access while in flight, which was not contemplated when Airfone filed its application, Airfone now realizes that 4 mhz will not be sufficient," it said. As a result, Airfone suggested that each of the three services initially receive four mhz.

The National Association of Broadcasters appeared to have problems with all of the proposals. It said the 943-946 slated for government and nongovernment fixed services is currently supporting hundreds of aural broadcasts, studio-to-transmitter links and

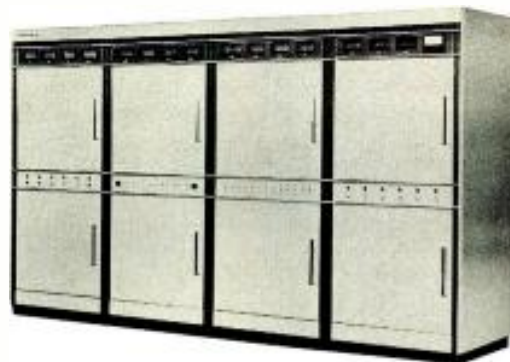


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intercity relay systems. As a result, it said it was concerned that a major relocation of STL licensees could occur as a result of this proceeding, without the commission providing an appropriate allocation of spectrum in the 900 mhz range for the STL service. "No convincing proof has been offered to show that the needs of government and nongovernment fixed services can be met only by displacing hundreds of existing users. The Department of Commerce has not adequately explained why the needs of the fixed service cannot be met on existing government frequencies, through reliance on alternative commercial service providers or by allocations of frequencies above 1,000 mhz that

are not now heavily used. Until such a showing is forthcoming, the commission should not allocate precious spectrum in the 900 mhz range for this new use. And even if the commission determines that an allocation for the fixed services is necessary, the commission must also provide for the long-standing needs of broadcasters for STL frequencies in the 900 mhz range."

In separate comments, NAB noted that the PRCS and air-to-ground telephone system could only be created at the expense of "virtually decimating" what remains of the land mobile reserve. "At a time when the commission has not fully resolved the question of future spectrum needs for the land

mobile service, it would be unwise to allocate almost all the reserve spectrum to non-land mobile services which could be accommodated without taking this drastic step. Accordingly, NAB urges the commission to place the air-to-ground telephone service somewhere else in the spectrum, perhaps above 1,000 mhz. For the PRCS, NAB recommends five khz channel spacing and a spectrum efficient modulation method such as amplitude companded sideband, both to minimize the amount of spectrum this service will require and to provide a large-scale proving ground for narrow-band modulation techniques."

The Association of Maximum Service Telecasters said all three proposals lacked the "hard evidence" of need that would justify the reallocation. "As the commission recognizes, decisions on these three proposals cannot be made without close attention to any future needs of land mobile users for that spectrum. Accordingly, the commission should defer action on these proposals until it has reached a conclusion concerning land mobile's need for these frequencies. In view of the significance of that conclusion for the commission's actions in these three dockets, the commission should also allow interested parties to file additional comments in these following publication of [the FCC Private Radio Bureau's] 'Final Report on Future Land Mobile Telecommunications Requirements.'"

ABC also noted that a significant number of broadcasters use the 943-946 mhz band on a grandfathered basis for STL's, ICR's and certain low-power broadcast auxiliary stations. "Although these stations are presently experiencing interference problems due to the congested nature of the band, the commission proposes to squeeze additional fixed service users into that frequency allocation. The increased use, and the possible incompatibility of users, will cause an already intolerable situation to become even worse."

AT&T said no "urgent" public need had been established for any of the three proposals. "The limited capacity and lack of ability for system expansion makes PRCS incapable of fulfilling the needs of a significant number of business or personal communications users. As a result, PRCS will probably evolve into a hobby item that will be used primarily to amuse PRCS enthusiasts. Public air-ground service . . . would be of limited appeal due to its high cost and inconvenience . . . NTIA has not shown that the government has a need for additional spectrum nor has it explained why its communications needs cannot be met by contracting with commercial providers," AT&T said.

Telocator Network of America, which represents paging and mobile-telephone service providers, urged the commission to reject the PRCS proposal. "The proposed PRCS will not address a discrete communications requirement of the public, but rather will duplicate the capabilities of existing or planned public mobile telephone services. Although the PRCS presumably would broaden existing markets because of its lower cost, any savings would be realized solely by virtue of a sacrifice of spectrum efficiency and elimination of its concomitant costs." □

Washington Watch

BIB nominations. Senate Foreign Relations Committee held confirmation hearing last week for nominations to Board for International Broadcasting. Two nominees (Thomas Ellis, Raleigh, N.C., lawyer, and Michael Novak, resident scholar, American Enterprise Institute) are focus of some controversy and drew opposition from minority members. Senator Paul Tsongas (D-Mass.) and Joseph Biden (D-Del.) seemed most disturbed by Ellis's nomination. Tsongas has reservations about Ellis's background, particularly his five-year involvement as director of Pioneer Fund, group which funds scientific research to promote notion of "black racial and intellectual inferiority," Tsongas press release said. Novak, Democratic nominee who voted for Presidents Ford and Reagan, also drew criticism from some Democratic members. Committee is expected to vote on nominations this week. Other nominees: Clair Burgener, former Republican congresswoman from California; Malcom Forbes, publisher of *Forbes* magazine; Joseph Lane Kirkland, president of AFL-CIO; Arch Madsen, chairman, Bonneville Broadcasting, and author James Michener.

□

MMTC shaping up. Robert Bennett, president, Metromedia Television, is latest to join Major Market Television Caucus board. Caucus, formed last month, will hold its first official board meeting Aug. 18 in Washington (BROADCASTING, July 11). MMTC is in process of establishing by-laws for group and plans to operate small office with part-time administrator in Washington. Caucus members are planning to do own lobbying rather than hire paid lobbyists. Group expects to establish modest structure and operate under budget, less than \$150,000. MMTC has not decided office's location but is considering sharing space with Washington-based caucus member. In addition, National Association of Broadcasters President Edward O. Fritts and NAB Joint Board Chairman Gert Schmidt will meet with MMTC board sometime after its August meeting.

□

Freedom of expression. Broadcasters' efforts to achieve full First Amendment rights are picking up momentum. Last week board members of Freedom of Expression Foundation began fleshing out issues. Members met with Senator Bob Packwood (R-Ore.), who created foundation. Both members of foundation's board and Institute for Freedom of Communication's research board met with Packwood; FEF's executive director, Craig Smith, and IFC's executive director, Tom Luhnnow. (IFC is foundation's research arm.) According to Smith, majority of FEF board was present. Board members include: Thornton Bradshaw, RCA chairman; Eddie Fritts, National Association of Broadcasters president; Thomas Wheeler, president, National Cable Television Association; Charles Brown, chairman, AT&T; Everette Dennis, dean of journalism school, University of Oregon; Thomas Krattenmaker, professor of law, Georgetown Law School; Drew Lewis, chairman, Warner Amex Cable Communications, and Jack Valenti, president, Motion Picture Association of America. Research board members include: Bob Erburu, president, Times Mirror; Tom Wyman, chairman, CBS; Katharine Graham, chairman, Washington Post Co.; Dick Munro, president, Time Inc.; Allen Neuharth, chairman and president, Gannett Co., and Robert Marbut, president and chief executive officer, Harte-Hanks Communications. Bradshaw was only member unable to attend. Packwood reportedly briefed group on deregulatory trends and Senate passage of cable deregulation bill, S. 66. In addition to presenting regulatory outlook, senator discussed current legislation concerning campaign spending, which might infringe on freedom of speech. Boards will meet again in September. According to Smith, foundation is mounting extensive membership drive. All three networks, Smith said, have joined and initiated program on behalf of foundation to encourage affiliates to join. NCTA is sponsoring three fundraisers for FEF later this year in New York, Denver and Los Angeles. NAB, Smith added, is also holding fundraiser on Sept. 26 in New York for foundation.

SIN files suit against SRBA

Complaint charges attempt to monopolize Spanish-language audiences and ad billings

Spanish International Communications Corp. and SIN Inc. said last week they had filed an antitrust suit against the Spanish Radio Broadcasters of America and 28 of its officers and members, charging conspiracy to restrain or eliminate competition for Spanish-language radio and TV billings and to put the plaintiffs' stations out of business.

Joining SICC and SIN as plaintiffs in the suit were the licensees of two other Spanish-language stations, KDTV(TV) San Francisco and KTVW-TV Phoenix, both affiliates of the SIN Spanish-language network. SICC owns five TV stations: KWEX-TV San Antonio, Tex.; KMEX-TV Los Angeles; WXTV(TV) Paterson, N.J.; WLTW(TV) Miami, and KFTV(TV) Hanford, Calif. In the wake of a three-year investigation into allegations of illegal foreign control and anticompetitive behavior, the FCC has designated SICC renewals for hearing (BROADCASTING, June 6).

The complaint charges that since 1979 the defendants "have combined, conspired and agreed among themselves to boycott and eliminate the plaintiffs as competitors for Spanish-language radio and television advertising billings and audience share, and have combined, conspired and agreed to monopolize the market for Spanish-language radio and television advertising billings and audience share and various product and geographic submarkets thereof, by *inter alia*, eliminating the plaintiffs as competitors therein."

Specifically, the complaint charges that, among other things, the defendants have filed "baseless and repetitive claims with the [FCC] in an effort to bring about the termination and nonrenewal of licenses" for the

SICC stations and for KDTV(TV) and KTVW-TV, by "knowingly" and "falsely" claiming "that the plaintiffs have engaged in anticompetitive practices and are controlled by foreign nationals."

The pendency of these claims at the FCC, the complaint continues, has made it impossible for the plaintiffs to acquire and develop new TV and radio stations and has impaired their dealings with advertisers. Defendants, the complaint contends, knew this would be—and intended it to be—the result when they filed their "sham charges" with the commission.

The complaint also charges that some SRBA members conspired to boycott SIN's 1979 attempt to do business as a sales representative for Spanish-language radio stations and, ultimately, to set up a new radio network.

The complaint was filed July 20 in U.S. district court in Dallas, according to counsel for SICC and SIN.

Among the named defendants are Edward L. Gomez, SRBA president and also identified as president of KABQ(FM) Albuquerque, N.M., KIRT(AM) Mission, Tex., and KQXX(FM) McAllen, Tex.; Eduardo Caballero, president of Caballero Spanish Media Inc., New York, a sales representative for Spanish-language media, who also is identified with KNEZ(AM) Lompoc, Calif., KXEM(AM) McFarland, Calif., and KBNO(AM) Denver, and various radio stations owners in Colorado, Texas, California, Arizona, Florida and New York. Among these are Susannah Broadcasting Co. of York, Pa., well-known station group owner identified in the complaint as 80% owner of another defendant, the operator of Spanish-language WQBA-FM Miami, and Command Broadcast Associates, identified as owner of WADO(AM) New York.

The suit seeks treble damages under the antitrust laws. The complaint says damages have not yet been ascertained but are believed to be at least \$10 million. The suit also seeks attorneys' fees and injunctive relief. □

KTTL faces more opposition. The troubles of KTTL(FM) Dodge City, Kan., the subject of protests over its broadcasts of attacks on Jews, blacks and others (BROADCASTING, May 30), appear to be getting more severe. The station's owners, Charles C. Babbs and his wife, Nellie L., have sought permission to sell (BROADCASTING, July 4), but Community Service Broadcasting Inc., a competing applicant, now has petitioned the FCC to deny the transfer. And the attorney general of Kansas has filed an informal objection to KTTL's renewal, joining the five other parties attempting to block the Babbses from continuing to operate the station.

Nellie Babbs, acting as her own counsel, has attempted to defend her record at the FCC, apparently on First Amendment grounds. Her opponents represent a "Co-Conspired attack upon the Commission's efforts of deregulation," she said in a rambling pleading.

"Aspirants of incorporeal capacity, without consciousness, a vestige of international atomy illusion: more particularly described at demand as (real vs. corporeal vs. incorporeal), again in relation to the duly Ordained 'United Sates of America' vs. 'incorporeal Common Market State, lacking sovereignty,' in a direct Violation to the Intent of the duly confirmed Mandate of Congress within the Deregulation intent," she explained. "Petitioner(s) et, al, pure 'blue sky proposals', of a fourth Broadcast, in Co-Concert to social club, church bazaar, regional and city planners, artist in the Park, water resource, muddyroad or pride committee rehabilitators anonymous in a Conspire to a FREE CHEESE on a RAT TRAP, illusion of AID AND COMFORT, all in hours to guttural announce of current weather conditional Assistance Programming," she added.

In reply, one of the petitioners to deny, Dodge City Citizens for Better Broadcasting, said Babbs had "repeatedly" violated the fairness doctrine and sponsorship identification rules; failed to pay taxes and debts; been held in contempt of court and served time in jail; misrepresented information to the FCC, and "consistently" broadcast the views of the militant Posse Comitatus, which was said to advocate "disobeyance of judicial and law enforcement authorities, nonpayment of taxes and violence against minority groups."

House sends survey to radio stations

The House Telecommunications Subcommittee sent questionnaires to 1,000 radio stations last week as part of its drive to obtain data on radio programming (BROADCASTING, July 18). The questionnaires request a variety of information on nonentertainment programming practices and will be used to develop broadcast deregulation legislation that may include quantified "performance standards."

The questionnaire is similar to a survey sent to all television station operators by the subcommittee several weeks ago. The National Association of Broadcasters opposes the data collection. When the subcommittee sent the station questionnaires, NAB sent Mailgrams to alert its members that participation in the survey is voluntary (BROADCASTING, July 18).

But NAB's Mailgram was not well received. Subcommittee Chairman Tim Wirth (D-Colo.) and even two of the association's staunchest congressional allies—Representatives Billy Tauzin (D-La.) and Tom Tauke (R-Iowa)—sent a letter to all television broadcasters urging them to cooperate and complete the programming questionnaire.

The NAB's message to radio broadcasters, contained in its weekly newsletter, *Highlights*, was noticeably toned-down and more brief. There is no mention of the association's opposition to the survey itself.

"The House Telecommunications Subcommittee, chaired by Congressman Tim Wirth, late last week mailed a questionnaire to 1,000 radio licensees asking for programming information. The survey is part of the subcommittee's effort to develop deregulation legislation. It is specifically considering quantification of the public interest standard. The survey is *voluntary*. If you are one of the radio broadcasters receiving a questionnaire, whether and how you reply is up to you. We continue to work closely with the subcommittee and the full committee to fashion a broadcast deregulation bill acceptable to the industry. You can be sure we will be diligent in defeating any unacceptable legislation, including anything that quantifies the public interest for radio," wrote NAB President Eddie Fritts in the newsletter.

The questionnaire requests programming information, based on a composite week of days randomly selected from 1982-83, to be completed no later than Aug. 22. Information on the minutes devoted to public affairs, news, public service announcements and all other nonentertainment programming during various time periods, is also requested.

"Please list *all* programs, if any, by name and duration originally produced and *primarily* designed to be children's programs that were broadcast during the composite week. Please indicate whether the program was *primarily* designed to be children's informational programming by marking an 'X' in the space provided. (Commercial time, promotions and PSA's should be excluded when reporting program duration. Add additional pages if necessary and express duration in minutes," the questionnaire said. □

Broadcasters and cable second-quarter stats

Profit and revenue reports show 'mixed bag' of results for communications companies

Second-quarter financial reports of Fifth Estate companies are almost all in. The results, analysts report, are about as expected. One surprise, however, was the magnitude of the losses suffered by Warner Communications—almost three times greater than anticipated. While at CBS, where Broadcast Group profits were nearly flat against that period a year ago, “cost management efforts” were credited by analysts with preventing those numbers from slipping even further. And many analysts noted that although in relation to industry averages for other business, the media companies have not performed exceptionally in the second quarter, that is a consequence of their being “recession resistant,” having maintained fairly stable earnings.

■ Among the networks, CBS posted a 36% increase in net income to \$58.7 million on a 7% increase in revenue to \$1.06 billion, over the same period in 1982 (“In Brief,” July 18). Broadcast Group income rose less than 1% to \$103.3 million on revenue that rose 3.3% to \$563.2 million. Analysts agreed with CBS Chairman Thomas H. Wyman’s assessment that CBG’s performance reflected a “weak television scatter market.”

The big turnaround came in CBS’s Records Group, which reported an income of \$28.2 million on revenue of \$280.3 million, as compared to a \$3.4 million income on \$257 million in revenue for the second quarter of 1982.

■ ABC reported its best quarter in history, with its broadcasting division leading the way in revenue and profit increases over the second quarter a year ago. For the quarter ended July 2, total ABC revenue rose 10% to \$754.9 million and net income increased 9% to \$64.6 million. Broadcasting division profits, which included the ABC-TV Network and the owned-and-operated TV and radio stations, leaped 25% to \$144.3 million on revenue of \$675.4 million, up 11%. ABC said “the television network’s sharp profit rise stemmed from the strength of its prior long-term sales commitments and from continued cost-control efforts.” The TV stations, ABC said, “benefitted from strong national spot advertising,” and ABC Radio “reported a strong profit gain due to a sharp increase in radio network profits compared to last year’s second quarter.”

Revenue last quarter at ABC Video Enterprises, however, shrunk to \$2.3 million from \$3 million in the second quarter of 1982. Moreover, Video Enterprises losses increased to \$14 million from \$7.4 million the year before, “primarily because of the division’s

three advertiser-supported cable programming services” (ARTS, Daytime and Satellite News Channel). In addition, ABC said, the Video Enterprises division “included a loss” from its first RSVP showing, a four-card PPV boxing match.

■ RCA Corp., which in addition to owning NBC, has major interests in electronics and records, Hertz rental cars and C.I.T. Financial Corp., reported a 10% increase in second-quarter revenue to \$2.2 billion and a 9.4% increase in net profits to \$66.2 million. However, RCA said that excluding a nonrecurring \$8 million gain from sales of tax attributes in the second quarter of 1982, net profit increase was 26%. RCA doesn’t break out figures by business segment, but it did indicate that NBC’s second-quarter earnings “rose significantly” on 15% higher revenue.

Sales of commercial broadcast systems, RCA said, were sharply lower because of heavy price discounting of cameras and recorders used by TV stations and networks. But this was offset by gains in the consumer electronics and government systems and records divisions, RCA said. Hertz suffered a profit decline.

According to one analyst, “the weakness in the scatter market also affected the national spot business. So everybody’s reports, in terms of broadcast business, were somewhat weaker the second quarter than the first.”

■ Capital Cities Communications, which owns broadcast stations, newspapers and cable systems, reported the most profitable quarter in its 28-year history. Net income increased 17% over the second quarter of last year to \$32,541,000, or \$2.41 per share, on revenue of \$194,018,000, up 13%. Broadcasting revenue, derived from 14 radio stations and six TV’s, increased 3.8% to \$64,220,000 over last year’s second quarter, while cable revenue increased 27% to \$16,424,000 and newspaper revenue increased 16% to \$113,374,000.

Cox Communications, which like Capital Cities has broadcasting and cable interests, reported that for the second quarter, total revenue increased 20% to \$157,438,000 and net income increased 14% to \$21,420,000, or 76 cents per share, over the same period in 1982. In broadcasting, where Cox owns five AM’s, seven FM’s and six TV’s, operating income increased 10% to \$25,114,000 on revenue of \$62,010,000, up 8%. In cable, where Cox serves 1.37 million basic subscribers, operating income increased 27% to \$11,906,000 on revenue of \$82,420,000, up 31%.

■ Storer Communications, which owns seven TV’s and cable systems serving 1,229,000 basic subscribers, reported a loss of \$5,550,000, or 34 cents per share, on

revenue of \$116.2 million for the second quarter. Last year for the same period Storer had a net income of \$4,987,000 on \$94.5 million in revenue. Although broadcasting revenue increased 10% to \$45.7 million and cable revenue increased 32.5% to \$70.5 million, Storer said that increased depreciation costs, higher interest expenses associated with building new cable systems and depletion of its carry-forward tax credits more than offset the revenue gains.

■ Taft Broadcasting, with interests in radio, TV, cable, amusement parks, television production and automobile auctions, reported net earnings fell 20% over second quarter 1982 to \$6,720,000, or 66 cents per share, on 9.6% higher revenue of \$107,632,000. Taft’s broadcast group, which includes seven TV’s, five AM’s and six FM’s, had an operating profit of \$15,760,000, up 14.7% over the same period in 1982, on 25% higher revenue of \$45,242,000. Taft lost \$969,000 in its cable ventures, which it owns and operates jointly with Tele-Communications Inc. Taft said the cable losses were anticipated as it entered the cable business, and were associated with start-up costs and the acquisition of a number of systems over the past year.

■ John Blair & Co., New York-based station representative, station group owner and coupon marketer, reported net earnings increased 20% to \$5,004,000, or 64 cents per share, on revenue of \$100,147,000, up 30% over same period last year. Revenue was divided between graphics division, which includes couponing operations and lithograph subsidiaries (76%), station representation commissions (17%) and broadcasting—three TV’s and four radios—(7%).

■ LIN Broadcasting Corp., New York-based group owner of 10 radio stations and five TV’s, reported that second quarter net income increased 14% over last year to \$6,365,000, or 28 cents a share fully diluted, on 22% higher revenue of \$28,466,000. Those results include operation of WOTV(TV) Grand Rapids, Mich., which LIN bought earlier this year from Time Inc. for \$32 million. LIN said after consideration of interest on the acquisition costs and amortization of intangibles, the resulting effect on net income was approximately break-even.

■ Time Inc. reported net income increased 16.6% over same period the year before to \$54.8 million, or 86 cents per share, on revenue of \$1 billion. Its Video Group, which includes cable programmer Home Box Office and MSO American Television & Communications, ranked third behind publishing and forest products in revenue during the second quarter, but first in terms of pretax income. Video Group pretax income increased 37.7% over same period year ago to \$54.5 million on 25% higher revenue of \$265.2 million. Publishing Group pretax income which includes *Time*, *Fortune*, *Sports Illustrated*, *Life*, *People* and

Stock Index

	Closing Wed. Jul 27	Closing Wed. Jul 20	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC.....	60	1/4 62 1/2	-2 1/4	- 3.60	10	1,747
N Capital Cities.....	147	1/2 143 1/4	+4 1/4	+ 2.96	17	1,962
N CBS.....	70	1/4 70 1/8	+ 1/8	+ .17	10	2,084
N Cox.....	47	1/4 50 3/4	-3 1/2	- 6.89	18	1,339
A Gross Telecast.....	62	65	-3	- 4.61	15	49
O LIN.....	23	1/2 22	+1 1/2	+ 6.81	24	489
N Metromedia.....	550	557	-7	- 1.25	38	1,538
N Outlet Co.....	40	3/8 40 1/2	- 1/8	- .30	16	164
O Scripps-Howard.....	30	1/4 29 3/4	+ 1/2	+ 1.68	17	312
N Storer.....	32	33 1/4	-1 1/4	- 3.75	0	525
O SunGroup Inc.....	5	1/4 5 1/4			0	4
N Taft.....	50	50 1/4	- 1/4	- .49	11	454
O United Television.....	12	5/8 12 3/8	+ 1/4	+ 2.02	16	149

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell.....	28	1/8 27 1/8	+1	+ 3.68	28	170
A Affiliated Pubs.....	43	3/4 44 1/8	- 3/8	- .84	21	353
N American Family.....	21	7/8 22 5/8	- 3/4	- 3.31	14	298
O Assoc. Commun.....	18	1/2 17 3/4	+ 3/4	+ 4.22	0	88
O A.H. Belo.....	46	1/2 46 1/4	+ 1/4	+ .54	16	435
N John Blair.....	39	3/4 37 3/4	+2	+ 5.29	18	312
N Chris-Craft.....	23	1/2 23 1/4	+ 1/4	+ 1.07	47	145
N Cowles.....	19	18 3/8	+ 5/8	+ 3.40	20	75
N Fairchild Ind.....	22	5/8 21 1/4	+1 3/8	+ 6.47	15	298
N Gannett Co.....	68	1/4 67 3/4	+ 1/2	+ .73	20	3,637
N General Tire.....	34	33	+1	+ 3.03	14	715
O Gray Commun.....	46	1/2 46 1/2			14	22
N Gulf United.....	27	1/8 26 3/4	+ 3/8	+ 1.40	8	766
N Harte-Hanks.....	25	24 5/8	+ 3/8	+ 1.52	15	1,094
N Insilco Corp.....	24	23 3/4	+ 1/4	+ 1.05	21	388
N Jefferson-Pilot.....	34	1/2 36 1/4	-1 3/4	- 4.82	7	740
O Josephson Intl.....	17	3/4 17 1/2	+ 1/4	+ 1.42	13	85
N Knight-Ridder.....	59	3/4 57 1/2	+2 1/4	+ 3.91	16	1,950
N Lee Enterprises.....	23	1/2 23 3/4	- 1/4	- 1.05	15	316
N Liberty.....	20	5/8 20 1/4	+ 3/8	+ 1.85	15	202
N McGraw-Hill.....	47	1/4 46	+1 1/4	+ 2.71	21	2,356
A Media General.....	65	5/8 60 1/2	+5 1/8	+ 8.47	12	456
N Meredith.....	119	3/4 117 1/2	+2 1/4	+ 1.91	13	374
O Multimedia.....	37	3/4 36 3/4	+1	+ 2.72	19	628
A New York Times.....	83	1/2 77 1/2	+6	+ 7.74	19	1,079
A Post Corp.....	42	5/8 44	-1 3/8	- 3.12	19	78
N Rollins.....	15	3/4 15 7/8	- 1/8	- .78	16	409
N Schering-Plough.....	44	1/2 45 1/2	-1	- 2.19	12	2,373
T Selkirk.....	13	3/4 13 3/4			30	112
O Stauffer Commun.....	43	43			19	1,896
A Tech Operations.....	35	7/8 34 3/8	+1 1/2	+ 4.36	23	29
N Times Mirror.....	77	75	+2	+ 2.66	16	2,642
O Turner Bcstg.....	20	19 3/4	+ 1/4	+ 1.26	133	408
A Washington Post.....	64	1/4 62	+2 1/4	+ 3.62	17	910
N Wometco.....	37	1/4 36	+1 1/4	+ 3.47	19	647

CABLE						
A Acton Corp.....	8	3/4 9 1/2	- 3/4	- 7.89	44	44
O AM Cable TV.....	9	3/8 9 3/4	- 3/8	- 3.84	31	34
N American Express.....	67	1/4 69 1/8	-1 7/8	- 2.71	13	8,878
N Anixter Brothers.....	23	3/4 24	- 1/4	- 1.04	24	426
O Burnup & Sims.....	8	3/4 9 1/8	- 3/8	- 4.10	0	77
O Comcast.....	22	1/2 22	+ 1/2	+ 2.27	23	160
N General Instrument.....	39	5/8 43 1/8	-3 1/2	- 8.11	13	1,242
N Heritage Commun.....	13	1/2 13 3/8	+ 1/8	+ .93	22	100
T Maclean Hunter X.....	14	3/8 14	+ 3/8	+ 2.67	20	530
A Pico Products.....	17	1/2 17 3/8	+ 1/8	+ .71	58	49
O Rogers.....	9	3/4 10 3/8	- 5/8	- 6.02	0	215
O TCA Cable TV.....	13	3/4 14 3/4	-1	- 6.77	28	91
O Tele-Commun.....	20	19 3/4	+ 1/4	+ 1.26	25	863
N Time Inc.....	70	3/8 72	-1 5/8	- 2.25	20	4,038
O Tocom.....	8	5/8 9 1/8	- 1/2	- 5.47	0	61
N United Cable TV.....	24	1/4 23 5/8	+ 5/8	+ 2.64	152	269
N Viacom.....	35	3/4 37 3/8	-1 5/8	- 4.34	18	416

	Closing Wed. Jul 27	Closing Wed. Jul 20	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O Barris Indus.....	7	1/4 7 7/8	- 5/8	- 7.93	81	40
N Coca-Cola.....	48	3/4 49 3/4	-1	- 2.01	11	6,630
N Disney.....	66	3/8 64	+2 3/8	+ 3.71	18	2,294
N Dow Jones & Co.....	52	1/4 51 5/8	+ 5/8	+ 1.21	31	3,337
O Four Star.....	7	13 1/4	-6 1/4	-47.16	7	6
N Getty Oil Corp.....	66	3/4 70	-3 1/4	- 4.64	9	5,282
N Gulf + Western.....	28	27 5/8	+ 3/8	+ 1.35	8	2,153
O Lorimar.....	22	3/4 22 3/4			17	113
N MCA.....	39	5/8 38 1/4	+1 3/8	+ 3.59	10	1,905
N MGM/UA Ent.....	15	3/4 16 5/8	- 7/8	- 5.26	12	465
N Orion.....	19	21 3/4	-2 3/4	-12.64	25	171
O Reeves Commun.....	13	5/8 15	-1 3/8	- 9.16	7	168
O Telepictures.....	20	3/4 19 3/4	+1	+ 5.06	27	120
O Video Corp. of Amer.....	12	1/8 12	+ 1/8	+ 1.04	0	20
N Warner.....	21	1/2 23 7/8	-2 3/8	- 9.94	9	1,387
A Wrather.....	38	1/2 39	- 1/2	- 1.28	0	86

SERVICE						
O BBDO Inc.....	42	1/2 43	- 1/2	- 1.16	16	247
O Compact Video.....	6	1/2 8 1/8	-1 5/8	-20.00	41	21
N Comsat.....	37	3/4 40 3/8	-2 5/8	- 6.50	12	680
O Doyle Dane B.....	27	1/4 27 1/2	- 1/4	- .90	20	164
N Foote Cone & B.....	45	7/8 48	-2 1/8	- 4.42	13	129
O Grey Advertising.....	105	105			9	62
N Interpublic Group.....	54	1/2 53 1/2	+1	+ 1.86	14	271
N JWT Group.....	38	3/4 35 5/8	+3 1/8	+ 8.77	149	227
O MCI Commun.....	45	1/2 48 1/2	-3	- 6.18	18	5,327
A Movielab.....	7	7			7	11
O A.C. Nielsen.....	35	35 1/4	- 1/4	- .70	17	786
O Ogilvy & Mather.....	58	1/4 58 1/2	- 1/4	- .42	17	253
O Telemation.....	9	1/4 9 1/2	- 1/4	- 2.63	13	11
O TPC Commun.....	2	3/8 2 3/8			0	2
A Unitel Video.....	10	10 1/8	- 1/8	- 1.23	14	19
N Western Union.....	44	3/4 43 1/4	+1 1/2	+ 3.46	11	1,074

ELECTRONICS/MANUFACTURING						
O AEL.....	44	1/4 43 3/4	+ 1/2	+ 1.14	184	87
N Arvin Industries.....	28	27 1/2	+ 1/2	+ 1.81	11	202
O C-Cor Electronics.....	17	1/4 17 1/2	- 1/4	- 1.42	14	61
O Cable TV Industries.....	7	3/4 7 1/4	+ 1/2	+ 6.89	46	23
A Cetec.....	10	3/8 9 7/8	+ 1/2	+ 5.06	25	23
O Chyron.....	23	3/4 26	-2 1/4	- 8.65	26	97
A Cohu.....	8	1/2 8 3/4	- 1/4	- 2.85	24	15
N Conrac.....	20	7/8 20 5/8	+ 1/4	+ 1.21	15	127
N Eastman Kodak.....	71	1/8 70 1/4	+ 7/8	+ 1.24	12	11,775
O Elec Mis & Comm.....	12	1/2 11 1/2	+1	+ 8.69	0	36
N General Electric.....	52	5/8 53 1/4	- 5/8	- 1.17	11	23,961
O Geotel-Telemet.....	3	1/4 3 1/4			30	10
N Harris Corp.....	43	3/4 47 1/2	-3 3/4	- 7.89	27	1,381
N M/A com. Inc.....	32	7/8 32	+ 7/8	+ 2.73	35	1,411
O Microdyne.....	14	3/8 15	- 5/8	- 4.16	37	66
N 3M.....	81	7/8 84 1/2	-2 5/8	- 3.10	13	9,652
N Motorola.....	142	140 1/2	+1 1/2	+ 1.06	26	5,544
N N. American Philips.....	64	1/2 65	- 1/2	- .76	12	900
N Oak Industries.....	10	10 1/8	- 1/8	- 1.23	0	163
A Orrco Corp.....	5	1/8 5 1/8			0	12
N RCA.....	28	5/8 29	- 3/8	- 1.29	14	2,334
N Rockwell Intl.....	32	31 1/2	+ 1/2	+ 1.58	13	4,922
A RSC Industries.....	6	1/4 6 3/8	- 1/8	- 1.96	63	20
N Sci-Atlanta.....	19	5/8 20 1/4	- 5/8	- 3.08	0	470
N Signal Cos.**.....	36	5/8 35 3/8	+1 1/4	+ 3.53	24	3,911
N Sony Corp.....	14	1/4 14 5/8	- 3/8	- 2.56	33	3,288
N Tektronix.....	75	1/4 81	-5 3/4	- 7.09	29	1,432
A Texscan.....	23	5/8 22 1/4	+1 3/8	+ 6.17	28	143
N Varian Assoc.....	57	1/2 59 1/4	-1 3/4	- 2.95	27	1,221
N Westinghouse.....	47	1/8 46 1/4	+ 7/8	+ 1.89	9	4,130
N Zenith.....	28	3/4 29	- 1/4	- .86	19	545

Standard & Poor's 400 Industrial Average 189.74 190.74 + 1.69 + .88

Notes: A-American, N-N.Y., O-Over the counter T-Toronto (some bid prices supplied by Shearson/AE, Washington). P/E ratio from estimated new year earnings as published by Standard & Poor's, otherwise figures for last 12 reporting months used (0 is deficit). At least three stock index companies have affiliates that are also publically traded: Insilco Corp. owns 67% of stock of Times Fiber Communications Inc. (Nasdaq: TFC), major supplier of coaxial cable and fiber optic systems for cable systems; MGM/UA Entertainment Co. owns 85% of MGM/UA Home Entertainment Group, Inc.

(N.Y.: HEG), subsidiary that has pay television and video recording and other marketing rights for film production and library, and Wometco Enterprises owns 85% of Wometco Cable TV Inc. (Nasdaq: WCTV) 24th ranked MSO. Footnotes: * President and CEO, Henry B. Kyle, murdered July 22. Only in post since September, Kyle had directed ambitious expansion. (see page 78) ** No longer owns half interest in Golden West Television Inc; moved to manufacturing because of Ampex subsidiary whose audio/video operations account for 6% of company revenues.

TV-Cable Week, increased 7% to \$25.6 million on 8.4% higher revenue of \$401.9 million.

Earnings from forest products group were lower over the same period from the year before, Time said, where "profits from paper products remained depressed because of unsatisfactory pricing levels." Time also reported it incurred \$20 million in losses stemming from its STV operations in Cleveland and Boston and from the shutting down of its Cleveland STV operation. It earlier sold its interest in a Dallas STV operation.

■ The Times Mirror Co., publisher of the *Los Angeles Times*, *Newsday*, *Denver Post* and other newspapers, as well as group owner of seven TV's and MSO, reported-second quarter net income increased 30% to \$43.1 million, or \$1.25 per share, on revenue of \$616.1 million, up 14% over second quarter 1982. However, 1982's net income included nonrecurring 8 cents per share gain from sale of certain real estate assets.

Operating profit from Times Mirror's seven TV's rose 26% to \$17,605,000 on revenue of \$30,981,000, up 15.7% over the same period last year. The company said stations KDFW-TV Dallas, KPBC-TV Austin, Tex., and KTVI-TV St. Louis "accounted for much of the gain."

Times Mirror's cable interests reported an operating profit of \$3,957,000 during the second quarter, a one-third drop from year before, while revenues increased 16.8% to \$36,817,000. Times Mirror said cable interests were principally hurt by its joint venture system in Phoenix, where the cable system has, since April, missed its monthly interest payments to lending banks and Times Mirror. Times Mirror said the lending banks have served notice they intend to sell off the assets of the Phoenix cable system at a future date, although talks among the parties are continuing.

■ Gannett Co., Rochester, N.Y., a group broadcaster and publisher, reported record highs in revenue, net income and earnings per share for the second quarter and the first half of 1983. Second quarter revenue was up 11% to \$427,157,000 from \$384,407,000 in last year's second quarter; net income increased 4% to \$52,513,000, from \$50,284,000 a year ago; earnings per share were 99 cents as compared to 95 cents in the second quarter of 1982.

■ Miami-based Knight-Ridder Newspapers, MSO and owner of five TV's and publisher of *Miami Herald*, *Philadelphia Inquirer*, *Detroit Free Press*, among others, reported earnings increased 18% to \$32,955,000, or 99 cents per share, on revenue of \$367,249,000, up 9.3%. Broadcasting accounted for only 3.3% of total operating revenue, while newspaper advertising accounted for 70%.

■ The New York Times Co., publisher of *The New York Times* and group owner of one AM, one FM, three TV's and cable MSO serving 105,000 basic subscribers, reported second-quarter net income increased 56% to \$23,317,000 or \$1.80 per share on revenue of \$284,070,000, up 20% over same period last year.

The profit included a nonrecurring gain of 40 cents per share resulting from a licensing agreement with Xerox Corp. for products

formerly produced and sold by Times Co.'s Microfilming Corp. of America subsidiary.

Times Co.'s broadcasting and cable operations increased operating profit 31% to \$1,477,000 million during the second quarter over same period year ago, while revenue increased 14% to \$13,704,000. Newspaper revenue and profits increased dramatically, accounting for \$209,890,000 and \$34,091,000, respectively, up 12% and 79% over second quarter of 1982.

■ The Washington Post Co. reported its net income was up 28% in the second quarter to \$21,335,000, compared with \$16,590,000 for the like quarter in 1982. Earnings per share were \$1.50 and \$1.17, respectively. The company's revenue for the 1983 second quarter was \$223,981,000, which was 8% better than the \$207,215,000 in the second quarter of 1982.

Television station revenue increased 16% in the second quarter, with all four Post-Newsweek stations credited with strong results. In the same period, newspaper division revenue rose 8% and *Newsweek* revenue was up 6%.

■ Media General Inc., a Richmond, Va.-based owner of three TV's and newspaper publisher, reported second-quarter net income increased 12.6% over same period last year to \$10,217,000, or \$1.44 per share, on revenue of \$128,446,000, up 30%. Media General said earnings continue to be depressed because of newsprint pricing levels "below any national norm," but is offset by gains in newspaper and broadcasting divisions. In second quarter, Media General's TV stations accounted for 25% of second-quarter revenue.

■ Harte-Hanks Communications Inc., San Antonio-based group owner of 10 radio stations and four TV's and publisher of 28 daily newspapers, reported net income increased 26% to \$9,827,000, or 44 cents per share fully diluted, on revenue of \$111,241,000, up 11%. Harte-Hanks attributed a steady improvement in its basic operations and a recovery from the recession as factors in its increased income.

■ Viacom International Inc., New York-based group owner of three AM's, five FM's and three TV's, and cable MSO with 700,000 basic subscribers and interests in cable and television programming, reported that second-quarter revenue increased 20% to \$84,186,000, while net earnings fell 20% to \$4,788,000, or 35 cents per share fully diluted, against last year's second quarter. Viacom said lower net earnings were primarily reflection of interest payments associated with purchase of remaining 50% of pay cable service, Showtime, last year. Otherwise, Viacom said, net earnings would have been above last year's.

■ Multimedia Inc., a Greenville, S.C.-based communications company in radio, TV, cable, TV program syndication and newspaper publishing, reported net earnings for its second quarter were \$9,426,000, an increase of 23% over \$7,687,000 in the comparable quarter in 1982. Earnings per share increased 14% from 50 cents to 57 cents last year. Revenue for the second quarter were \$69,351,000, a 20% gain over the \$57,589,000 in the quarter that ended June 30, 1982.

Multimedia broke down those revenue figures to show that broadcasting accounted for \$33,460,000, a gain of 16% from \$28,758,000; newspapers totaled \$22,963, up 9% from \$21,011,000; cable TV increased 65% to \$12,928,000 from \$7,820,000.

■ Dallas-based Belo Corp., owner of one AM, one FM and three TV's, and publisher of *Dallas Morning News*, said its profit rose 25% to \$8 million, or 85 cents per share, on 17% higher revenue of \$60.8 million over last year.

■ Warner Communications Inc., largely hit by its troubled Atari unit, announced a second quarter pretax loss of \$339,617,000, which becomes an after tax loss of \$283,417,000, or \$4.38 per share, on revenue of \$735,025,000. The consumer electronics division—Atari—reported a \$310,489,000 loss against \$236,823,000 in revenue. WCI blamed losses on excess inventories and "intense" competition which "necessitated substantial adjustments to the carrying value of Atari's inventory." Also, WCI cited the "heavy cost of revamping Atari's distribution system."

WCI said that the company will "operate profitably in the second half," but how profitably depends on "how quickly the steps already being implemented by Atari will take effect."

All other divisions of WCI—recorded music and music publishing, filmed entertainment and consumer products—reported lower operating incomes in comparison to same period year before. The Filmed Entertainment division, which includes Warner Bros. Pictures, The Ladd Co., Warner Bros. Television, Warner Home Video, Panavision and Licensing Corp. of America, reported a 31% drop in operating income to \$14 million against last year's period on revenue of \$180,918,000, up 32%. WCI said the quarter for Filmed Entertainment was not expected to be strong because major releases by Warner Bros. came late in the second quarter or early in the third.

"Cable operations continued at a loss" in the second quarter at Warner Amex Cable Communications Inc., WCI said. WCI owns 50% of Warner Amex.

Warner's losses came as a shock to the investment community. Since the Dec. 7, 1982, release indicating that the fourth quarter of last year was going to show depressed results in the Consumer Electronics division, analysts have been watching the company carefully. However, the mood among many analysts was described as "embittered" because WCI did not indicate what the size of the second quarter losses were going to be.

But media analyst John Reidy of Drexel, Burnham, Lambert, said: "You can talk about it all you want, but it's history." Although he noted WCI reported a loss on Atari that was three times "what anyone expected," he estimated 75% to 80% of the \$310 million Atari lost was in nonrecurring items—principally in write downs for inventory, distribution and employee levels. He emphasized that the company did not exercise normal tax benefits and has about \$100 million in tax credits that have not yet been used and can be carried forward. □

Political survival of media fittest

New York broadcasters hear agreement that media has shaped electoral process

Electronic news coverage of politics has distorted and weakened the electoral process in the United States, according to a group of well known panelists, including one broadcast journalist, who gathered to discuss the subject at the New York State Broadcasters Association convention (BROADCASTING, July 25). At another session, actor and playwright Ossie Davis told broadcasters they should try, in addition to disseminating information and entertainment, to motivate their viewers to take responsibility for their families and their government.

"There is a direct relationship between the decline of growth in the electorate and the growth of the electronic media," said former Mayor of New York John Lindsay. "Politics has become a spectator sport" in which people, "shut up in their homes out of fear of crime," watch "a game that is decided before it has begun."

Broadcasters have left it up to the print press to research and provide comprehensive coverage of political campaigns with the result that broadcast coverage has largely been reduced to a "tennis match" of paid political announcements, Lindsay said. "Unless a candidate has access to a multimillion dollar war chest he is not taken seriously by the media," he said. "It is now possible in America to buy an election."

Asked how he would remedy the situation, Lindsay said he would require that all legal candidates be given the right to equal access to free air time to respond to paid announcements by their opponents. It would "turn broadcasters back," he said, "to honest journalism."

William Haddad, who managed the successful election campaign of New York Governor Mario Cuomo, said the growth of electronic coverage of politics has given rise to "producer candidates who are less committed, less intelligent and less effective." Politicians and their campaign managers have reacted to the electronic media by "reducing everything to simplistic terms" and planning pronouncements to be "catchy, explosive and tough enough to get on the evening news," he said.

Interviews with candidates on radio tend to be tougher than those on TV, said Haddad, but overall, the process is one in which, "if you have money, you're a candidate, if you don't you're not."

Lou Adler, vice president and news director, WOR(AM) New York, said electronic coverage of politics "has discouraged good can-

didates and has encouraged good communicators who are less committed to public service." Adler agreed with the other two panelists that "only the rich can get elected," and said that "if broadcasters have abandoned their responsibility to be good analysts and reporters, we have done so because politics is not good for the bottom line."

"In the broadcast news business, there is a truism that says that politics is boring," Adler said. "I cannot honestly as a broadcaster... populate my broadcasts with boring material."

Albert Vann, New York state assemblyman from Brooklyn, told broadcasters they have the power to influence the electorate toward a candidate or issue by their choice of how much emphasis to give a story. He cited as an example heavy media coverage of the Supreme Court decision that John Backe, a white, medical school applicant had been discriminated against as the result of equal opportunity guidelines just before the landslide victory by conservatives in the 1980 elections. Media attention on the problems of other countries such as Poland and Israel, has led to increased aid from the U.S. government to those countries, he said. "This

has not been true for much of black Africa or the criminal situation in South Africa."

"There is a paucity of sophisticated black professionals in a position to decide on issues to be covered," said Vann, and network public affairs programs such as *Face the Nation* and *Meet the Press* "are almost never hosted by black reporters, and black reporters are rarely even panelists." There are "few if any white journalists," he said, "who have spent much time in the black community to find out what is really going on there."

Davis, who spoke on a panel on the future of broadcasting, urged broadcasters to concern themselves not only "with consumption and demographics," but with "performing in an enlightened democracy, a task that carries a heavy responsibility." As communicators, "we have to set priorities and assume responsibility," he said. "We must treat viewers not only as customers but as consumers."

Robert Schwartz, futurist and founder of the Tarrytown Group, who appeared on the panel with Davis, argued against the need for broadcasters to take responsibility for promoting certain ideas to the public. The proliferation of new media is bringing massive amounts of information to the public,

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and, "in the end, it is the responsibility of the audience to require a better level of programming," he said. "I worry about broadcast-

ers becoming educators, in the way that I worry about preachers who maintain they are the only ones who are right." □

Changing Hands

PROPOSED

WANX-TV Atlanta □ Sold by Continental Broadcasting Network Inc. to Tribune Broadcasting Co. for \$32 million in cash. **Seller** is subsidiary of Virginia Beach, Va.-based Christian Broadcasting Network Inc., headed by M.G. (Pat) Robertson, president. It owns WXNE-TV Boston; KXTX-TV Dallas; WXRI(FM) Norfolk and WYAH-TV Portsmouth, both Virginia. **Buyer** is subsidiary of Chicago-based Tribune Co. which owns *Chicago Tribune*, New York *Daily News* and other newspapers, cable systems and broadcast group. It recently bought WGNO-TV New Orleans for \$21 million cash (BROADCASTING, April 18). James C. Dowdle is president. WANX-TV is independent on channel 46 with 2,333 kw visual, 233 kw aural and antenna 1,170 feet above average terrain.

KAUZ-TV Wichita Falls, Tex. □ Sold by Wichita Falls Telecasters II Inc. to Adams Communications Corp. of Minneapolis for \$10,925,000 ("In Brief," July 25). **Seller** is principally owned by Ray Clymer and has no other broadcast interests. **Buyer** is principally owned by Steve Adams, who is Minneapolis-based banker. It also owns WTWN(AM)-WLAV-FM Grand Rapids, Mich.;

WRTH(AM)-KEZK(FM) St. Louis, and WGTU(TV) Traverse City, Mich. It recently sold KIVA-TV Farmington, N.M., for \$2.35 million (BROADCASTING, July 4). KAUZ-TV is CBS affiliate on channel 6 with 100 kw visual, 10 kw aural and antenna 1,021 feet above average terrain. **Broker:** Norman Fischer & Associates Inc.

KAAY(AM)-KLPO(FM) Little Rock, Ark. □ Sold by Multimedia Radio Inc. to Signal Media Corp. for \$4.25 million. **Seller** is Cincinnati-based subsidiary of Multimedia Inc., which is headed by Wilson Wearn, chairman. It also owns six AM's, six FM's and five TV's. **Buyer** is headed by Philip R. Jonsson, chairman. It also owns KELI(AM)-KSNE(FM) Tulsa, Okla. Signal must sell KLRA(AM) Little Rock, in order to comply with FCC duopoly rules. KAAY is on 1090 khz with 50 kw full time. KLPO is on 94.1 mhz with 100 kw and antenna 770 feet above average terrain.

KYST(AM) Texas City, Tex. □ Sold by Henderson Broadcasting Corp. to Vel Communications Corp. for \$2.3 million. **Seller** is headed by Roy E. Henderson, president. He also owns 50% of WKLT(FM) Kalkaska, Mich. **Buyer** is owned by Cruz Velasquez (51%)

and wife, Rosie. It is applicant for new AM at Houston. Cruz Velasquez is Houston businessman. Rosie Velasquez is homemaker. KYST is on 920 khz with 5 kw day and 1 kw night. **Broker:** Lester Kamin & Co.

KWEY-AM-FM Weatherford, Okla. Sold by KWEY Inc. to Philip C. Spivey and Lynn Wolfgang for \$1,378,000 plus other considerations. **Seller** is owned by Alene E. Buening and Richard D. Johnson, who have no other broadcast interests. **Buyer**, Spivey owns 79% of KBBB(AM)-KDKQ(FM) Borger, Tex. Wolfgang, daughter of Buening, is sales manager of KWEY and has no other broadcast interests. KWEY is daytimer on 1590 khz with 1 kw day. KWEY-FM is on 97.3 mhz with 70 kw and antenna 385 feet above average terrain.

KBOA(AM)-KTMO(FM) Kennett, Mo. □ Sold by KTMO Inc. to KBOA Inc. for \$1.3 million. **Seller** is owned by Earldun Broadcasting Inc., headed by Charles C. Earls, president and general manager. **Buyer** is owned by Kenneth E. Meyer, president, who also owns 25% of KARD(TV) West Monroe, La.; 42.08% of KMTC(TV)-KTXR(FM) Springfield, and 100% of KFAL(AM)-KKCA(FM) Fulton, KLEX(AM)-KBK(FM) Lexington, all Missouri. KBOA is on 830 khz with 1 kw day. KTMO is on 98.9 mhz with 100 kw and antenna 370 feet above average terrain. **Broker:** D/W Investors Inc.

WKDY(AM) Spartanburg, S.C. □ Sold by Capitol Broadcasting Corp. to Spartanburg Investors Ltd. for \$600,000. **Seller** is headed by Kenneth Johnson, president. It also owns WLLF(AM)-WKSJ-FM Pritchard-Mobile, Ala.; WRKA(FM) St. Matthews, Ky.; WCAW(AM)-WVAF(FM) Charleston, W. Va., and WMJJ(FM) Birmingham, Ala. **Buyer** is limited partnership with no other broadcast interests. John Horton, Atlanta-based financial planner, and Jim Cairo, former news manager of WNGE(TV) Nashville and WBBH-TV Fort Myers, Fla., are general partners. **Broker:** Blackburn & Co. Inc.

WXOX(AM) Bay City, Mich. □ Sold by Gateway Broadcasting Co. to Ellerman Broadcasting Co. for \$360,000, including \$100,000 noncompete agreement. **Seller** is headed by Donald K. Mayle, president. Mayle also owns 85% of WWWS(FM) Saginaw, Mich. **Buyer** is owned by Gene Ellerman and wife, Vera (50% each). Gene Ellerman is Cadillac, Mich.-based consultant. Vera Ellerman is former executive secretary at WWTV. WXOX is daytimer on 1250 khz with 1 kw.

WRJC-AM-FM Mauston, Wis. □ Sold by George S. Blum to WRJC Broadcasting Co. for \$336,000. **Seller** owns 50% of KOLV(FM) Olivia, Minn. **Buyer** is owned by Paul Scott, president (60%), and Allyn Stencil (40%). Scott is assignment editor at WKBT(TV) La Crosse, Wis. Stencil is news reporter at KAGE-AM-FM Winona, Minn. WRJC is daytimer on 1270 khz with 500 w. WRJC-FM is on 92.1 mhz with 1.8 kw and antenna 390 feet above average terrain.

KKYR(AM) Marshall, Tex. □ Sold by Citizens Broadcasting Inc. to Gordon Media Corp. for \$225,000. **Seller** is owned by Stanley Sommers and Herb Graebner. It has no other broadcast interests. **Buyer** is headed by John



We are pleased to announce that George Otwell has joined Blackburn & Company, Inc. as a media broker.

George comes to us from Capitol Broadcasting Company, Inc., Raleigh, North Carolina, where he most recently served as Vice President and General Manager of their radio network division. This followed his position as Vice President and General Manager of Capitol's radio rep firm, T.N. Spot Sales, Inc. Prior to his tenure with Capitol, George had extensive broadcast experience in the Mid-Western and Eastern U.S. as head of division sales for The Associated Press.

George will be in our Washington office through October and will then be headquartered in Atlanta where he looks forward to serving his many friends in the industry.

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Gordon, president. He is former newsman at KMHT-AM-FM Marshall. It has no other broadcast interests. KKYR is daytimer on 1410 khz with 500 w. *Broker: Norman Fischer & Associates Inc.*

KSPR(TV) Springfield, Mo. Transfer of control of Springfield Television Associates Ltd. from Doctor R. Crants Jr. to Farrell B. Jones for \$225,000 plus 10% limited partner's interest. **Seller** is headed by Doctor R. Crants Jr., president. He also has interest in new TV's at Knoxville, Tenn., Daytona Beach, Fla., and Shreveport, La. **Buyer** also has interests in new TV's at Daytona Beach, Fla.; Salem, Mass., and Shreveport, La. KSPR is on channel 33 with 1,122 kw visual, 112 kw aural and antenna 1,079 feet above average terrain.

□ Other proposed station sales include: WEIS(AM) Centre, Ala.; WWLX(AM) Lexington, Ala.; KXRQ(AM) Trumann, Ark.; KFXD-AM-FM Nampa, Idaho (BROADCASTING, July 25); KCBC(AM) Des Moines, Iowa; KKAN(AM) Phillipsburg, Kan. (BROADCASTING, July 18); WGKY-FM Greenville, Ky.; WTUV(TV) Utica, N.Y. [CP]; WEEW(AM) Washington, N.C.; WSJK-TV Sneedville, Tenn., and WJPR(TV) Lynchburg, Va. [CP].

APPROVED

WHLY(FM) Leesburg, Fla.; WSCR(AM) Hamden, Conn., and WPLR(FM) New Haven, Conn. □ Sold by General Communicorp Inc. to Southern Broadcasting Group Inc. Consideration: \$7,274,000. **Seller** is owned by Robert G. Herpe, president. He has no other broadcast interests. **Buyer** is principally owned by Peter H. Starr, president, and brother, Michael F. Starr. Starr brothers are former principals, with William F. Buckley, author and columnist, in Starr Broadcasting Group of four AM's, four FM's and four TV's, which were merged into Shamrock Broadcasting Co. in 1979. Merger was approved by FCC after Starrs and Buckley settled suit filed by Securities and Exchange Commission. SEC had charged fraudulent manipulation of Starr stock. WHLY is on 106.7 mhz with 100 kw and antenna 928 feet above ground. WSCR(AM) is daytimer on 1220 khz with 1 kw. WPLR is on 99.1 mhz with 10 kw and antenna 950 feet above average terrain.

WGH-AM-FM Newport News, Va. □ Sold by Hampton Roads Broadcasting Corp. to COMMOR for \$3.2 million. **Seller**, based in Norfolk, Va., is subsidiary of The Daily Press Inc.; William R. Van Buren Jr. is president and Raymond B. Botton Jr. is chairman. It has no other broadcast interests. **Buyer**, based in Dayton, Ohio, is headed by Richard J. Minor, chairman. It has no other broadcast interests. WGH is on 1310 khz with 5 kw full time. WGH-FM is on 97.3 mhz with 74 kw and antenna 400 feet above average terrain.

WVCG(AM) Coral Gables, Fla. □ Sold by Broad Street Communications to Jordan Ginsburg and Associates for \$1.5 million. **Seller** is principally owned by Richard L. Geismar, chairman. It also owns WELI(AM)

New Haven, Conn.; KTOK(AM)-KJYO(FM) Oklahoma City, and WGSQ(AM)-WQUE(FM) New Orleans. It recently sold WYOR(FM) Coral Gables, for \$3.6 million (BROADCASTING, April 18). **Buyer** is principally owned by Jordan E. Ginsburg, president. It recently sold WAVS(AM) Fort Lauderdale, Fla. (see "For the Record," page 62). WVCG is on 1080 khz with 50 kw day and 10 kw night.

WILS-AM-FM Lansing, Mich. □ Sold by Lansing Broadcasting Co. to Sentry Broadcasting Inc. for \$1.4 million. **Seller** is principally owned by John C. Pomeroy, president, and E.L. (Red) Byrd. They have no other broadcast interests. **Buyer**, headquartered in Stevens Point, Wis., is headed by Don Colby, president. It also owns six AM's and five FM's. WILS is on 1320 khz with 5 kw day and 1 kw night. WILS-FM is on 101.7 mhz with 3 kw and antenna 180 feet above average terrain.

KSEI(AM)-KRBU(FM) Pocatello, Idaho □ Sold by KSEI Broadcasters Inc. to Pacific Northwest Broadcasting Corp. for \$1.35 million. **Seller** is owned by Western Broadcasting Co., headed by Earl E. Morgenroth, president and chairman, and principally owned by estate of Dale G. Moore. It owns three AM's, two FM's and four TV's. **Buyer** is principally owned by Charles H. Wilson, president (50.77%), and 12 others. It also owns KPNW-AM-FM Eugene and KCMX-AM-FM Ashland, both Oregon; KBOI-AM-FM Boise, Idaho, and KPAY-AM-FM Chico, Calif. KSEI is on 930 khz with 5 kw full time. KRBU is on 104.9 mhz with 3 kw and anten-

na 582 feet below average terrain.

WTGI(FM) Hammond, La. □ Sold by TANGI Broadcasting Inc. to WTGI Inc. for \$1.75 million. **Seller**, based in Hammond, La., is owned by Ron Strother, president (65%), and Donald Lobell (35%). It has no other broadcast interests. **Buyer** is principally owned by Peter H. Starr, president, and brother, Michael F., who also bought, WSCR(AM) Hamden and WPLR(FM) New Haven, both Connecticut, and WHLY(FM) Leesburg, Fla. (see above). WTGI is on 103.3 mhz with 100 kw and antenna 500 feet above average terrain.

WWOC(FM) Avalon, N.J. □ Eighty percent sold by Avalon Broadcasting Co. to Larry U. Keene (who owns other 20%) and others for \$645,300. **Sellers** are John F. Scarpa (40%), Fred M. Wood and wife, Dorothy C. (20% each). They have no other broadcast interests. **Buyer** is owned by Larry U. Keene (who owns other 20%), president (55%); his wife, Carol H. (25%), and Edwin A. Rosenfeld (20%). Rosenfeld is vice president of sales at station. None has other broadcast interests. WWOC is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain.

□ Other approved station sales include: KUUK(AM) Wickenburg, Ariz.; WAVS(AM) Fort Lauderdale, Fla.; WBTR-FM Carrollton, Ga.; WRMJ(FM) Aledo, Ill.; WAID(FM) Clarksdale, Miss.; KICA(AM) Clovis, N.M.; KNFB(FM) Nowata, Okla.; KRNN(FM) Creswell, Ore.; WKVT-AM-FM Brattleboro, Vt., and WCEF(FM) Ripley, W.Va.

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NBC drops Mudd from anchor slot

Network decides to use Brokaw as sole anchor, with Mudd becoming senior political correspondent; rumors abound that he will switch networks

For the second time in his illustrious career as a broadcast journalist, Roger Mudd has been painfully rejected by the network for which he has worked so tirelessly. The first time was in 1980 when CBS News chose Dan Rather to succeed Walter Cronkite as *CBS Evening News* anchor and managing editor. Last week NBC News announced it has decided to adopt a one-anchor format for its *Nightly News* program effective Sept. 5, and once again, Mudd is the odd man out. Current co-anchor Tom Brokaw has been given the nod to preside as sole anchor.

Mudd left no doubt, as it was reported in major daily newspapers across the country, that he was not only extremely angered by what most are calling his demotion, but also unsatisfied with NBC News President Reuven Frank's explanation for it. "I did nothing shameful or unconscionable," Mudd told the

Washington Post. "I did what I was called on to do." He told the *Post* and a number of other papers, including the *New York Times* and the *Wall Street Journal*, that Frank would only tell him that the reasons for his ouster were "subjective." He characterized the decision, which was actually made two weeks ago, as "crazy" in a *Wall Street Journal* article, adding that he did not understand what Frank meant by "subjective" and that Frank would not elaborate. "It seems shortsighted to me," Mudd said of the decision, adding that he felt it was in part due to an "anti-Washington bias" on the part of NBC network executives.

Assuming he does not depart for greener pastures, a possibility he left wide open, Mudd will take on the role of senior political correspondent for NBC News and assume duties as host and principal reporter for the network's *White Paper* series, which will be expanded from four programs to eight for the coming year.

As to the new position that he will be assuming, Mudd told BROADCASTING last week that "it sounds very interesting," but added, somewhat sardonically, "I've never made my living as a full time documentary reporter."

With the announcement of Mudd's pend-

ing reassignment, and his angry reaction to it, speculation immediately arose that he might jump ship to ABC News to fill the vacancy which was left by the unexpected death of anchor Frank Reynolds (BROADCASTING, July 25). However, ABC ruled that option out last week confirming that Reynolds's successor would probably come from within the existing ABC News ranks. (The rumor mill has it that Ted Koppel and Peter Jennings are the top two contenders.) And Mudd confirmed that ABC had not approached him. But he also indicated that he would not automatically rule out offers that might be made. "It's always fun to entertain offers," he said. Nevertheless, he indicated that he expects to be with NBC next year, making a significant contribution to the network's presidential election coverage.

Though there was speculation last week that the decision to remove Mudd from his *Nightly News* anchor duties was made jointly by Frank, NBC Chairman Grant Tinker and NBC President Robert Mulholland, Frank took sole responsibility for the move. He told BROADCASTING last week that the decision to revert to a one-anchor format after 15 months with the Mudd-Brokaw team was made because there was a "fundamental concern that with all the effort and highly skilled talent that went in to it, [*Nightly News*] was not working from a program standpoint." He said that often times the presentation came across as "awkward and occasionally illogical," because of the two-anchor format. "The sole anchor format is the basic logical format," for a nightly network news program, he added. As for the success that was achieved in the 1950's and 1960's with the Huntley-Brinkley team at

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AIM rebuff. Retired General William Westmoreland has rebuked Accuracy in Media, the conservatively oriented news media watchdog, for using his name in a fund-raising effort. AIM two weeks ago ran a half-page ad in the *Washington Times* that featured a photograph of Westmoreland in full-dress uniform beside text suggesting that newspaper and television stories are influenced by Communists. The ad also claims AIM deserves some of the credit for uncovering "biased and sloppy" reporting in the 1982 CBS documentary, *The Uncounted Enemy: A Vietnam Deception*, the program that prompted Westmoreland's \$120-million libel suit against CBS. Westmoreland spokesman, David Henderson, said the general "was absolutely furious when he saw the ad. And in a letter to Reed Irvine, head of AIM, Westmoreland criticized the organization for its "repugnant use" of the pending suit. Irvine said he planned to apologize to Westmoreland. He said the ad had run once before, in the *Washington Times*, six months ago, adding "I didn't realize that it had run again."



Reynolds funeral. Among the government and network dignitaries present at the funeral of ABC News anchor Frank Reynolds on Saturday, July 23, were the First Family. L-r: President Reagan; his wife, Nancy; Reynolds' wife, Henrietta, and son, Dean.

NBC (which Frank originally created and produced), Frank contended that that was "an exception" that worked largely due to the "strange interplay" that occurred between the two anchors.

As to the decision to put Brokaw in the sole anchor seat and not Mudd, Frank said, "that was a very tough one. It was based on a thinly balanced perception that Brokaw would be better." But other than to say that the decision was a "subjective" one, as he told Mudd, Frank would not elaborate on the reasoning behind the choice. He stressed, however, that the decision was not based on the journalistic skills possessed by the two men.

In addition to his *White Paper* assignments, Frank said that Mudd would be doing "a lot of political reporting in the field—as much as he can handle."

And while NBC affiliates for many months now have been voicing concerns about the ratings performances of both the *Nightly News* and *Today*, reaction to events last week was not unanimously supportive. "I was disappointed with the decision," said Alvin Flanagan, president and general manager of WXIA-TV Atlanta. "The man dropped was known as a preeminent Washington correspondent and reporter [and therefore has] to be acceptable to viewers." Flanagan dis-

missed Frank's notion that the two-anchor format wasn't working for *Nightly News*. "All the program needed was longevity," he said.

The station manager at another NBC affiliate on the East Coast questioned the decision, suggesting that perhaps Mudd "has more depth in terms of journalistic credibility than Brokaw at this point." The manager also questioned whether Brokaw could compete effectively with CBS's Rather.

Mike Ferring, news director at KRON-TV San Francisco, also questioned the move. "Mudd is a little chilly," he said, "but he's believable. Things could have been done to make the team work a little better without going to that extent."

Some affiliates did support the move. "A single anchor from a single location is preferable," said Jack Harris, president of KPRC-TV Houston. "It's once in a thousand times that you get an anchor team like Huntley-Brinkley that works."

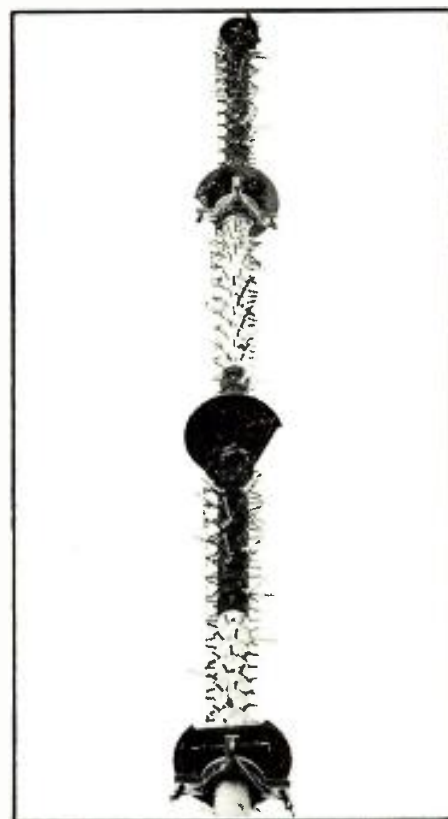
Fred Paxton, president of WPSD-TV Paducah, Ky., and chairman of the NBC Television Affiliates Association, hailed the move as "an aggressive one," which should alleviate some affiliate concerns about the performance of *Nightly News*. "The fact that they are taking positive action," is a good sign, said Paxton. □

Kahn on fairness. In a commentary on PBS's *Nightly Business Report* (produced by WPTV Miami), Alfred Kahn, adviser to former President Jimmy Carter, came out against repeal of the fairness doctrine. "The historic justification of these rules," said Kahn, "is that the government has to limit the number of radio and television licenses that it issues in any locality to avoid interference." Kahn noted that those favoring repeal often cite the emergence of new technologies and channel outlets as insurance that the public will be guaranteed a free exchange of ideas and that deregulation is as justified for broadcasting as it was for the airline and trucking industries. But, he said, "I think the analogy is too glib. First, TV especially, has a powerful impact." And those who don't have access to the medium are "enormously handicapped and may never have a fair opportunity to respond adequately to attacks if the fairness doctrine is repealed." Kahn said he saw no reason why broadcasters, who are given "these fabulously valuable exclusive rights to the airwaves free of charge," should not be required to perform certain public service obligations. "I see no reason why that shouldn't include requiring them to provide a forum for different opinions free of charge. How could that possibly violate the spirit of the First Amendment?"

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In Sync

AM stereo flotsam

Leonard Kahn, inventor of the Kahn AM stereo system, one of four vying to become the nation's de facto standard, has NBC Radio stations solidly on his side. NBC's WMAQ Chicago began broadcasting in Kahn stereo July 24, following the lead of the other two NBC music stations—WNBC New York and KNBR San Francisco (the station group also includes all-talk WRC Washington, which, of course, isn't interested in stereo). According to Kahn, approximately 40 stations, many in major markets, are now broadcasting with his system.

In his one-man campaign to discredit the Magnavox, Motorola and Harris systems and make his system the standard, Kahn has taken a new tack. According to Kahn,

his competitors' systems are all susceptible to "platform motion" or "image motion." The sound from stations using the other systems, he explained, will "move back and forth across the stage." The phenomenon, he said, is caused by such common radio gremlins as co-channel and power line interference and signal fading. How bad is it? "It's so bad," he said, "It gives you motion sickness. It's that serious."

According to Harris's Roger Burns, Kahn is exaggerating the problem and failing to mention that his own system exhibits the same tendency. "It's a nonproblem," he said. "It's one of these technical curiosities that really is not going to bother anybody." It affects each system to some extent, he said. With the Kahn system, the image moves

toward the center, he said, and with the others, it moves to the sides. (Between 50 and 60 stations now broadcast in Harris stereo, Burns said.)

The hardware works

If TeleFirst, ABC Video Enterprises proposed pay service, does not prove successful, don't blame engineers or technology. Sony Corp., which has developed hardware for system, and ABC conducted technical test of service two weeks ago in New York and Chicago. According to an ABC source, the test was a complete success "without any glitches or bugs." The intent is to distribute programming, in scrambled form, to subscribers in primarily noncable markets via networks and affiliate stations during early morning hours. Programming would be recorded on subscribers' videocassette recorders and descrambled with Sony-supplied decoder. A consumer test will be conducted in Chicago in early 1984.

MAC prevails in Europe

The European Broadcasting Union has endorsed a new transmission system, the British-bred C-MAC, as the standard for satellite broadcasting in Europe. The system promises to deliver better pictures and sound to broadcast satellite viewers than any of the existing 625-line terrestrial systems in use in Europe today. In addition, if the CCIR adopts C-MAC as the standard, the EBU said in announcing its decision, viewers in one country will be able to receive the satellite broadcasts of neighboring countries, regardless of the systems the countries use for terrestrial broadcasting. C-MAC is an example of analog-component time-division multiplexing. By compressing and transmitting the luminance and two color difference signals sequentially, C-MAC eliminates the cross-color and cross-luminance effects that plague conventional transmission schemes. The compression of the signals leaves room for the transmission of multiple channels of digital audio and data along with the picture.

Sunshine state satellites

Over the past two years, Satellite & Production Services of Tallahassee, Fla., has been building a business out of the brick and mortar of satellite technology. It started by distributing a syndicated sports show throughout Florida in 1981, and has grown by applying the technology in other ways. It has been feeding clips and bureau reports from Tallahassee, the state's capital, to television stations in the state. And, just last month, it inaugurated a new service—satellite videoconferencing. In its premiere event, staged July 6, SPS beamed a 90-minute videoconference with Florida Governor Bob Graham and State Senator Curtis Petersen, who were at odds over state funding for education, from the studios of WCTV(TV) Tallahassee to 18 other Florida television sta-



AM radios are coming. Sony's SRF-A100 AM stereo-FM stereo radio, capable of picking up the signals of any one of the four AM stereo systems that are vying to become the national standard, will be appearing on the shelves of American retailers this month. The retail price: \$89.95. Announced last April, the multisystem AM stereo radio is portable (it measures four inches by nine inches by one-and-a-half inches) and power efficient (it requires just three 1.5-volt, double-A batteries). The radio has a Sony-made integrated circuit that does most of the AM stereo decoding and a two-way switch—one position to receive Kahn signals, the other to receive Motorola, Magnavox or Harris signals. To improve audio fidelity of a station in areas with little adjacent channel interference, another switch can be flipped to increase the bandwidth to 12 khz. The radio contains built-in, four-inch speakers and a stereo headphone jack. What the radio doesn't have are stereo indicator lights. According to Jon Strom, audio marketing manager, Sony, a multisystem pilot tone detector needed for the AM stereo light would be "very difficult to engineer" and would be costly to incorporate into the radio. The FM light was deleted simply to avoid confusing the consumer, he said.

According to Strom, Sony should begin shipping the radios this week and next to "key" retail distributors and direct to AM stereo broadcasters that want them for their promotional value. The radios will hit the marketplace with a "big bang," he said. "We are going to do as much publicity as we can." In the fall, he said, Sony is going to try to bring broadcasters and retailers together for joint promotion.

Expecting to receive 1,000 radios this week is KFI Los Angeles, which broadcasts in stereo using the Harris system. According to Don Dalton, vice president and general manager, Don Dalton, the Cox station plans to set up demonstrations throughout the city and give the radios away. Dalton declined to say what he paid a manufacturer's rep for the radio, but conceded he "got a hell of a deal." NBC's WMAQ Chicago, a Kahn stereo station, has ordered 150 radios at \$65 each. Sony. Rob Chimero, promotion coordinator, said last week that he wasn't sure what he would do with the radios, but that he would have his promotional campaign ready when the shipment arrives in four to six weeks.

tions. Using an audio hookup, reporters at 10 of the stations were able to ask the two politicians questions.

SPS calls last month's videoconference an "electronic news release" and claims it can be a public relations bargain. "The potential... is considerable," says Jan Rogers, vice president, SPS. "For a small part of what a full-fledged PR campaign would cost, organizations can know that they have delivered their viewpoint to the news rooms of influential television stations, and done so in terms which are germane to the interests of that station's audience."

More on polls in space

The Democratic National Committee has developed a system for harnessing the space age to the publicity needs of House and Senate Democrats and other Democratic newsmakers. Interviews with newsmakers, conducted by reporters in person or by telephone, are taped in the House or Senate recording studio, and are relayed by Bonneville Satellite Corp., on its transponder on Westar IV. A number of cuts of interviews are edited into a videotaped piece that is uplinked to satellite beginning at 4 p.m. NYT. Stations around the country expecting taped cuts are tuned to Westar IV to record them. The system is designed to make it almost as easy to provide television

stations with video on a same-day basis as it is now to provide radio stations with messages transmitted over telephone lines. The satellite costs, which vary between \$50 and \$150 per feed in the 10-minute block set aside for the Democratic program, is borne by the newsmaker.

It's called GEC-Jerrold Ltd.

American manufacturers are positioning themselves to cash in on the European cable and telecommunications markets that are just beginning to open up. Latest example: General Instrument's Jerrold Division and British General Electric Co.'s GEC-McMichael subsidiary have tentatively agreed to form a joint venture—GEC-Jerrold Ltd.—to pursue the market, particularly in England where a number of large cable franchises are expected to be awarded in November. In addition to cable products, the venture hopes to bring some of GEC-McMichael's videoconferencing technology to the marketplace. (The firm has developed a system for transmitting video over telephone lines using digital compression techniques.) "Jerrold division's leadership in cable television technology and GEC-McMichael's telecommunications leadership," said Fred Shuh, senior vice president, broadband communications, General Instrument, "invests this new venture with unequalled technological

superiority to address these markets."

More standards talk

A working group of the Society of Motion Picture and Television Engineers has reached a consensus on basic intra-studio transmission parameters of analog-component video. The tentative standard: Time division multiplex serial transmission of luminance (Y) and two color-difference (R-Y and B-Y); two-to-one time compression and a 5.5 mhz bandwidth for the luminance signal and four-to-one compression and 2.75 mhz bandwidth for each of the color-difference signals; normalization of components to equal amplitude ranges, and a 5.5 mhz bandwidth for the luminance signal and 2.75 mhz bandwidth for each of the color-difference signal. The working group meets again on Aug. 17.

Big deal for TFT

TFT Inc., Santa Clara, Calif., has shipped the "single largest order in the company's history." The order, valued at \$400,000, was placed by a broadcaster in Taiwan, and consists of aural studio-to-transmitter links and accessories. Founded in 1970, the company supplies microwave links and transmitter monitoring equipment and manufactures microprocessor-based remote control and acquisition gear.



Multiset measuring

Arbitron Ratings Co. says it's going to stick to its own methodology in preparing estimates of multiset homes and cable penetration in the New York market, despite suggestions by the New York Television Station Research Committee that they may be too low.

The committee commissioned a study by Statistical Research Inc., which reported that 65% of the homes in the New York area of dominant influence (ADI) have more than one TV set and that 34.8% of the households have cable. The committee, noting that Arbitron has only 53% of its New York ADI meters in multiset homes and only 25% in cable homes, asked the ratings company to take a look and see if its percentages shouldn't be brought closer into line with SRI's ("Telecasting," June 13).

Arbitron, after taking a look, said in a statement that it would continue to use its multiset estimates. The difference between those and SRI's, the company said, could be traced in part to differences between the wording of SRI's and Arbitron's survey questions about the number of sets in a household. In addition, Arbitron said, its survey was conducted on a sample that included nontelephone homes, where TV set ownership is lower, as well as telephone

homes, while SRI's was conducted among telephone homes only. Arbitron also said it weighs its results to compensate for nonresponse but that SRI does not.

As for the difference between Arbitron's and SRI's cable penetration estimates, Arbitron said it resulted in part from the fact that its own is more than a year old. "A more current estimate is now being prepared," Arbitron said, adding that it is using data from its own diary surveys and "will no longer rely solely on outside industry sources."

Arbitron's statement apparently did not overwhelm the station research committee. "We're waiting for a presentation from Arbitron," said Kathy Lenard, research vice president for NBC-owned TV stations, who is committee chairman. "All we've seen is the press release, and there's nothing substantive in it to comment on."

Weaver tribute

Sylvester (Pat) Weaver, creator of such 1950's NBC spectaculars as *Your Show of Shows* and *The All Star Revue*, will receive the 1983 Academy of Television Arts & Sciences (ATAS) Governor's Award during the 35th Annual Emmy Awards broadcast Sept. 25. He will be recognized for his contributions to the early television industry and for

"molding the look of television." Weaver is also the creator of two shows that have celebrated their 28th and 31st anniversaries respectively, *The Tonight Show* and *The Today Show*. Previous Governor's Award winners include William Paley, Walter Cronkite, Elton Rule and Johnny Carson.

Latin beat

Embassy Communications announced last Tuesday (July 26) it has signed a multi-faceted agreement with promoters of the Puerto Rican singing group Menudo to develop and produce English-language television programs and theatrical motion pictures in the U.S. starring the five-member group.

The exclusive agreement, announced at a Los Angeles news conference attended by Embassy co-owners Norman Lear and Jerry Perenchio, covers production of as many as five Embassy films, the first of which is currently being written. The deal gives Embassy Television exclusive rights to all of Menudo's English-language television appearances in the U.S., including series, specials and guest appearances. One exception is a previously-announced contract with ABC-TV for a series of four-minute music/educational segments to be seen on the network's Saturday morning line-up beginning this fall.

Menudo is said to be the most popular

Sporting proposition. As part of an expansion into the sports arena, Tribune Entertainment Co., Chicago, has been signed to handle the advertising sales for the television station and cable television syndicated programming of Metrosports, a Rockville, Md.-based sports packager.

During the 1983-84 season, the Metrosports network will handle 162 live TV events, including major college basketball and football games. Among the telecasts are 30 Big Ten Conference basketball games; 25 Big East regular season basketball and the Big East Tournament and championship basketball from Madison Square Garden, 33 Pacific Ten Conference basketball games and a 20-game basketball package featuring Notre Dame, Marquette and DePaul.

In football, Metrosports this year will handle 11 Notre Dame football games on a tape-delay basis, in addition to 11 UCLA football contests and a live telecast of the Aloha Bowl from Honolulu. Tribune Entertainment handles network and advertising for the Chicago Cubs on a regional basis and produces and syndicates the weekly film review series, *At the Movies*, with Gene Siskel and Roger Ebert, to 133 TV stations.

singing group in the Spanish-speaking world, selling out concerts in Mexico, Peru, Argentina, Venezuela and the U.S. They have starred in two successful Spanish-language films, a continuing Spanish-language television series, and have recorded 10 record albums, four of which have been given gold records and three platinum for record sales. Members of the group, all aged 16 or younger are replaced when they become too old or too tall. Menudo has recently begun attracting English-speaking fans, and their following of teen-age girls has shown the same kind of intense enthusiasm displayed during the hey-day of the Beatles in the early 1960's.

The new Embassy agreement follows an earlier contract between Menudo and WJTV-TV Newark, N.J., owned by Perenchio and Tandem productions, licensing the Spanish-language station to sponsor and promote Menudo's U.S. concerts in association with Cordero Productions and Padosa Productions. The group is expected to begin a U.S. concert tour this November.

Immediately following last Tuesday's new conference, members of Menudo headed to Universal Studios for the taping of a guest appearance on the NBC-TV series *Silver Spoons*, an Embassy Television production. The episode, marking their first dramatic appearance on U.S. television in an English-language program, will air Oct. 15 at 8:30 p.m. (NYT).

NBC flying high

NBC-produced and NBC-owned TV programs will get extra mileage—audiencewise and advertisingwise—under a deal announced last week by NBC Enterprises and Trans Global Films. Jerome D. Wexler, Enterprises president, said the deal makes his organization the exclusive in-flight program supplier to Trans Global, described as the exclusive supplier of inflight films to 15 domestic and international airlines, including virtually all of the majors.

Trans Global will sell commercial time in the films to advertisers and, this being a partnership deal, Wexler said, NBC will share in the proceeds. Trans Global, based in New York, itself produces "World on parade," an advertiser-supported film series said to be seen by some 4.5 million airline passengers a month.

NBC-owned or produced programs such as *Little House on the Prairie* and various made-for-TV movies and NBC Sports's *Sportsworld* will be among those available to

Trans Global for delivery to its airline customers. But what Wexler said he particularly likes is the chance to get NBC News programs on airlines on a daily basis. To that end, the announcement said, *NBC News at Sunrise*, *Today* and *NBC Nightly News* will be fed on a same-day basis to various airline departure points and loaded directly onto participating airlines.

'Dial' dealings

New York State Supreme Court has denied a petition by the John Quincy Adams Publishing Co. for a preliminary injunction against future printing, marketing and distribution of *The Dial* magazine owned and published by Public Broadcasting Communications (PBC). The decision means that *The Dial* will continue to be published under its current arrangement with Grunert-Jahr/USA.

Adams maintained in its request for an injunction that it had obtained exclusive rights to print, distribute and sell advertising for *The Dial* and to participate in editorial development last March 31. Adams said the parties had entered into a two-page document it construed as a binding agreement. The following day, Adams said, its employees were denied entrance to PBC's premises.

PBC and Educational Broadcasting Corp., which owns and operates public station WNET(TV) New York, and is one of the magazine's supporting stations, contended that the March 31 agreement was not intended to be final and binding. They said the document was merely a memorandum fixing the point the parties had reached in negotiations.

The court ruled that Adams had failed to establish that it would suffer "irreparable injury" without injunctive relief, and added: "The damage, if any, which may be suffered by Adams in its reputation with potential outside advertisers is minimal, compared to the harm that will be suffered by both Adams and PBC if publication of *The Dial* is delayed or suspended."

Target AID

A.C. Nielsen Co. will offer a new service merging the Claritas Corp.'s widely used PRIZM geo-demographic data with its own TV ratings, starting with the Nielsen Station Index and using a newer PRIZM model, called PRIZM Z. Nielsen said Nielsen/PRIZM, a joint venture combining neighborhood life style and product consumption data with viewing patterns, "will be part of a

whole new family of computerized special analysis facilities available to both marketers and broadcasters starting this summer."

PRIZM has been used by the Arbitron Ratings Co. for the past year with its AID (Arbitron Information on Demand) TV and radio service, but Arbitron announced that it is switching its primary emphasis from PRIZM to the Simmons-Donnelley Cluster-Plus system (BROADCASTING, June 20). Arbitron officials said they will continue to use PRIZM for clients who request it but that their main marketing effort will be for Target AID, the new name of their service with ClusterPlus.

'Hero' syndication

Greatest American Hero, a one-hour action/comedy series that ran on ABC-TV from 1981 through last season, is now available in syndication for debut in April 1984. Offered on an advertiser-supported basis by Lexington Broadcast Services, the series is available in 42 one-hour episodes and joins three other former ABC series being syndicated by LBS: *Superfriends* (110 animated half-hours), *Family* (86 hours) and *How the West Was Won* (42 hours). Announcing the new acquisition at a luncheon of the National Academy of Television Arts and Sciences last Wednesday (July 27), LBS Chairman Henry Siegel said his company will have over 30 hours of programming on the air each week during the 1983-84 TV season, representing a potential \$120 million in advertising sales. LBS, now seven years old, "has grown so that we will have more available national TV advertising time than any other source, except for the TV networks next season" said Siegel, who expects his company's share of the advertiser-supported syndication market to grow from its present 25% to 33% by 1990.

Prime time waiver

MGM-UA, which like other syndicators has fought hard against repeal of the FCC's prime-time access rule, asked the commission last week to waive it—on a limited basis.

MGM-UA, which is syndicating new episodes of the former NBC-TV series *Fame*, told the FCC it might also include some episodes that had appeared on the network. Under the access rule, network affiliates in the top 50 markets would be barred from running those repeats: hence the need for a waiver.

MGM-UA executives told reporters they didn't know how many off-network episodes might be included, if any, but that they asked for a waiver just in case. They said *Fame* has been sold in 102 markets, including "most" of the top 50.

They said 11 top-50 affiliates thus far had signed for *Fame* (and that at least six others were currently considering it). Of the 11 signed, they said, one plans to schedule it in prime time and the others in early fringe, mostly at 6 p.m. Saturdays. They declined to identify the stations.

The FCC gave interested parties 15 days from July 27—the day it announced the waiver petition—to submit comments on it. "At this time," the commission added, "reply comments are not contemplated."

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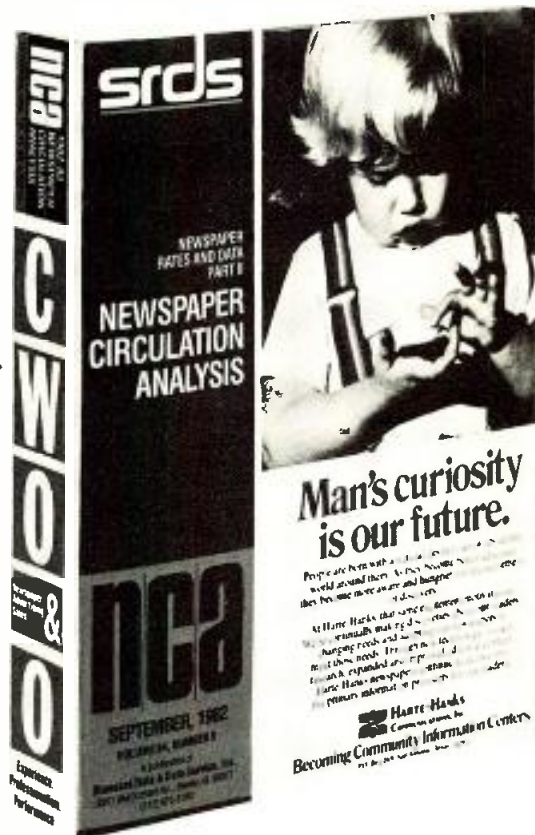
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Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective 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.

New stations

AM applications

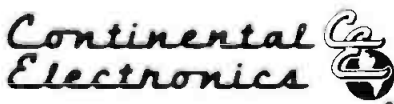
- Prescott Valley, Ariz.—M. Keith Allgood seeks 1130 khz. 1 kw-D. Address: 308 South Azusa Avenue, Azusa, Calif. 91702. Principal is also applicant for new AM at Central Point, Ore. Filed July 15.
- Heflin, Ala.—Clebune Broadcasting Co. seeks 1020 khz. .5 kw-D. Address: P.O. Box 266. Heflin, Ala. 36264.

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Principal is owned by John S. Casey (50%). Jack Hopper and Charles Rowe (25% each). It has no other broadcast interests. Filed July 14.

- Eldon, Mo.—Southwest Communications Inc. seeks 750 khz, 1 kw-D. Address: 209 E. Second Street. Eldon, Mo. 65026. Principal is owned by Dennis Michael McDaniel, president, who also owns KLDN(AM) Eldon and is applicant for new FM at Centralia. Filed July 15.
- Beaverton, Ore.—Dale A. Owens seeks 1010 khz. .25 kw-D. Address: #300, 1800 W. Hillcrest Drive, Newbury Park, Calif. 91320. Principal also owns CP for new AM at Renton, Wash. Filed May 2.

FM applications

- Greenville, Ala.—Charles Joseph Thompson seeks 94.3 mhz, 2 kw. HAAT: 358.88 ft. Address: 2500 Legion Drive. Knoxville, Tenn. 37920. Principal owns 40% of WSMT-AM-FM Sparta, Tenn. Filed July 14.
- Greenville, Ala.—Maze Broadcasting Co. seeks 94.3 mhz, 3 kw. HAAT: 299.78 ft. Address: P.O. Box 6968, Birmingham, Ala. 35210. Principal is owned by Vira J. Maze, who has no other broadcast interests. Filed July 15.
- Miami, Ariz.—William D. Taylor seeks 98.3 mhz, 3 kw. HAAT: minus 358 ft. Address: 200 South Laurel, Ontario, Calif. 91761. Principal has no other broadcast interests. Filed July 18.
- Corning, Calif.—Robert R. Bignami seeks 100.7 mhz, 50 kw. HAAT: 127 ft. Address: Route 3, Box 3910, Orland, Calif. 95963. Principal has no other broadcast interests. Filed July 18.
- Sanibel, Fla.—High Tech Industries Inc. seeks 104.9 mhz, 3 kw. HAAT: 290.5 ft. Address: 181 E. 87th Street, Suite 201B, New York 10028. Principal is owned by Theodore S. Oleck, his brother, Lawrence and Jacob Steinfeld. It is also applicant for new FM at Indianapolis (see below). Filed July 14.
- Sanibel, Fla.—Island Sounds seeks 104.9 mhz, 3 kw. HAAT: 276 ft. Address: 62 Forest Avenue, Glen Ellyn, Ill. 60137. Principal is owned by Sophie G. Dirks, who owns 13.8% of WKLK-AM-FM Cloquet, Minn. Filed July 14.
- Sanibel, Fla.—Punta Ybel Communications seeks 104.9 mhz, 3 kw. HAAT: 287 ft. Address: 362 Periwinkle Way, Sanibel 33957. Principal is owned by David C. Arnold, his wife, Nell M., (37.5% each), their daughter, Candice R. Colter, and Laura Scurrey (12.5% each). It has no other broadcast interests. Filed July 14.
- Sanibel, Fla.—Riviera Communications Sanibel Inc. seeks 104.9 mhz, 3 kw. HAAT: 295.5 ft. Address: 6600 Pinetree Circle, West Palm Beach, Fla. 33406. Principal is owned by Garth C. Reeves Sr. (51%) and Rodney G. Dore (49%). It also owns WPOM(AM) Riviera Beach, Fla., and has interest in new FM at Havana, Fla. Dore is general manager at WPOM. Reeves also has interest in WAOK(AM) Atlanta; WITH(AM) Baltimore; WBLZ(FM) Hamilton, Ohio; WTLK(FM) Indianapolis; WJAS(AM) Pittsburgh, and WHEC-TV Rochester, N.Y. Filed July 14.
- Sanibel, Fla.—Sanibel-Captiva FM Associates seeks 104.9 mhz, 3 kw. HAAT: 285 ft. Address: 215 Cypress Way East, Naples, Fla. 33942. Principal is equally owned by Martin R. Schneider and son, Martin P. Schneider. It has no other broadcast interests. Filed July 14.
- Sanibel, Fla.—Sanibel Communications Co. seeks 104.9 mhz, 3 kw. HAAT: 201 ft. Address: 47 Wood Pond Road, West Hartford, Conn. 06107. Principal is owned by Minerva G. Miles (51%) and Harold M. Kneller Jr. (49%). It has no other broadcast interests. Filed July 14.
- Indianapolis—High Tech Industries Inc. seeks 107.9 mhz, 50 kw. HAAT: 262.75 ft. Address: 181 E. 87th Street, Suite 201 B, New York 10028. Principal is owned by Theodore S. Oleck, president, his brother, Lawrence (28.51% each) and Jacob Steinfeld (.38%). It is also applicant for new FM at Sanibel, Fla. (see above). Filed July 14.
- Brooklyn, Iowa—Randy E. Henry seeks 99.3 mhz, 3 kw. HAAT: 275 ft. Address: 110 La Grange Avenue, Titusville, Fla. 32796. Principal has no other broadcast interests. Filed July 18.
- Deridder, La.—West Central Broadcasting Co. Inc.

seeks 92.1 mhz, 3 kw. HAAT: 300 ft. Address: Highway 468, 1 M. NE., Leesville, La. 71496-0545. Principal is owned by Douglas M. Stannard, president. It is applicant for new AM at Leesville, La. Stannard is executive vice president of Stannard Broadcasting Co., with no ownership, which owns KVV(FM) Leesville, La. Filed July 14.

- Port Huron, Mich.—Enterform Inc. seeks 102.3 mhz, 1.17 kw. HAAT: 444 ft. Address: 2379 Military Street, Port Huron, Mich. 48060. Principal is owned by Eugene E. Umor, chairman (75.3%) and Richard H. Turner (24.7%). It also owns WPHM(AM) Port Huron. Filed July 14.
- Port Huron, Mich.—L&K Broadcasting Inc. seeks 102.3 mhz, 2.62 kw. HAAT: 327 ft. Address: 5455 34 Mile Road, Romeo, Mich. 48065. Principal is owned by Linda K. Monicatti, president and husband, Kenneth A. (100% jointly). It has no other broadcast interests. Filed July 14.
- Port Huron, Mich.—Port Huron FM Broadcasting Co. seeks 102.3 mhz, 3 kw. HAAT: 300 ft. Address: 2841 Gratiot Avenue, Port Huron 48060. Principal is owned by Thomas J. Sommerville, James R. Sommerville (45% each) and Sylvia Wood (10%). Thomas Sommerville is full time employee and James R. Sommerville is part time employee of WSMA(AM) Marine City, Mich. Sylvia Wood is former employee there. Filed July 14.
- Oxford, Miss.—Oxford Radio seeks 107.1 mhz, 3 kw. HAAT: 300 ft. Address: Route 2, Box A, Oxford, Miss. 38655. Principal is equally owned by Russell A. Lamb and David W. Kellum. Lamb and Kellum are employees of WSUH(AM)WOOR(FM) Oxford, Miss. Filed July 18.
- Taylorsville, Miss.—Communication Associates seeks 95.9 mhz, 1.4 kw. HAAT: 425 ft. Address: P.O. Box 92, Taylorsville, Miss. 39168. Principal is owned by Randall A. Blakeney (60%) and his brother, Larry K. It has no other broadcast interests. Filed July 15.
- Farmington, N.M.—Keith E. Lamonica seeks 102.1 mhz, 100 kw. HAAT: 338 ft. Address: 2802 East 20th, Farmington, N.M. 87499. Principal is owned by Keith Lamonica (51%), Patsy Jensen (39%) and Betty Armstrong (10%). It has no other broadcast interests. Filed July 18.
- Garden City, N.Y.—Crystal Concorc seeks facilities of WLIR(FM): 92.7 mhz, 1 kw. HAAT: 521 ft. Address: 61 Mason Drive, Manhasset, N.Y. 11030. Principal is equally owned by James Robinson, his sisters, Jane and Sharon. It has no other broadcast interests. Filed July 14.
- Garden City, N.Y.—December Ventures Inc. seeks 92.7 mhz, 1 kw. HAAT: 521 ft. Address: 67 Park Terrace East, New York 10034. Principal is owned by Byron Lewis. It has no other broadcast interests. Filed July 14.
- Garden City, N.Y.—Fonic Broadcasting Co. seeks facilities of WLIR(FM): 92.7 mhz, 1 kw. HAAT: 521 ft. Address: 7 Kingsley Road, Huntington, N.Y. 11743. Principal is owned by Christina Mamos (52%), her father, Teddy Savalas and her uncle, Telly Savalas (24% each). It has no other broadcast interests. Filed July 14.
- Garden City, N.Y.—James P. McComas Miro seeks facilities of WLIR(FM): 92.7 mhz, 1 kw. HAAT: 521 ft. Address: Linen Hall, Adelphi University, Garden City, N.Y. 11530. Principal also has interest in WOSO(AM) San Juan, P.R. Filed July 14.
- Garden City, N.Y.—Mid-Island Broadcasting Inc. seeks facilities of WLIR(FM): 92.7 mhz, 1 kw. HAAT: 521 ft. Address: LaMarca, 115 E. 57th Street, New York 10022. Principal is headed by Paris B. Swoopes, president. Stockholders, James LaMarca and Robert Smith also have interests in WNWZ(AM) Highland Springs, Va., five LPTV's and applicant for new FM at Newark. Filed July 14.
- Garden City, N.Y.—North Shore Broadcasting seeks facilities of WLIR(FM): 92.7 mhz, 1 kw. HAAT: 521 ft. Address: 32 Sioux Drive, Commack Long Island, N.Y. 11725. Principal is owned by Gerard T. Reilly, president (51%), Lenny Yam and Joel Mahan (24.5%). It has no other broadcast interests. Filed July 14.
- Garden City, N.Y.—Reich and Service seeks facilities of WLIR(FM): 92.7 mhz, 1 kw. HAAT: 521 ft. Address: 98 Willis Avenue, Mineola, N.Y. 11501. Principal is owned by Stuart Reich (48%) and eight others. It has no other broadcast interests. Filed July 14.
- Garden City, N.Y.—Westplex Broadcasting Co. seeks

facilities of WLIR(FM): 92.7 mhz, 1 kw, HAAT: 521 ft. Address: 45 44th Street, Copiague, N.Y. 11726. Principal is owned by Kenneth L. Herring, who is program director of WTHE(AM) Mineola, N.Y. Filed July 14.

■ Garden City, N.Y.—WINK Radio Inc. seeks facilities of WLIR(FM): 92.7 mhz, 1 kw, HAAT: 521 ft. Address: 78 Bennett Avenue, Huntington Station, N.Y. 11746. Principal is owned by Ronald E. Graiff and wife, Winifred C. It has no other broadcast interests. Filed July 14.

■ Bradford, Pa.—BradComm Inc. seeks 98.3 mhz, .87 kw, HAAT: 510 ft. Address: 727 Merle Street, Clarion, Pa. 16214. Principal is equally owned by George Sciranko, president, and William S. Hearst. Sciranko is sales manager of WWXH(AM) Clarion, Pa. Hearst owns 67% of WWCH. Filed July 14.

■ Clarion, Pa.—Clarcom Inc. seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 213 Highland Drive, Shippensburg, Pa. 16254. Principal is equally owned by William Reger, president, Fred C. McIlhatten and Timothy Galeza. It has no other broadcast interests. Filed July 14.

■ Mifflintown, Pa.—Juniata Broadcasting Co. seeks 98.3 mhz, .225 kw, HAAT: 917.5 ft. Address: 16 Queen Drive, Lewistown, Pa. 17044. Principal is owned by Faith B. Weidman, president (51%) and husband, Donald E. It has no other broadcast interests. Filed July 14.

■ Wedgefield, S.C.—Dailey and Reich Broadcasting seeks 99.3 mhz, 3 kw, HAAT: 300 ft. Address: 814 Boulevard Road, Sumter, S.C. 29150. Principal is owned by Raymond F. Reich and Calvin E. Dailey Jr. (50% each). It also owns WDXY(AM) Sumter. In addition Dailey owns WCEF(FM) Ripley, W. Va., which he is divesting himself of. Filed July 14.

■ Seabrook, Tex.—Texas Family Radio Ltd. seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 3637 Shaver Bench Mark, apt. 1208, Pasadena, Tex. Principal is owned by Kim Stone (90%) and Nelson Rosa (10%). It has no other broadcast interests. Filed July 14.

■ Seabrook, Tex.—Texas Minority Broadcasting Group seeks 92.1 mhz, 3 kw, HAAT: 292 ft. Address: P.O. Box 147, Seabrook, Tex. 77586. Principal is equally owned by Albert E. Hopkins, Kimberly V. Higgs and Kenneth D. Brantley. It has no other broadcast interests. Filed July 14.

TV applications

Paintsville, Ky.—Hometown Television Inc. seeks ch. 69 plus; ERP: 52.24 kw vis., 5.2 kw aur., HAAT: 646 ft.; ant. height above ground: 155.6 ft. Address: 37 Northgate, Paintsville 41240-0630. Principal is owned by James C. Blevins, president, who has no other broadcast interests. Filed July 14.

■ Augusta, Ga.—Augusta Family Television Ltd. seeks ch. 54; ERP: 1,532.1 kw vis., 153.2 kw aur., HAAT: 956 ft.; ant. height above ground: 756 ft. Address: 1103 Wheeler Avenue, Chattanooga, Tenn. 37406. Principal is owned by Randall L. Rader (80%) and Norma Crowder (20%). It has no other broadcast interests. Filed June 30.

■ Augusta, Ga.—Independent Masters Ltd. seeks ch. 54; ERP: 916 kw vis., 91.6 kw aur., HAAT: 1,500 ft.; ant. height above ground: 1,421 ft. Address: 4170 Sunrise Trail, Atlanta 30349. Principal is owned by Shirley L. Hook (80%) and Henry Preston Elliott (20%). It has no other broadcast interests. Filed July 1.

■ Alexandria, La.—Cenla Broadcasting Group seeks ch. 41 plus; ERP: 1,380 kw vis., 138 kw aur., HAAT: 585 ft.; ant. height above ground: 522 ft. Address: 219 Main Street, Minden, La. 71055. Principal is equally owned by J. Robert Kemmerly, his wife, Sue Martin Kemmerly, Harmon Drew Jr., and his wife, Jean Talley Drew. They also have interests in applicants for new TV's at Bossier City, La.; Hot Springs, Ark., and Vicksburg, Miss. Filed June 13.

■ New Iberia, La.—Way of the Cross of Baton Rouge seeks ch. 36; ERP: 4,500 kw vis., 450 kw aur., HAAT: 256.67 ft.; ant. height above ground: 281 ft. Address: 1004 Crystal Court, Lexington, Ky. 40515. Principal: Nonprofit organization, headed by Edward C. Bowlds, president. It also is applicant for new TV's at Hutchinson, Kan.; Mobile, and Selma, both Alabama; Logan, Utah; Galveston, Tex., and Lexington, Ky. Filed July 14.

AM actions

■ Rainsville, Ala.—Alfred Brausam application returned for 1030 khz, 2.5 kw. (BP-830316AG). Action July 14.

■ Shepherdsville, Ky.—Elizabeth A. Osselmeier and Gene R. Osselmeier application returned for 1040 khz, 1 kw-D. Address: 204 Walnut Street, Shepherdsville, 40165. (BP-830222AE). Action July 1.

■ Frankemuth, Mich.—Siefker Broadcasting Co. application returned for 660 khz, 1 kw, DA-D. (BP-830124AB). Action July 7.

FM actions

■ Paauiio, Hawaii—Hamakua Broadcasting granted 95.9 mhz, 2.1 kw (H); HAAT: minus 201 ft. (H). (BPH-820917AF).

■ Lakeview, Mich.—Tamarack Broadcasting Inc. granted 106.3 mhz; 3 kw, HAAT: 300 ft. (BPH-830103AJ). Action July 13.

Ownership changes

■ WEIS(AM) Centre, Ala. (990 khz, 250 w-D)—Seeks assignment of license from Cherokee County Broadcasting Co. Inc. to Weis Radio for \$157,675. Seller is headed by James M. Davis, president. Buyer is owned by Jerry W. Baker and Linda G. Baker. They have no other broadcast interests. Filed July 5.

■ WWLX(AM) Lexington, Ala. (620 khz, 5 kw-D)—Seeks assignment of license from Wright, Wright and Sanders to Roger W. Wright for \$4,000. Sellers are dissolving partnership and assigning license and assets to Roger Wright. Buyer is applicant for new FM at Minor Hill, Tenn. Filed July 8.

■ KXRQ(AM) Trumann, Ark. (1530 khz, 250 w-D)—Seeks transfer of control of Cate Communications Corp. from William N. Cate (100% before; none after) to Bobby L. Stotts and others (none before; 100% after). Consideration: \$150,000. Principals: Seller has no other broadcast interests. Buyer is equally owned by Kelley W. Webb, Bobby L. Stotts and James H. Roberts. They have no other broadcast interests. Filed July 8.

■ KFXD-AM-FM Nampa, Idaho (580 khz, 5 kw-U, DA-N; FM: 94.9 mhz, 46 kw, HAAT: 2,520 ft.)—Seeks assignment of license from Idaho Broadcasting Co. to Boise Broadcasting Ltd. for \$1.1 million (BROADCASTING, July 25). Seller is owned by Wayne C. Cornils (19.7%), Orval Hansen (37%), his brother, Reed Hansen (7.6%), George Freund (26.7%) and Arthur Oppenheimer (9%). Cornils is radio vice president of National Association of Broadcasters; Orval Hansen is Washington attorney; Freund is Idaho Falls, Idaho, nuclear engineer; Oppenheimer is Boise, Idaho, businessman, and Reed Hansen is Pocatello, Idaho, farmer. They have no other broadcast interests. Buyer is owned by Philip T. Kelly and Richard L. Voight (50% each). It also owns WDBQ(AM)-KLYV(FM) Dubuque, Iowa; KATE(AM)-KCFI-FM Albert Lea, Minn.; KFGO(AM) Fargo, N.D., and WNFL(AM) Green Bay, Wis. Filed July 15.

■ KCBC(AM) Des Moines, Iowa (1390 khz, 1 kw-U, DA-I)—Seeks assignment of license from Harry G. Slife, re-

ceiver, to KRMB Inc. for \$135,000. Seller also owns KWWL-TV Waterloo and KTIV(TV) Sioux City, both Iowa; KFVS-TV Cape Girardeau, Mo.; WAFF(TV) Huntsville, Ala., and WTOG-TV Savannah, Ga. Buyer is owned by John G. Enoch, president (80%) and wife, Sara L. It has no other broadcast interests. Filed July 15.

■ KKAN(AM) Phillipsburg, Kan. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Bengel Broadcasting Inc. to Barracuda Broadcasting Inc. for \$620,000 (BROADCASTING, July 18). Seller is headed by Bernard M. Brown, president. Buyer is owned by Jan D. Parker, president, and Kenneth R. Kohrs (50% each). It has no other broadcast interests. Filed June 29.

■ WGKY-FM Greenville, Ky. (105.5 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Hayward F. Spinks to his daughter, Leesa Spinks Hunt for assumption of \$10,000 in debt. Seller owns WLLS-AM-FM Hartford, Ky. Buyer is manager of WGKY-FM, and has no other broadcast interests. Filed July 19.

■ WWOX(AM) Bay City, Mich. (1250 khz, 1 kw-D)—Seeks assignment of license from Gateway Broadcasting Co. to Ellerman Broadcasting Co. for \$360,000, including \$100,000 noncompete agreement. Seller is headed by Donald K. Mayle, president. Mayle also owns 85% of WWOX(FM) Saginaw, Mich. Buyer is owned by Gene Ellerman and wife, Vera (50% each). It has no other broadcast interests. Filed July 14.

■ KBOA(AM)-KTMO(FM) Kennett, Mo. (830 khz, 1 kw-D, DA-D); FM: 98.9 mhz, 100 kw, HAAT: 370 ft.)—Seeks assignment of license from KTMO Inc. to KBOA Inc. for \$1.3 million. Seller is owned by Earldun Broadcasting Inc., headed by Charles C. Earls, president and general manager. Buyer is owned by Kenneth E. Meyer, president, who also owns 25% of KARD(TV) West Monroe, La.; 42.08% of KMTC(TV)-KTXX(FM) Springfield, and 100% of KFAI(AM)-KKCA(FM) Fulton, KLEX(AM)-KBK(FM) Lexington, all Missouri. Filed July 19.

■ KSPR(TV) Springfield, Mo. (ch. 33, 1,122 kw vis., 112 kw aur.; HAAT: 1,079 ft.)—Seeks transfer of control of Springfield Television Associates Ltd. from Doctor R. Crants Jr. (33.3% before; 10% after) to Farrell B. Jones (66% before; 74.8% after). Consideration: \$225,000 plus 10% limited partner's interest. Principals: Seller is headed by Doctor R. Crants Jr., president. It also has interest in new TV's at Knoxville, Tenn.; Daytona Beach, Fla., and Shreveport, La. Buyer also has interests in new TV at Daytona Beach, Fla.; Salem, Mass. and Shreveport, La. Filed June 23.

■ WTUV(TV) Utica, N.Y. (ch. 33, 53.5 kw vis., 5.35 kw aur.; HAAT: minus 125 ft.)—Seeks assignment of license from Broadcast Facilities to Mohawk Valley Broadcasting Associates for \$18,000. Seller is owned by Robert Raide, who also owns WOZO(AM) Penn Yan and WCDO(AM) Sidney, both New York. He also owns CP for new FM at Sidney. Buyer is equally owned by Craig Fox, Joel Friedman and Kevin O'Kane. Fox has interest in permittee for new TV's at Hazleton and Scranton, both Pennsylvania, and at Ithaca, N.Y.; WAQX(FM) Manlius, N.Y.; WOLF(AM) Syracuse, N.Y.; applicant for new AM's at Canton, N.Y., Concord, N.H., and new FM's at Honolulu and Sanibel, Fla. Friedman is general sales manager for WAQX and WOLF. Kane is announcer and operations and programing assistant at WOLF. Filed July 7.

■ WEEW(AM) Washington, N.C. (1320 khz, 500 w-D)—Seeks assignment of license from Radio Washington Inc. to James Eugene Hodges for \$15,083. Seller is headed by Charles Windley Carawan, president. It has no other broadcast interests. Buyer has no other broadcast interests. Filed July 19.

■ KWEY-AM-FM Weatherford, Okla. (1590 khz, 1 kw-D, DA-I; FM: 97.3 mhz, 70 kw, HAAT: 385 ft.)—Seeks transfer of control of KWEY Inc. from Alene E. Buennig and Richard D. Johnson (100% before; none after) to Philip C. Spivey and Lynn Wolfgang (none before; 100% after). Consideration: \$1,378,000 plus other considerations. Sellers have no other broadcast interests. Buyers: Spivey owns 79% of KBBB(AM)-KDKQ(FM) Borger, Tex. Wolfgang, daughter of Buennig, is sales manager of KWEY and has no other broadcast interests. Filed July 8.

■ *WSJK-TV Sneedville, Tenn. (ch. 2, 100 kw vis., 20 kw aur., HAAT: 1,760 ft.)—Seeks assignment of license from Tennessee State Board of Education to East Tennessee Public Communications Corp. Seller is noncommercial educational TV, headed by Robert L. McElrath, chairman. It also owns WTCTE(TV) Cookeville, WTCT(TV) Chattanooga, and WLJT Lexington, all Tennessee. Buyer is non-profit corporation, headed by Charles Davis, chairman. It has no other broadcast interests. Filed July 8.

■ KKYR(AM) Marshall, Tex. (1410 khz, 500 w-D)—

Summary of broadcasting as of March 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses.

Seeks assignment of license from Citizens Broadcasting Inc. to Gordon Media Corp. for \$225,000. Seller is owned by Stanley Sommers and Herb Graebner. It has no other broadcast interests. Buyer is headed by John Gordon, president. He is former newsman at KMHT-AM-FM Marshall. It has no other broadcast interests. Filed July 20.

■ **KYST(AM)** Texas City, Tex. (920 khz, 5 kw-D, 1 kw-N; DA-2)—Seeks assignment of license from Henderson Broadcasting Corp. to Vel Communications Corp. for \$2 million. Seller is headed by Roy E. Henderson, president. He also owns 50% of WKLT(FM) Kalkaska, Mich. Buyer is owned by Cruz Velasquez (51%) and wife, Rosie. It is applicant for new AM at Houston. Cruz Velasquez is Houston businessman. Rosie Velasquez is homemaker. Filed July 14.

■ **[CP] WJPR(TV)** Lynchburg, Va. (ch. 21, 1,148 kw vis., 115 kw aur.; HAAT: 1,973 ft.)—Seeks assignment of license from Lynchburg Television Associates Ltd. to TV Development Corp. for \$12,520. Seller is owned by Cheryl A. Price and James E. Price. Cheryl Price has no other broadcast interests. James Price will retain 25% interest in station. Buyer is owned by Farrell B. Jones, president (50%). A.G. Thiessen and James E. Price (25% each). Jones is applicant for new TV at Shreveport, La., and KSPR(TV) Springfield, Mo. Thiessen and Price are applicants for new FM at Hilton Head, S.C.; new TV's at Waterloo, Iowa, and Anacortes, Wash., and permittees for new TV's at Boise, Idaho and Gadsden, Ala. Filed July 18.

■ **WRJG-AM-FM** Mauston, Wis. (1270 khz, 500 w-D; FM: 92.1 mhz, 1.8 kw; HAAT: 390 ft.)—Seeks assignment of license from George S. Blum to WRJC Broadcasting Co. for \$336,000. Seller owns 50% of KOLV(FM) Olivia, Minn. Buyer is owned by Paul Scott, president (60%), and Allyn Stencel (40%). Scott is assignment editor at WKBT(TV) La Crosse, Wis. Stencel is news reporter at KAGE-AM-FM Winona, Minn. Filed July 15.

Actions

■ **KUUK(AM)** Wickenburg, Ariz. (1250 khz, 1 kw-D)—Granted assignment of license from Shoblom Broadcasting Inc. to Wickenburg Broadcasting Inc. for \$105,000. Seller is owned by Lee Shoblom, president. It also owns KFWJ(AM)-KBBC(FM) Lake Havasu City, Ariz., and is applicant for new FM's at Lahaina, Hawaii; Wickenburg, and Yucca Valley, Calif. Buyer is owned by Richard T. Fairbanks and wife, Karen (50% jointly) and J. Eldon Turnidge and wife, Mary E. (50% jointly). Richard Fairbanks is son-in-law of J. Eldon Turnidge. They have no other broadcast interests. (BAPL-830525FB). Action July 18.

■ **WVCG(AM)** Coral Gables, Fla. (1080 khz, 50 kw-D, 10 kw -N)—Granted assignment of license from Insilco Broadcasting Corp. of Florida to Jordan Ginsburg and Associates for \$1.5 million. Seller is owned by Broad Street Communications Corp., which is principally owned by Richard L. Geismar, chairman. It also owns WELI(AM) New Haven, Conn.; KTOK(AM)-KJYO(FM) Oklahoma City, and WGSO(AM)-WQUE(FM) New Orleans. It recently sold WYOR(FM) Coral Gables, for \$3.6 million (BROADCASTING, April 18). Buyer is principally owned by Jordan E. Ginsburg, president. It also owns WAVS(AM) Fort Lauderdale, Fla. (see below). (BAL-830517FS). Action July 18.

■ **WAVS(AM)** Fort Lauderdale, Fla. (910 khz, 5 kw-D, DA-D)—Granted transfer of control of Radio Wavs Inc. from Jordan E. Ginsburg, Scott K. Ginsburg (two-thirds before; none after) to Roy Bresky (one-third before; 100% after). Consideration: \$388,000. Sellers are part owners, subject to FCC approval, of WKQE(AM)-WBGM(FM) Tallahassee, Fla. (BROADCASTING, June 6), and WVCG(AM) Coral Gables, Fla. (see above). Buyer currently owns 10% interest in WVCG(AM) Coral Gables, and WKQE(AM)-WBGM(FM) Tallahassee, which he bought with sellers.

subject to FCC approval. He will divest himself of these properties. (BTC-830609EO). Action July 18.

■ **WHLY(FM)** Leesburg, Fla., WSCR(AM) Hamden, Conn., and WPLR(FM) New Haven, Conn. (WHLY: 106.7 mhz, 100 kw, HAAT: 928 ft.; WSCR(AM) 1220 khz, 1 kw-D, DA-D; WPLR: 99.1 mhz, 10 kw [CP: 14.1 kw]; HAAT: 950 ft.)—Granted transfer of control of General Communications Inc. from Robert G. Herpe and others (100% before; none after) to Southern Broadcasting Group Inc. (none before; 100% after). Consideration: \$7,274,000. Principals: Seller is principally owned by Robert G. Herpe, president. He has no other broadcast interests. Buyer is principally owned by Peter H. Starr, president, and brother, Michael F. (one-third each). Starr brothers are former principals, with William F. Buckley, author and columnist, in Starr Broadcasting Group, of four AM's, four FM's and four TV's which were merged into Shamrock Broadcasting Co. in 1979. (BTC.H.H-830512FJ, HE, HF). Action July 12.

■ **WBTR-FM** Carrollton, Ga. (92.1 mhz, 3 kw, HAAT: 105 ft.)—Granted assignment of license from Faulkner Radio Inc. to Commercial Media Inc. for \$475,000. Seller is owned by James H. Faulkner, president. He also owns WAOA(AM) Opelika, WFRI(FM) Auburn and WBCA(AM)-WWSM(FM) Bay Minette, all Alabama, and WGAA(AM) Cedartown, Ga. Buyer is owned by Gleamer Lee Smith Jr., president and six others (14.29% each). Smith is Bremen, Ga., attorney. Buyers have no other broadcast interests. (BALH-830523GR). Action July 13.

■ **KSEI(AM)-KRBV(FM)** Pocatello, Idaho (930 khz, 5 kw-U, DA-N; FM: 104.9 mhz, 3 kw, HAAT: minus 528 ft.)—Granted assignment of license from KSEI Broadcasters Inc. to Pacific Northwest Broadcasting Corp. for \$1.35 million. Seller is owned by Western Broadcasting Co., headed by Earl E. Morgenroth, president and chairman, and principally owned by estate of Dale G. Moore. It owns three AM's, two FM's and four TV's. Buyer is principally owned by Charles H. Wilson, president (50.77%), and 12 others. It also owns KPNW-AM-FM Eugene and KCMX-AM-FM Ashland, both Oregon; KBOI-AM-FM Boise, Idaho, and KPAY-AM-FM Chico, Calif. (BAL-830526FD). Action July 18.

■ **WRMJ(FM)** Aledo, Ill. (102.3 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Coleman Broadcasting Co. to Western Illinois Broadcasting Inc. for \$150,000, plus \$50,000 noncompete agreement. Seller is owned by Roger H. Coleman, president (70%), and wife, Marilyn (30%). They also own WRAM(AM) Monmouth, Ill. Buyer is owned by 15 Mercer county, Ill., businessmen, headed by William H. Longley, president. It has no other broadcast interests. (BALH-830518GI). Action July 13.

■ **WTGI(FM)** Hammond, La. (103.3 mhz, 100 kw, HAAT: 500 ft.)—Granted assignment of license from TANGI Broadcasting Inc. to WTGI Inc. for \$1.75 million. Seller, based in Hammond, La., is owned by Ron Strother, president (65%), and Donald Lobell (35%). It has no other broadcast interests. Buyer is principally owned by Peter H. Starr, president, and brother, Michael F., who also bought, WXXR(AM) Hamden and WPLR(FM) New Haven, both Connecticut, and WHLY(FM) Leesburg, Fla. (see above). (BALH-830525GZ). Action July 13.

■ **WILS-AM-FM** Lansing, Mich. (1320 khz, 5 kw-D, 1 kw-N; FM: 101.7 mhz, 3 kw, HAAT: 180 ft.)—Granted assignment of license from Lansing Broadcasting Co. to SENTRY Broadcasting Inc. for \$1.4 million. Seller is principally owned by John C. Pomeroy, president, and E.L. (Red) Byrd. They have no other broadcast interests. Buyer, headquartered in Stevens Point, Wis., is headed by Don Colby, president. It also owns six AM's and five FM's. (BAPL-830520GE). Action July 14.

■ **WAID(FM)** Clarksdale, Miss. (106.3 mhz, 3 kw, HAAT: 332 ft.)—Granted assignment of license from Delta Media Ltd. to Radio Cleveland, Inc. for \$185,000. Seller is principally owned by Catherine Hayley Pelegrin, chairwoman. It has no other broadcast interests. Buyer is owned by J.R. Denton Sr. (12.5%) and eight other stockholders. It also owns WCLD-AM-FM Cleveland, Miss. (BALH-830523GN). Action July 14.

■ **WWOC(FM)** Avalon, N.J. (94.3 mhz, 3 kw, HAAT: 300 ft.)—Granted transfer of control of Avalon Broadcasting Co. from John F. Scarpa and others (80% before; none after) to Larry U. Keene and others (20% before; 100% after). Consideration: \$645,300. Principals: Sellers are John F. Scarpa (40%), Fred M. Wood and wife, Dorothy C. (20% each). They have no other broadcast interests. Buyer is owned by Larry U. Keene (who owns other 20%), president (55%); his wife, Carol H. (25%), and Edwin A. Rosenfeld (20%). Rosenfeld is vice president of sales at station. None has other broadcast interests. (BTCH-830520GJ). Action July 14.

■ **KICA(AM)** Clovis, N.M. (980 khz, 1 kw-U, DA-N)—Granted assignment of license from KICA Inc. to Amigos Radio Inc. for \$125,671. Seller is owned by John B. Mahaffey, president, and wife, Fredna B., who also own four AM's and three FM's. Buyer is owned by Phillip Mendoza, presi-

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dent, and wife, Marcia K. (60% jointly); Joaquin Madril and wife, Natividad (20% jointly), and Christoval Lopez and wife, Gloria (20% jointly). It has no other broadcast interests. (BAL-830603EF). Action July 18.

■ KNFB(FM) Nowata, Okla. (94.3 mhz, 3 kw, HAAT: 114 ft.)—Granted assignment of license from Dwight Carver to Special Services Radio Co. for \$250,000. Seller has no other broadcast interests. Buyer is owned by Morris L. Reed (90%) and his father-in-law, Lowell D. Denniston (10%). Reed is former account executive at KKOW(AM) Pittsburg, Kan. Denniston is Wichita, Kan., investor. They have no other broadcast interests. (BAPLH-830524GV). Action July 14.

■ CP for KRNN(FM) Creswell, Ore. (95.3 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Creswell Wireless Co. Inc. to Visionary Radio Euphonics of Oregon Inc. for \$60,000. Seller is owned by RNF Holdings Inc., headed by Brian Ferree, president. He also owns KQIQ(AM)-KQYZ(AM) Lemoore, Calif. Buyer is principally owned by John Detz, president (53.3%). It also owns KQTE(AM)-KVRE-FM Santa Rosa, Calif.; KBLC(AM) Lakeport, Calif. It has also bought, subject to FCC approval, KQDQ(AM) Eugene, Ore., and is applicant for new FM at Lakeport and has interest in KOZT(FM) Fort Bragg, Calif. (BAPH-830516HV). Action July 14.

■ WGH-AM-FM Newport News, Va. (1310 khz, 5 kw-U; FM: 97.3 mhz, 74 kw, HAAT: 400 ft.)—Granted assignment of license from Hampton Roads Broadcasting Corp. to COMMFOR for \$3.2 million. Seller, based in Norfolk, Va., is subsidiary of The Daily Press Inc.; William R. Van Buren Jr. is president and Raymond B. Botton Jr. is chairman. It has no other broadcast interests. Buyer is based in Dayton, Ohio, and headed by Richard J. Minor, chairman. It has no other broadcast interests. (BALH-830524GW,X). Action July 13.

■ WKVT-AM-FM Brattleboro, Vt. (1490 khz, 1 kw-D, 250 w-N; FM: 92.7 mhz, 410 kw; HAAT: 712 ft.)—Granted assignment of license from Webster Broadcast Group to Brattleboro Broadcasters Inc. for \$450,000. Seller is owned by 10 stockholders, headed by Donald V. Webster, who have no other broadcast interests. Buyer is headed by David Underhill and wife, Linda (51% jointly). David Underhill is corporate director of operations and planning for Standard Communications, Salt Lake City-based owner of six AM's, six FM's and seven TV's. Linda Underhill is former employee

of WBZ(AM) Boston. (BALH-830606HU,V). Action July 15.

■ WCEF(FM) Ripley, Va. (98.3 mhz, 3 kw, HAAT: 1,140 ft.)—Granted assignment of license from Randy Jay Communications Corp. to C-98 Communications Inc. for \$300,000. Seller is owned by Calvin E. Dailey Jr. He is also 50% owner of WDXY(AM) Sumter, S.C. Buyer is owned by Donald L. Staats, president, Samuel M. Yoho and Edward W. Jacobson (one-third each). They have no other broadcast interests. (BALH-830519GG). Action July 13.

Facilities changes

AM applications

WCSP (1520 khz) Crystal Springs, Miss.—Seeks CP to change frequency to 890 khz and increase power to 1 kw. Ann. July 22.

FM applications

Tendered

■ KCIL (107.5 mhz) Houma, La.—Seeks CP to change frequency to 107.5 mhz, change TL; change ERP to 100 kw; change HAAT to 655 ft., and make changes in ant. sys. major environmental action under section 1.1305. Ann. July 20.

■ KBEQ (104.3 mhz) Kansas City, Mo.—Seeks CP to make changes in ant. sys.; change transmitter; change transmission line, and increase ERP to 100 kw. Ann. July 20.

■ KJEL-FM (103.7 mhz) Lebanon, Mo.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1,000 ft., and make changes in ant. sys. Major environmental action under section 1.1305. Ann. July 20.

■ WUUU (102.5 mhz) Roma-Utica, N.Y.—Seeks CP to make changes in antenna system, increase ERP to 26.9 kw and decrease HAAT to 647 ft. Ann. July 20.

■ KFNW-FM (97.9 mhz) Fargo, N.D.—Seeks CP to change TL; change HAAT to 992 ft., and make changes in ant. sys. Ann. July 19.

■ WLWU (99.9 mhz) Erie, Pa.—Seeks CP to change ERP

to 50 kw, change transmitting antenna and correct coordinates. Ann. July 20.

Accepted

■ WLTV (96.9 mhz) Statesville, N.C.—Seeks waiver of section 73.1201(B)(2) of rules to identify as "Statesville-Charlotte, N.C." Ann. July 20.

■ *WJUV (91.3 mhz) Castleton, Vt.—Seeks to increase ERP to 227 w and change horizontal polarization only. Ann. July 20.

■ KLYK (105.5 mhz) Longview, Wash.—Seeks modification (BPH-830204AM, as mod.) to make changes in antenna system; change TL; increase ERP to .218 kw, and increase HAAT to 917 ft. Ann. July 20.

Call letters

Applications

Call	Sought by
New AM's	
KRKX	Grant & Spillane, Milwaukie, Ore.
WSMM	Gatlinburg Broadcast Communications Inc., Gatlinburg, Tenn.
New FM's	
KBCV	Rocky Haven Investments Inc., Bentonville, Ark.
KKUS	Cabrillo Communications Inc., San Luis Obispo, Calif.
KSKE	Middle Park Communications Corp., Kremmling, Colo.
WYTW	Mighty-Mac Broadcasting Co., Cadillac, Mich.
WHOH	Cadiz Broadcasting Inc., Cadiz, Ohio
KTUX	K-106 Inc., Carthage, Tex.
New TV's	
WHSI	Comark Television Inc., Portland, Me.

Existing AM's

WA/X	WSWL Milton, Fla.
WDUN	WGGA Gainesville, Ga.
WGGA	WDUN Gainesville, Ga.
WKGO	WWAM Milledgeville, Ga.
KXXY	KOCY Oklahoma City
KSSA	KFJZ Fort Worth

Existing FM's

*WBQ	WSPH Baltimore
WMRS	WHTC-FM Holland, Mich.
WKXF	WSAI-FM Cincinnati
KXXY-FM	KXXY Oklahoma City

Existing TV's

KOAB-TV	KVDO-TV Bend, Ore.
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Grants

Call	Assigned to
New AM's	
WRRR	Seven Ranges Radio Co., St. Marys, W. Va.
New FM's	
WOKO	Ford County Broadcasters Inc., Paxton, Ill.
*WAYW	Worcester County Christian Communications Inc., Worcester, Mass.
WRRR-FM	Seven Ranges Radio Co., St. Marys, W. Va.
New TV's	
WEFC	Vine & Branch Inc., Roanoke, Va.
Existing AM's	
WMPS	WTNN Millington, Tenn.
KBUG	KCPX Salt Lake City
Existing FM's	
WIXV	WSGF-FM Savannah, Ga.
WMAR-FM	WRLX Baltimore
KXLV-FM	KABG Cambridge, Minn.
WYYN	WXLY Jackson, Miss.
KKVC	KOVC-FM Valley City, N.D.
KLSY	KZAM-FM Bellevue, Wash.
Existing TV's	
WPDS-TV	WSMK Indianapolis

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RADIO

HELP WANTED MANAGEMENT

Manager/engineer for south Pacific 50KW AM. Religious format. Call Jim Slaughter, 404-324-1271.

GM wanted. Top station, top 50 NE market. Must be experienced selling GM with all around broadcast knowledge. No "desk jockeys". Good company, good pay for good broadcaster. Current GM promoted within group. EEO. Resume to Box Z-143.

Selling sales manager. Christian programmed AM, West Coast. 7.5 million in coverage area. Outstanding opportunity for high earnings. Must be sales professional who knows and understands contemporary Christian Radio. Write Box Z-151.

Public relations coordinator. WSVH-FM 91 in beautiful, temperate and arts-oriented Savannah requires experienced person to handle all PR and edit program guide. Need knowledge photography and music. Send resume to 409 E. Liberty St., Savannah, GA 31401.

General manager for medium market Indiana full time AM/FM station. Candidate must have strong local sales experience, leadership and motivational abilities, organizational and administrative skills, and a documented track record. \$30,000 plus incentives and car. Opportunity to advance within growing chain. Send resume and salary history to Box A-21.

Station general manager. WSVH-FM 91 in beautiful, temperate and arts-oriented Savannah requires person with at least 5 years' experience in public radio management, and complete knowledge of all station functions. Send resume to 409 E. Liberty St., Savannah, GA 31401.

Sales-oriented general manager needed for top 100 market—AM/FM combo. Group-owned station. Present manager leaving to purchase own property. Send resume and application to: Bob Fromme, P.O. Box 1969, Kansas City, MO 64141.

Director of development. WSVH-FM 91 in beautiful, temperate and arts-oriented Savannah requires person with at least 3 years experience in all phases of fund-raising, and outstanding achievement record. Send resume to 409 E. Liberty St., Savannah, GA 31401.

Station manager - for one of the nation's oldest and most prestigious operations. News, talk, sports, agricultural, information format. Market leader, wide regional coverage. Midwest location, group owned. Present manager retiring. Successful management history essential. Send resume and salary requirements to Box A-31. EOE.

HELP WANTED SALES

California daytimer/San Francisco suburban market. Seeking outstanding sales manager who can do it all; sell personally, lead, train sales staff—an achiever, a goal setter. Resume and references to Box Z-44.

Central California fast growing top 100 market looking for top notch sales pro with proven track record. Send resume to Box Z-69. EOE.

Experienced sales representatives needed to handle local and regional accounts. RAB training a plus. Excellent income for right people. WCBX, Eden, North Carolina. 919-623-3121. EOE.

St. Marys, WV, adjacent to Parkersburg-Marietta SMSA. Class A FM, on air Sept.-Oct. Liberal commission. Resume and references to Box 338, Newport, OH 45768.

If you have an extraordinary knowledge of radio sales, isn't it time you were earning an extraordinary income? Travel is required within your state. Call Bob Manley, 806-372-2329, for details.

Sales manager for southern WVAM/FM. Must be experienced, aggressive, able to motivate. Also, experienced account executives wanted. Send resume to WOAY, Radio, P.O. Box 251, Oak Hill, WV 25901. EOE.

A career in radio sales? Sales opportunity in a growing southern California community for a goal-oriented, aggressive person with at least 2 years' sales experience. Send resume to KOTE-KZZZ, P.O. Box 1152, Lancaster, CA 93534.

Account executive: top CHR/FM needs your 2-3 years' experience in commercial broadcast sales. Excellent possibility for advancement. Beautiful location; Pikes Peak in your backyard. Send resume to: John Gutman, KKFM, 225 S. Academy Blvd., Colorado Springs, CO 80910.

Account executive for a fast-growing FM. Must have experience and be willing to work. Format is country in a family-oriented vacation area. Resume: WVTN-FM, Stan Grams, Rt. 2, Box 990, Gatlinburg, TN 37738. Replies confidential. EOE.

HELP WANTED ANNOUNCERS

Florida East Coast. Immediate opening for entry level announcer. Nights. Minorities encouraged. Need a start? Send air check and resume to Bill Jones, Box 677, Jensen Beach, FL 33457.

Regional northern New England station has immediate opening for dynamic play-by-play and sports feature announcer. Successful applicant must have basketball and hockey play-by-play experience, well-rounded college and professional sports knowledge plus tape editing ability. Previous sports announcers now with major league baseball and ABC Cable sports. Station serves major college city. Excellent location, pay, benefits and equipment. Resume and sportscasting tape mandatory for consideration; send to: Station Manager, WVMT, Box 620, Colchester, VT 05446. EOE. No calls, please.

Announcer/chief engineer needed for upper Midwest AM/FM. Salary \$20K, plus vehicle provided. Excellent benefits. Resume only to Box Z-98.

WAXCee 92 has an opening for a mature-sounding morning personality. We are an adult contemporary FM station, with the emphasis on adult. Send tape/resume to John Bulmer, President, WAXC, P.O. Box 146, Wapakoneta, OH 45895. No calls, please. WAXC is an equal opportunity employer.

Character voices needed: unique delivery or cartoon-type style (not "impressions.") M/F \$\$\$\$ paid! Write for audition instructions: L.A. Air Force, Box 944, Long Beach, CA 90801.

Experienced newperson for Reno station. T&R to C. Odessky, Box 5792, Reno, NV 89513. Females also encouraged. EOE.

Reno AC/CHR seeks funny, experienced AM drive talent. T&R/salary requirement to C. Odessky, Box 5792, Reno, NV 89513. EOE/MF.

HELP WANTED TECHNICAL

Manager/engineer for South Pacific 50KW AM. Religious format. Call Jim Slaughter, 404-324-1271.

Chief engineer for Philadelphia's number one rated music station, WEAZ. Must have excellent ear and technical abilities. Salary commensurate with abilities. Equal opportunity employer. Send resume and salary requirements to Lee Martin, Operations Manager, EAZY 101, 10 Presidential Boulevard, Bala Cynwyd, PA 19004.

Chief engineer for Midwest AM/FM automation, satellite. EOE, M/F. Write Box Z-131.

Engineer, broadcast. Commercial FCC general class radio telephone license required. Experience preferred. Salary negotiable with excellent fringe benefits. Send resume to Chief Engineer, PO Box 12045, Memphis, TN 38112. Equal opportunity employer.

Immediate opening for a chief engineer at a state of the art FM facility in central Midwest. Job description: maintenance of all studio, automation, transmitter and STL equipment. All equipment new, as station is less than one year old. Ability to double in the production department as another voice is necessary. No airshift required. Great pay and benefits package. Send tape and resume to: Mike Connors, 3280 Woodridge Blvd., Grand Island, NE 68801. EOE, M/F.

Chief engineer for Northeast group AM/FM. Thorough background in FM, AM directional, studio maintenance and FCC regs a must. Excellent opportunity with good starting salary plus benefits. Reply Box A-24.

HELP WANTED NEWS

All news and talk operation on East Coast needs experienced prospects for news director. Resumes only to Box Z-140. Benefits. EEO.

News director. Upper Midwest. Full-time AM. Send resume, salary history, air check and references to General Manager, KKAA Radio, PO Box 1770, Aberdeen, SD 57401.

News director for a growing, 100,000 watt FM station in the quiet, healthy surroundings of the Apostle Islands National Lake shore. Minimum of 3 years' experience in local and regional news, with the ability to develop a news format and coordinate efforts of reporters and stringers. Experience and good on-air sound essential. A degree in journalism a must. Excellent benefits. Send tape and resume to Operations Manager, WBWA, Box 207, Washburn, WI 54891.

Morning news anchor in major Midwest market to produce and host respected daily news magazine. Skills in writing, intelligent interviewing, production and delivery essential. Tape must accompany resume. Reply in confidence to: Rick Lewis, Minnesota Public Radio, 45 East Eighth Street, St Paul, MN 55101.

Morning co-anchor/editor with strong delivery needed for CBS affiliate. Take-charge person will also run desk and anchor hourlies through noon. Fast and skillful writing and organization a must. No beginners. Send T&R to Dale Gauding, News Director, WTAR Radio, 720 Boush Street, Norfolk, VA 23510. No calls. EOE.

Reporter/anchor with good writing skills. Minimum one year professional radio news experience needed to join aggressive, award-winning, 4-person news team in 80,000 metro Midwest market. No beginners. Letter, resume only to Box A-14.

Immediate opening: newscaster/PBP sportscaster. Job needs to be filled by August 20th. Send tape and resume to KUTA, Blanding, UT 84511. Call 801-678-2261.

One of America's top radio news teams is looking for an anchor/reporter. Excellent on-air delivery is a must! Person must also be a skilled reporter and writer. Send tapes and resumes to Bill Leslie, P.O. Box 10100, Raleigh, NC 27605. EOE-M-F.

News digger—anchor: small California market committed to local news. Experience essential. Fully detailed resume only to Box A-37. EOE.

WEBR, award winning all-news station, looking for producer/host for live line interviews and half-hour public affairs programs. Requires strong interview, production and delivery skills. Full time news staff of 21. Resume, non-returnable audition tape including interview samples, and references to Mike St. Peter, News Director, WEBR, 23 North Street, Buffalo, NY 14202. WEBR is an equal opportunity employer.

Local news-oriented AM needs experienced, dedicated reporters and anchors. Conversational writing style a must. Send resume, tape and writing samples to Larry Hart, ND, PO Box 2186, Augusta, GA 30903. Tapes should be on cassette. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program director needed for WQUA-AM, Moline, Illinois (Davenport, Iowa metro.) Must be an experienced AM radio specialist with proven track record and solid references. Owned by Mid America Media, a premiere people-oriented, stable, strong group owner of nine radio stations. Immediate opening. John Haggard, Vice President & General Manager, 1801 6th Avenue, Moline, IL 61265. 309-764-6727. EOE/MF.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

Program director needed for upper Midwest AM. Full-time country format. No 1 in market. Excellent salary. EOE. Send resume to General Manager, KKAA Radio, PO Box 1770, Aberdeen, SD 57401.

Production Director, WSVH-FM 91 in beautiful, temperate and arts-oriented Savannah requires person with at least 3 years all phases of technical operations, preferably with public radio. Must have knowledge of recording and board operation. Send resume to 409 E. Liberty St., Savannah, GA 31401.

Host/producer—WUFT-FM, a 100,000 watt public radio station, seeks a host/producer for a live late-night jazz program. Individual will coordinate recorded and live performances, conduct interviews, produce features and host. Position requires a Bachelor's degree in broadcasting or related field and one to two years of related professional experience. Extensive knowledge of jazz, strong on-air ability, production and recording skills preferred. Salary: \$13,676 to \$15,921, contingent on qualifications. Send complete resume by August 17, 1983, to Mr. P. Jan Eller, Central Employment Center, University of Florida, 4th Floor Stadium, Gainesville, FL 32611. Audition tape encouraged. Equal employment opportunity/affirmative action employer.

Sports director—Miami or Lansing—must be able to handle all PBP situations. Must be able to generate and sell-promote local sports. Must be excited & looking for a challenge. Contact: Fred C. Jacob, 325 East 28th Street, Grand Rapids, MI 49508. 616-452-3111. EOE.

Production director. Solid recording/production skills, classical music knowledge, and 2-yr. broadcasting experience required at active, successful Charlotte, NC market public radio station. Salary competitive. Resume and tape by August 19 to John Clark, WDAV-FM, Davidson College, Davidson, NC 28036.

SITUATIONS WANTED MANAGEMENT

Local sales manager in radio is in search of management growth opportunity within group or individual station. Write Box Y-35.

Major market GM/GSM. Husband/wife team. Currently employed; billing up 320% in year. 20 years' management, hot sales, marketing, programming. Top references. Tired of lousy weather, seeking warmer challenge, medium to large market. Box Z-106.

Heavy sales and programming, great track record. 12 years radio, 4 years management. Family man, mid 30s. Seeking small to medium market. Write Box Z-137.

New opportunity sought. Programmer/GM in top 15 market seeks major market operations or other management opportunity. Prefer AM/FM combo. 19 years' experience AM and FM, includes programming in No. 1 market. Write Box Z-139.

Former sales manager seeks general manager's position, with an option to purchase, in a small—medium market. I hire and train salespeople, which results in increased billing and good cash flow. Have good program ideas that are community-oriented. 20 years' experience in sales and management. Write Box A-25.

Results-oriented general manager. Aggressive, ambitious, greedy. Highly organized and disciplined to achieve profits. 19 years in management, all markets, AM/FM. Effective management skills and creative strategies for developing maximum sales. If you are a progressive owner looking for quality and a consistent winner, write Box A-26.

Bottom-line oriented. GM position wanted. Prefer small market, West. Experienced all areas including sales, public relations, and education. Presently managing in related area. I can do it all. Turnaround welcome. Leader, motivator. All situations considered. Reply Box A-33.

Proven track record! All winning situations; no losers. Extremely results/bottom-line oriented. Seeking turnaround challenge. Top 75 market ideal; specialize in making any negative into a positive. My strong drive and enthusiasm will motivate all. I'm ready to go. Test me! Write Box A-30.

Religious radio GM, experienced in running commercial stations in major & medium markets. Bottomline oriented. The stations I operate have been among the most profitable in this format anywhere. Write Box A-40.

Experienced, competent, selling GM wants greater challenge, opportunity in top 100. Southwest preferred! Write Box A-1.

Medium or major market GM—10 years management experience, another 10 in sales, great track record. Just took a failing medium market station & turned it into a country music powerhouse. If you want a dynamic manager, who will make things happen, and is also a community-involved solid citizen, write Box A-41.

Sales professional, sales motivator/trainer. Experience up the kazoo. All phases broadcasting. Entrepreneur type. Has made success a habit. Seeking right opportunity in desirable living area. Master's degree, 42. 703-448-9623.

SITUATIONS WANTED ANNOUNCERS

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime, 201-777-0749.

Creative personality, a hard worker, jock, commercial production, engineering, great delivery-interested? Don 312-787-1880.

Experienced, responsible professional seeking announcer-sports director position with upward mobility. Music knowledge in A/C, CHR, AOR. Available immediately. T&R—"KOZ," 145 Sandybrook Drive, Hamlin, NY 14464.

Can we talk? Current Washington personality specializing in intellectually-based craziness, intelligent insanity. A/C, N/T, and human experiences. Cornered at weak facility. Quality commitment? Class operation? Write Box Z-127.

Black female. Baritone to contralto. 1st class license. 1½ yrs.' experience. Willing to relocate. News interest. Voice-over work desirable. Call Joyce, 612-894-2538, Minneapolis area.

Looking for a talented personality with a good tape? Look no further! Can do it all! I'm not lying! Dan Fox, 312-824-0082, or write 500 West Touhy, Camper No. 5, DesPlaines, IL 60018.

Ohio, nearby state, Alaska: night time DJ available. Previous part time experience. No automation. Doug, 419-387-7761.

Personality oriented AC or CHR airshift desired by experienced, young announcer. Good production. Will relocate. For tape, call Paul, 203-744-7749.

Oldies but Goodies, trivia, pot luck, pet peeves, good humor, who's who, matter of opinion are recent features from my general interest and sports talk shows. Hearing is believing how they and others work. Write Box A-9.

You can win too! Recent winner NYSBA Outstanding Sportscast Award looking for position with PBP. Have news experience. Will travel. Call Scott before 2PM, 914-583-4351.

Experienced 1st phone. 15 years' experience as assistant engineer, announcer, and farm director. Prefer Iowa or surrounding states. Call 319-634-3852 before 8 or after 6.

SITUATIONS WANTED TECHNICAL

Engineer with 3 yrs. experience in AM & FM looking for position with stable operation. Currently employed. Jon T. Low, Box 1446, Mason City, IA 50401. 515-423-8634.

SITUATIONS WANTED NEWS

Sports director looking for good opportunity. PBP experience; will consider sports-news combo. 201-763-5587 after 4 (EDT).

Talk, talk, talk. That is what I do best. Major market host looking. 412-321-5071.

I love news. I'm looking for any news position. I'm experienced in gathering, writing, and reporting. Will relocate anywhere. Any size market. Call Rob, 817-322-2168.

Sportscaster for medium market station. Solid basketball, football, baseball PBP, and award-winning sports reporting. Seeking college PBP opportunity. Eleven-year pro. Box Z-133.

10 year sports enthusiast. Football, baseball, basketball PBP. Superb sports reporter. Ready to hustle for your station. Call Mark now: 414-744-1428.

News announcer needs job. Will relocate, dependable. Sports, interviewing, reporting. 219-874-8285. Indiana, Illinois preferred.

You found me! Experienced college graduate available for sports and/or news position. Stu, 608-251-1199.

Sports: 12 yrs., incl. PBP. Family. Willing to settle in major college town or large sports-oriented city. Prefer Midwest or mid-South. Write Box A-3.

Have experience, will travel. But I want a station that is not entry level in any sense; with a well-staffed, well-equipped news department that doesn't cut corners. Currently morning and midday anchor at a top suburban station in the greater NYC metro area. Good writing, voice. Write Box A-11.

Young, hard-working newscaster. 5 years' experience, 2 years plus as ND. Award-winner, journalism degree. Small markets OK. Prefer Midwest. Available immediately. Jeff, 815-663-9173.

Winner of nearly every major national award in radio news journalism seeking new challenges. Write Box A-39.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Programming pro: 10+ years' experience. A/C, country, CHR. Profit-oriented. Promotion and marketing knowhow. Degree. First phone. Thom Davis, 704-827-0300.

Had many offers—looking for that special station. Network voice, sharp wit, top production, plus engineering qualifications. People-oriented family man, currently in TV, seeks return to radio in operations manager position. Stability, environment top priorities. I'm the one you can't do without. Offer me a home. Box 10005, Elmwood, CT 06110.

Small market PD, strong in programming and production, seeks a new challenge. I'm a hard worker and will go practically anywhere for the right opportunity. Box A-10.

TELEVISION

HELP WANTED MANAGEMENT

General manager—group operator seeks experienced manager for small and mid-sized television markets. Candidate must have had supervisory responsibility for total staff of large or small market television station, as well as proven ability to increase sales and maintain cost control. Hands-on experience at planning and budgeting is essential. Stations are located in East and Southeastern markets. Reply to Box Z-60.

General manager—public company with 3 construction permits for full power independent television stations (Charleston/Savannah, Georgia, Asheville/Greenville/Spartanburg, Ogden/Salt Lake City, Utah) needs group manager to head broadcast division. Must have independent television station experience with group owner. Send resume to P.O. Box 1513, Gainesville, FL 32602. All inquiries confidential.

International marketing manager: in this highly visible position, you will report directly to the Director of Television and Film Service and assume total responsibility for the development and implementation of short and long-term marketing strategies. Related areas of accountability include: new program development, acquisitions, market research, promotion management, co-production management. Ideal candidate must have extensive overseas experience in the marketing of television programs and films, staging of festival participations, hands-on production of promotional videotapes, POP displays, and copywriting. Excellent written and verbal communications. Fluency in foreign languages desirable. Travel. Salary range from \$56,945 to \$67,200. Senior executive service. Send resume or application by August 17, 1983, to: U.S. Information Agency, Room 524, 400 C Street, SW, Washington, DC 20547. USIA is an equal opportunity employer.

Wanted: promotion director. Top fifty market station seeking promotion director with understanding of sales and audience winning ideas. Send detailed resume to Box A-32. EOE.

HELP WANTED MANAGEMENT CONTINUED

Manager of Canadian activities. Salary \$26,000-\$32,000. Canadian. Pacific Northwest public television station is offering a contractual position to manage and maintain an overview of all KCTS/9 activities in Canada including developing and coordinating KCTS/9 programs and projects with producers in British Columbia and other regions in Canada or with KCTS/9 staff. Minimum qualifications: Bachelor's degree, or equivalent work experience; 10 years' experience in Canadian media industry; demonstrable working knowledge mechanisms in both public and commercial media in Canada, and verifiable credit on Canadian nationally distributed television products. Deadline for application is September 1, 1983. Send resume and sample of written professional work to: Selection Committee (83-P-9CS), C/O Ken Terao, KCTS/9, University of Washington (AC-25), Seattle, WA 98195. An equal opportunity and affirmative action employer.

New TV start-up. Hiring entire staff. WBSP-TV, Ocala, Florida, is accepting applications for personnel in sales, promotion, engineering, programming and business. If interested in joining an aggressive broadcast team in beautiful north central Florida, for an air-date of Fall '83, please send resume and salary requirements, indicating specific position for which you are applying, to: WBSP-TV, P.O. Box 3985, Ocala, FL 32678.

HELP WANTED SALES

Northeast VHF network affiliate seeks a local sales manager with a proven record of excellence in broadcast sales. Resume and salary requirements to Box Z-114. EOE, M/F.

Sales manager. New Independent is looking for a good local TV salesperson. Must have 3 or more years' experience and leadership ability. EOE. Resume: General Manager, WNHT-TV, 110 North Main Street, Concord, NH 03301.

Wanted now: national sales representative for successful television series currently running on satellite networks and broadcast stations. Highest commissions paid to strong time sales closer-expenses your own-work from home. Resume to: The Action Line Group, Box 2991, West Palm Beach, FL 33409.

Local sales manager—strong on incentives, leadership and ingenuity. Good commission base. Must be strong motivator with skills necessary to hone current sales staff to sharpest in the market. Top 100. Send resume and income expectations to Box A-13. An EOE.

General sales manager. Independent TV station in beautiful north central Florida seeks enthusiastic sales manager with ability to train and motivate local sales staff. Independent sales experience a must, preferably as local sales manager, with national sales experience with a TV station or rep. Contact General Manager, indicating professional background and salary requirements, at 904—237-1034.

We are looking for an aggressive salesperson to join our Pensacola sales operation. We are one of the nation's leading independent television stations who offer a tremendous career opportunity for the right person. Join one of the fastest growing television companies in the country. Send resume to: Ken Lucas, Vice President-Local Sales, WPMI-TV, 764 St. Michael Street, Mobile, AL 36602. 205—433-1500.

Sales manager. Growing television group seeking a manager to oversee an experienced sales staff at an ABC affiliate, central United States. Candidate should be willing to take charge and develop an experienced sales team for the market's leading station in ratings and local billing. Opportunity to advance into higher management for the right person. If you are organized, results-oriented self-starter with excellent communication skills and established track record, send a detailed resume with your salary history to Box A-15. An EOE.

Sales manager. Grow with a growing market. Salary and override. KTTU-TV, P.O. Box 74730, Fairbanks, AK 99707. 907—452-2125, Chuck Brownlow.

Account executive. Strong ABC affiliate in major Southeast market looking for experienced professional. Previous broadcast sales experience required, with a strong track record in agency in the development of new, direct business and in television vendor support programs. Must have management potential and be well versed in research and rating information. Minimum of 3 years' television sales experience required. Send resume to Box A-23. EOE.

HELP WANTED TECHNICAL

If you're No. 2 in the engineering dept. and can handle the chief's job, we need to talk. UHF small market in mid-Atlantic region. \$30K. Reply Box Z-128. EEO/MF.

Chief engineer for WPBY-TV, Huntington, WV. Supervise staff of 12 with two-city production centers. Assist in budget planning, equipment planning and purchasing, occasional statewide networking as part of State TV and radio system. Assure maintenance of technical standards and licensing conformance. Resume should show television/radio background with progressive supervisory/administrative experience. Salary range: \$27,108-29,182. Position available October, 1983. Resumes by August 19, 1983, to General Manager, WPBY-TV, Third Avenue, Huntington, WV 25701. EOE.

Studio maintenance engineer for Sunbelt NBC affiliate. Requires 2-3 years' experience in repair of modern studio equipment at the component level. UHF transmitter experience a plus. Super working conditions with a very competitive salary. Send resume stating specific equipment experience and salary history to Chief Engineer, WRBT-TV, P.O. Box 14685, Baton Rouge, LA 70898.

Mopix/TV facilities manager (technical operations manager): supervises Washington, DC plant of 85 employees. Position requires at least 10 years' experience at network or major market television station. Skills should include extensive studio maintenance of state-of-the-art television equipment, hands-on experience with studio color cameras, video tape machines (3/4-Quad-1-inch), signal converters, and engineering gear. Must be proficient in the technologies of computer operations, satellite, teleconferencing communications. A strong, technically fluent leader is needed. Graduate engineering degree preferred. Salary range from \$56,945 to \$67,200. Senior executive service. Send resume or application by August 17, 1983, to: U.S. Information Agency, Room 524, 400 C Street, SW, Washington, DC 20547. USIA is an equal opportunity employer.

Senior videotape maintenance engineer needed by expanding public TV station. Strong technical background, plus 5 years' experience with 2" and 1" equipment required. Excellent opportunity for advancement. Resume and salary requirements to Personnel, KERA TV/FM, 3000 Harry Hines, Dallas, TX 75201.

Chief engineer. Group-owned New England affiliate seeks experienced and talented chief engineer with strong maintenance background. 3/4" tape, live ENG, remotes. Transmitter experience essential. Excellent salary and benefits. EOE. Send resume and salary requirements to Box A-8.

Manager, technical maintenance. PBS seeks a candidate to serve as maintenance manager for our state-of-the-art broadcast plant. The successful applicant will be the lead engineer responsible for direction of the installation and modification of technical facilities at PBS as well as their maintenance. Qualifications are: formal training in electronics specializing in broadcast or telecommunications engineering. Degree preferred, with management training a definite asset. Minimum of 5 years' experience in the maintenance of broadcast electronic equipment, with maintenance management and cost control experience highly desirable. If you possess a high degree of technical/administrative skills, with the ability to motivate and supervise a team of highly skilled technicians, send your letter of interest, resume, references and salary requirements to: PBS, Attn: Sheila Ellington, 475 L'Enfant Plaza, SW, Washington, DC 20024. AA/EOE.

HELP WANTED NEWS

Full-time news cameraperson and editor for top California independent station. Minimum 1-2 years' experience in field and editing videotape. Salary commensurate with experience. Send resume only to Dick Carr, News Director, KMPP-TV, 5111 E. McKinley Avenue, Fresno, CA 93727. An EOE/M-F.

Weekend anchor/weekday reporter. Experienced only. Top 50 market. Send resume and videotape to: News Director, WOWK-TV, 625 Fourth Avenue, Huntington, WV 25701. EOE.

Freelance cameraman. 2 years' news/magazine format experience. Aggressive, creative, flexible. Excellent opportunity with pleasant, creative, fast growing company. Some national/international travel. Send resume and tapes to Nighthawk Productions, 3452 E. Foothill, Suite 341, Pasadena, CA 91107.

Anchor for progressive, group-owned station in top forty market. Early and late news. Must have reporting experience and strong writing skills. Must be a participant, readers not wanted. Energy, enthusiasm and desire to win are paramount. Send resume only, with full details on education, and experience, references to Box Z-150. EOE.

Anchor/producer for weekday 6 & 11 casts. Visually oriented communicator with good writing skills for NBC affiliate in the Roanoke Valley of Virginia. News philosophy, salary requirements, resume and tape to Harvey Cox, News Director, WSLV-TV, Box 2161, Roanoke, VA 24009. No beginners, no phone calls.

News and current events manager: supervises production and content of world-wide news and current affairs programming and documentaries. Executive experience in the management of major market news departments and production units and in the supervision of news gathering units—assignment desks, foreign bureaus, and field correspondents. Production background supervising several units responsible for producing major market nightly news programs or weekly news program series or documentaries. Extensive news writing, editing, and field producing experience. Salary range from \$56,945 to \$67,200. Senior executive service. Send resume or application by August 17, 1983, to U.S. Information Agency, Room 524, 400 C Street, SW, Washington, DC 20547. USIA is an equal opportunity employer.

Major market TV station is looking for a reporter to specialize in personal computer reporting for regular segment in newscasts. Applicants must be conversant in the latest technology and be able to explain the hows and whys to our viewers. Applicants should have 3 years' reporting experience and be able to use the latest production techniques in putting together stories. Resume only to Box A-2.

Weekend sports anchor/sports reporter. Ability to work with live eye a must. Responsible for shooting and editing 3/4 inch tape. We're looking for someone willing to take on the challenge of covering our 4-state area. Sports experience required. No beginners. Send tape and resume to Tony Debo, Sports Director, KODE-TV, P.O. Box 46, Joplin, MO 64802.

Anchor/producer for 6 and 11 p.m. Monday-Friday news. Must have previous reporting experience and some on-air preferred. Looking for crisp, personable delivery and strong writing skills. Send tape and resume' (no calls, please) to Jan Pate, News Director, WPDE-TV, Box F-15, Florence, SC 29501. EOE, M/F.

Top 100 TV station, number one in its market, looking for strong anchor for 6 and 10 p.m. half-hour newscasts. Applicants must have strong reporting, editing, and producing experience, and at least one year of continuous anchor experience. Salary negotiable. Send tape and resume to WPTA-TV, Box 2121, 3401 Butler Road, Fort Wayne, IN 46801. An EEO employer.

Small Rocky Mountain station. Position includes: anchoring, reporting, shooting and editing. Rush tape and resume to John Dearing, Box 6125, Helena, MT 59604. 406—443-5050.

Consumer reporter: Midwest VHF affiliate is looking for an experienced, aggressive consumer/action reporter. We have a long tradition of helping people, and we are looking for the right personality to continue. Resume and salary requirements only to Box A-20.

KSTP-TV needs a top notch general assignment reporter. We want an experienced person who can dig out good stories and make them come alive on television. Send tapes and resumes to: Dennis Herzig, News Director, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. No telephone calls, please. Equal opportunity employer, M/F.

Meteorologist—to anchor 6 and 11 p.m. weathercasts. Must live and breathe weather. Must be a communicator. Must have a minimum two years' experience. We are a station committed to winning in a beautiful place to live and we are an equal opportunity employer. Resume only to Box A-27.

WJRT-TV news department has an opening for a photojournalist. Prefer at least one year news experience. Tape and resume to News Director, WJRT-TV, 2302 Lapeer Road, Flint, MI 48503. EOE.

Reporter—two general assignment reporters needed. TV experience preferred. Must be good writer/communicator, work fast. Photography experience helpful. Contact: Dave Hopkins, News Director, WLYH-TV, Lancaster, PA. 717—273-6400.

HELP WANTED NEWS CONTINUED

News producer. Top rated Sunbelt station has an immediate opening for an individual with a minimum of 3 years' news producing experience within a major market environment. Excellent writing skills and proficiency with state of the art electronic equipment required. We offer a competitive benefits and salary package. Send resume and salary requirements only in confidence to Box A-34. EOE.

Top 100 market seeks Monday thru Friday early and late news anchor. General assignment street reporting. Four year college degree, with two years' anchoring and reporting experience. Resume only to Box A-36. EOE.

TV news producer for early morning newscasts. Top five market, network affiliate, wants experienced TV news producer with strong journalistic skills. Must be excellent writer. EOE. Resume only to Box A-38.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Promotion director: top 50 East Coast affiliate looking for experienced promotion director or promotable number two. Want aggressive competitor with ability to plan and execute strong campaigns to take charge of creative four-person department. Send resumes only to Box Z-70. Equal opportunity employer, M/F.

Television coordinator. Looking for creative self-starter with at least three years' commercial experience in field and studio production; on-camera work a must. Responsible for coordinating statewide news and feature service and packaging agricultural and natural resources information in up-beat magazine format. Send resume and audition tape to Michigan State University Personnel Office, Rm 110, Nisbet Bldg., 1407 S. Harrison Rd., E. Lansing, MI 48824. Refer to position A3106. Michigan State University is an equal opportunity/affirmative action institution.

Program manager for Alaskan public television station. Seeking experienced, innovative, adventuresome leader to manage programming and production. Send letter of application, resume and job related references to: Kathryn Jensen, General Manager, KUAC, University of Alaska, Fairbanks, AK 99701. Applications will be accepted through August 31, 1983, or until position is filled. Your application for employment with the University of Alaska may be subject to public disclosure. The University of Alaska is an AA/EO employer and educational institution.

Assistant promotion manager. Looking for a creative person with TV production and copywriting experience. No. 1 station located 30 miles from the beaches of the Gulf of Mexico. EOE. Send resume: Personnel Director, KGBT-TV, Box 711, Harlingen, TX 78550.

Producer/director. With a starting salary of \$32,448, we aren't looking for beginners. Single and multi-camera remote and studio directing experience a must. Send resume, tape and references to: KUAC-TV, University of Alaska, Fairbanks, AK 99701, and post-marked by August 12, 1983. The University of Alaska is an EO/AA employer and educational institution. Your application for employment may be subject to public disclosure if you are selected as a finalist.

Art director. 100 plus market station looking for versatile designer who can give a crisp, contemporary look to an established No. 1 affiliate. Great opportunity for designer looking for experience. EOE. Write Box Z-153.

Creative services coordinator: top station in 30th market seeks high-energy, high-quality writer/producer/idea person to oversee on-air promotion spots, graphics, station campaigns. Individual must bring top-notch creative credentials. Appropriate salary plus benefits. Send tape to Creative Services Director, WSMV, P.O. Box 4, Nashville, TN 37202.

Videographer/editors. KRMA-TV, Denver's public television, seeks two videographer/editors for on-location and studio camera work. Candidates should have full knowledge of state of the art EFP equipment and extensive experience in 3/4" editing and light maintenance of ENG equipment. Salary range: \$18,926-\$23,953. Send letter of application, resume, and three professional references to: Donald D. Johnson, General Manager, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204, 303-892-6666, for receipt by August 19, 1983. EOE/AA, M-F.

Executive producer. Responsible for overall management, planning and supervision of television and film productions for worldwide audiences. Supervises products, writers and story assignments. Must have six years' major market producing, writing and editing experience in national and international news and documentaries. Salary: \$48,553. Full federal fringe benefits apply. To apply, submit standard government application form (SF-171) to: Office of Personnel, Room 518, 400 C Street, SW, Washington, DC 20547. Indicate announcement number PDP-289-83 on the application. Applications must be received by August 17, 1983, to be considered. USIA is an equal opportunity employer.

Producer/director specialist I—experience in electronic field production, supervision and direction. Includes photography, budgets, script writing, related television center functions and equipment maintenance. Send resume to Northwest Arctic School District, Box 51, Kotzebue, AK 99752. 907-442-3472. EOE.

Producer/director. ABC affiliate, NE Ohio. Two years' solid experience in directing news & related production required. If you're creative, aggressive, seek challenges & growth, send resume/tape to WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. EOE. No phone calls.

Writer/producer. Documentary writer/producer for 18-month assignment in Saudi Arabia. Must have video tape experience. Send resume to: Saudi Arabian Parsons Limited, c/o George Dawson, Parsons Service Corporation, Dept. 687, 100 West Walnut Street, Pasadena, CA 91124.

Producer-writer (TV/film). Produces and writes current event and documentary programs distributed world-wide. Must have six years' experience in TV/film producing, news writing and editing, and have knowledge of technical and operational aspects of production, including tape editing, graphics presentation and studio operations. Nightly TV news producing-writing experience preferred. Salary: \$41,277. Full federal fringe benefits apply. To apply, submit standard government application form (SF-171) to: Office of Personnel, Room 518, 400 C Street, SW, Washington, DC 20547. Indicate announcement number PDP-291-83 on the application. Application must be received by August 17, 1983, to be considered. USIA is an equal opportunity employer.

Cohost/story producer for solid PM Magazine, Southeastern market, to work with male cohost currently on staff. Needs good writing and producing skills, ability to be part of a team. Prefer 2 years' on-air experience. Send tape and resume to: Julie O'Reagan, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An equal opportunity employer.

Creative field producer for #1 rated PM Magazine show in top 25 market. Strong story production skills, with demonstrated ability to coordinate production from inception to completion on a weekly basis. Minimum one year experience with PM Mag or similar format program. Resume and tape to Brenda Buratti, KGW-TV, 1501 SW Jefferson St., Portland, OR 97201. No phone calls. EEO employer, M/F.

Producer: must have experience in news promotion. Ability to create, produce and implement campaigns. Must work well with people and deadlines. Send resume/tape to Promotion Director, WWL-TV, 1024 N. Rampart St., New Orleans, LA 70176. No calls. EOE.

Mobile production director. Creative, energetic EFP videographer to be responsible for shooting and editing of commercials, promos and special programs. Must possess strong lighting and organizational skills and work well with people. Two years' EFP experience preferred, 1" editing experience helpful. Send tape, resume and salary requirements to Production Manager, WMTV, 615 Forward Drive, Madison, WI 53711. EOE.

Public television station in Alaska's capital seeks program director. Duties include program scheduling, promotion, development, on-air fundraising, coordination with other Alaskan public TV stations. Community is highly supportive of public television and station strongly committed to local and regional programming. Excellent support and production staff. Salary to \$30,000, DOE, plus benefits. Send resume to Roberta Watson, KTOO-TV, 224 Fourth Street, Juneau, AK 99801. Deadline is August 5th. KTOO is an AA/EO employer.

Small market TV station seeking experienced production manager who will support an aggressive sales team. Along with management skills, this position will require an individual strong in interpersonal communications. Send resume to Box A-35. EOE, M/F.

SITUATIONS WANTED MANAGEMENT

General/national sales manager—30 years TV sales experience, all phases. Local, regional, national, GSM & national rep. Looking for position with well-established TV station or group. Available immediately. Call 616-861-6167.

Engineering management. Presently president of well known engineering/consulting firm. Twenty years' station/network engineering and management experience. Write Box A-18.

SITUATIONS WANTED SALES

TV/radio experienced broadcast salesman—manager rep/station with entree to Madison Avenue. Seeks NY-based selling position. Superior work habits and references. Write Box A-22.

SITUATIONS WANTED TECHNICAL

Experienced in management and hands on engineering, including VTR's, cameras, transmitters and microwave. Call 601-366-7526.

SITUATIONS WANTED NEWS

TV sports anchor/reporter w/major network production experience. PBP, all sports. Would consider a good radio offer. 401-683-2276.

Meteorologist seeking media setting. Radio and Television experience. Respond to Box Z-104.

I'm a meteorologist with over two years' experience. Looking to move into a medium market. Chuck, 919-272-3832.

Meteorologist—available September. With degree, plenty of forecasting experience, and three years on radio and cable TV. Write Box Z-135.

Anchor/producer/reporter. Credibility, experience, looks, voice, savvy. Expert in financial or scientific news. 815-455-5797.

Ex-photographic fashion-model, energetic, aggressive, with ENG experience, seeks position as on-air reporter. Recent NYU broadcast journalism grad, honors, awards. Tape available. All markets considered. Write Wende Robyn, 233 E. 32nd St., NY, NY 10016.

Female college grad seeks news-sports position. Experienced-willing to move. Beth Whitacre, 817-924-6087.

Meteorologist: personable, professional. Top 30's experience. AMS, NWA seals. Seeks commitment to weather. John, 216-235-8330.

Dedicated reporter, experienced in TV, radio, print, TV assignment desk, consumer complaint investigation. M.S./telecommunications, Syracuse. Seek TV reporting position. I believe "performance" must fit the story. My hard news is serious, my features are fun. Prefer NE or SE medium/right smaller market. Box A-12.

Anchor. Commercial actor with extensive financial journalism experience seeking to make transition to TV news. Audition tape and resume available. Call 212-382-3535.

Future award-winning TV producer now available for entry level position. Professional experience. Will relocate. Recent university graduate. Write Box A-29.

Aggressive, 35 yr. old black with journalism & arts background looking for news position with broadcast/TV system in NYC area. Extensive experience with "John Q. Public." Great interviewer, long-hours worker. Harold V. Suggs, 1011 5th Ave., Asbury Park, NJ 07712. 201-988-9749.

Creative communications graduate with production/writing experience at a major market O&O station seeks on air position as news/feature reporter. Phone John, 313-781-9458.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Need new challenges! P/D seeks position as special projects producer. Experience includes documentaries, magazine, performance, sports, children's shows. Box Z-132.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

Promotion—strong team member to work under promotion manager. Solid professional experience: heavy marketing, production, promo writing (TV, print) & on-air. Creative with strong organizational skills. Boston University degree-broadcasting. Will relocate. 203—453-5719.

Workaholic with two years' major commercial experience in special effects, storyboards, product animation. CMX, general production (Stresstabs, Campbell's Soup, Connecticut Savings Bank, Washington Lottery, etc., etc.). Will relocate for challenging position. Sample tape upon request. Scott Wilson, 212—765-4773.

Wildlife producer seeks television program, documentary unit, or cable. Write: Box #11, 926 North Quincy, Arlington, VA 22203.

ABC/NBC experienced colorist, video control, tape operator. Seeking challenging position in production or post. Hands-on knowledge of Bosch FDL, RCA TK 28, Sony BVH 1100, Ampex VPR 2B, Dubner color corrector, Ners, Ward Beck audio, Lexicon. David, 215—873-1848; 212—887-4530.

CABLE

HELP WANTED SALES

Financial News Network, the fastest growing ad-supported cable TV network, is looking for a top ad sales account exec to handle New York agency/client list. Financial and/or cable background helpful. Excellent sales and account management a must. Resume: A. Scott Hulls, VP Sales, FNN, 600 Madison Ave., 23rd Floor, NY, NY 10022. 212—888-7327. EEO.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Entrepreneurial CEO. Major new communications company in formation requires experienced dynamic chief executive. Excellent opportunity in the fast developing field of program applications in interactive computer/laser videodisc technology. Equity position available. Minimum requirements: direct P&L responsibility for multi-million dollar enterprise in communications industry; demonstrated ability to manage and motivate creative people; enthusiasm and vision to expand company on a world-wide basis. Salary commensurate with responsibility and competitive for industry plus incentive compensation. Resume and any supporting written material (only) applicant deems significant to Box Z-101. An equal opportunity employer.

Attorney. Small D.C. communications firm seeks attorney with max 1-2 years' experience in communications. Send resume in confidence to Box A-17.

HELP WANTED INSTRUCTION

Mass communication. Instructor/assistant professor to teach introduction to mass communication, production and announcing. Develop areas of specialty. Professional and teaching experience preferred. PhD preferred. Salary: \$15,000-\$23,000. Start August 20 or January. Send application and letters of recommendation to James Rapport, Department of Speech, Northern Michigan University, Marquette, MI 49855.

William Allen White school of journalism and mass communications: seeks to fill positions in growing broadcast/telecommunications program. Associate or full professor sought to plan, administer and lead growing broadcast/telecommunications program. Must have either: (1) Ph.D. or equivalent degree, plus experience in academic administration and teaching—industry experience preferred; or, (2) Master's degree plus experience as a professional in broadcast/telecommunications management—teaching experience preferred. Must have ability to excel in motivating and directing faculty and students. Tenure track position, beginning Jan. 10, or Aug. 15, 1984, negotiable. Nominations invited. Deadline for receipt of applications is Sept. 9, 1983. For information or to apply, contact Prof. Mike Kautsch, School of Journalism, University of Kansas, Lawrence, KS 66045. Phone: 913—864-4755. An equal opportunity/affirmative action employer.

Washington State University seeks chair, department of information, college of agriculture and home economics. Position available September 1, 1983. Master's required, Ph.D. desirable. Full professor rank preferred. Salary open. Position description available from: Dr. Don Dillman, Chair, Information Search Committee, Department of Rural Sociology, Washington State University, Pullman, WA 99164-4006. Deadline for receipt of biographical information, letter of application, resume and names of three references is August 15, 1983. Washington State University is an equal opportunity/affirmative action employer.

Television producer-director/instructor. The State University College at Fredonia, NY, is seeking applications for an individual to supervise its extensive production facilities and teach related courses in television production. Experience in producing and directing (with an emphasis on instructional programming), as well as teaching of beginning and advanced production courses is a must. Appointment begins September, 1983. Salary and rank for academic tenure-track line reporting to instructional support group dependent on academic and professional qualifications. Send cover letter, resume, and three letters of recommendation to Dr. Ted Schwalbe, Department of Communication/Media, 320 McEwen Hall, SUNY Fredonia, Fredonia, NY 14063. The University is an affirmative action/equal opportunity employer.

Two assistant or associate professors sought to teach broadcast/telecommunications courses. Must have minimum of Master's degree; one or more years of industry experience and ability to excel in teaching, research and service. Master's degree plus at least five years of industry experience or a Ph.D. or equivalent degree preferred. Teaching experience also preferred. Tenure track position, beginning Aug. 15, 1984. Deadline for receipt of applications is Jan. 5, 1984. Contact Prof. Mike Kautsch, School of Journalism, University of Kansas, Lawrence, KS 66045. Phone: 913—864-4755. An equal opportunity/affirmative action employer.

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KNOE-TV
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BOX A-19.

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Public Notice

PUBLIC NOTICE

The District of Columbia Cable TV Design Commission has filed a draft Request for Proposals (RFP) for cable TV services in Washington, D.C., with the Council of the District of Columbia on July 1, 1983. Public hearings on the draft RFP are scheduled for September 12, 1983. The Design Commission requests comments from the public on the draft RFP. Copies of the document and supplemental reports are available for public inspection. Please call or write: D.C. Cable Television Design Commission, 916 G Street, NW, Room 401, Washington, DC 20001. 202-727-2546.

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IA	AM	\$50,000	downpayment
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M. Atl.	Small	AM/FM	575K	29%	Mitt Younts	(804) 355-8702
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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 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 for the following Monday's issue. 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 num-

ber), c/o BROADCASTING, 1735 DeSales St., NW, Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs 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 advertising require display space. Agency commission only on display space.

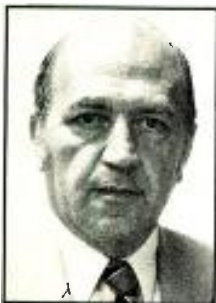
Word Count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number including area code or zip code counts as one word each.



Fates & Fortunes

Media

John Reiplinger, station manager and general sales manager, WYNG(FM) Evansville, Ind., named general manager.



Gardella

Ray Gardella, VP, sales, for WICC(AM) Bridgeport, Conn., has been named VP and general manager.

Larry Vance Swikard, VP and general manager for KAYC(AM)-KAYD(FM) Beaumont, Tex., owned by Texas Coast Broadcasters until their June sale to singer Charlie Pride,

joins Texas Coast's KNUZ(AM) Houston as general manager.

Bob Chrysler, general manager, WDEX(AM) Monroe, N.C., joins WJZR(FM) Kannapolis, N.C., as operations manager. **Bill Garcia**, from WAYS(AM) Charlotte, N.C., succeeds Chrysler.

George Caraway, station manager, WSWT(FM) Peoria, Ill., joins KPTL(AM)-KKBC(FM) Carson City, Nev., as general manager.

C. David Whitaker, VP and station manager, WGHP-TV High Point, N.C., joins WJKW-TV Cleveland as VP and general manager.

Greg Fabos, general manager, KCNR(AM) Portland, Ore., joins KSLM(AM)-KSDK(FM) Salem, Ore., as general manager.

John Beck, director, municipally owned non-commercial WNYC-AM-FM New York, resigns.

Ron Saito, from KYTE(AM)-KLLB(FM) Portland, Ore., joins KGW(AM) there as general manager.

Billy Brotherton, VP and general sales manager, KIII(TV) Corpus Christi, Tex., named VP and station manager.

John Newcombe, business manager, WTHR(TV) Indianapolis, joins WPDS-TV there as station manager.

William F. Moss, executive VP and general manager, Indiana Cablevision Corp., South Bend, Ind., joins Buford Television Inc., Tyler, Tex., as president, CATV division.

Judith Perrill, office manager, Littleton, Colo., cable system, American Television & Communications, named manager, Northglenn, Colo., cable system.

Rick Bockes, chief recording technician, EZ Communications, Fairfax, Va., joins Mutual Broadcasting System, Washington, as regional clearance coordinator.

Allan Wilson, corporate VP, special assignments, Century Broadcasting, Detroit, named station manager of Century's WAIT(AM) Chicago.

S. Kent Fannon, director of business plan-

ning, Flagship International Inc., Dallas, joins Public Communication Foundation for North Texas, licensee of KERA-FM-TV Dallas, as senior VP, finance and planning. **Donald Boswell**, director of development, Public Communication Foundation, named VP, development.

Fred Kigerl, director, materials and services, West Coast, NBC-TV, Los Angeles, named VP, materials and services, West Coast.

DeWitt (Buzz) Mitchell, VP and member of board, Addison Corp., Atlanta, joins Daniels & Associates, Denver, as executive VP, finance and administration.

Appointments, Acton Corp., Acton, Mass.: **W. Duncan Reid**, controller, Acton CATV, to treasurer; **William P. Dunham**, director of administration for Acton's broadcast group and director of new franchises for Acton CATV, to director of administrative services; **Robert Salem**, regional manager, Maryland cable systems, Anne Arundel, Md., to director of marketing services, and **Michael Milsom**, general counsel, assumes additional duties as assistant secretary.

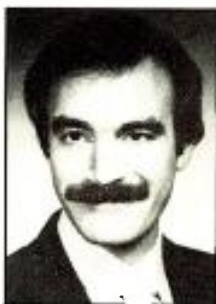
Marketing

Lawrence Rau, VP, group creative director, Campbell-Ewald, Warren, Mich., named senior VP and director of creative operations.

Appointments, Doyle Dane Bernbach, New York: **Peter Levathes**, from Ally & Gargano, New York, to VP, creative supervisor; **Paul McHugh**, from E.B. Wilson, New York, and **Richard Lawrence**, from Time Inc., New York, to VP, copy supervisors, retail advertising-promotion group.

Richard Passanant, chief financial officer and secretary-treasurer, McCaffrey & McCall, New York, elected executive VP.

Appointments, D'Arcy-MacManus & Masius: **James Lawenda**, account executive, ABC Inc., New York, to VP, broadcast services there; **Joe Toto**, from Benton & Bowles, New York, to senior VP, creative group head; **Sumner Charles**, VP, corporate new business, St. Louis, to VP, account supervisor, and **Terry Lucas**, account executive, St. Louis, to senior account executive.



Labash

S. Christopher Labash, VP, creative group head, Ketchum Advertising, Pittsburgh, named VP, associate creative director.

Elizabeth Brennan, account executive, Needham, Harper & Steers, Chicago, has been named account supervisor.

Debra Boyce, media buyer, Hubbard, Strumlauf & Loggins, Jacksonville, Fla., joins

M&N Advertising, Houston, in same capacity.

Milton Lowe, creative director, MCA Advertising, New York, joins N W Ayer there as copy supervisor. **Linda Wernick**, from Young & Rubicam, New York, joins N W Ayer there as media supervisor.

Jayne Henderson, account coordinator, Bozell & Jacobs, Atlanta, joins Ogilvy & Mather there as traffic coordinator.

Suzan Couch, VP, marketing services, Warner Amex Cable Communications, New York, and **Gail Trell Barker**, VP, sales and marketing, CBS Radio Division, New York, have formed marketing, advertising and sales consulting firm, CB Communication Inc., there.

Dale Sheets, from own artist management and personal representation firm, Dale Sheets & Associates, Los Angeles, joins Metromedia Producers Corp. there as VP.

Kei Takahashi, account executive, CBS Radio Spot Sales, New York, named New York sales manager.

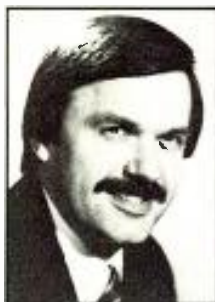
Robert Anderson, television coordinator, Oral Roberts, Tulsa, Okla., joins Michael R. Ellison Inc., advertising agency, Phoenix, as director of satellite media operations.

Stephen Mizner, recruitment advertising manager, The Adams Group, Washington advertising and public relations firm, named media supervisor.

Bud Kerr, art director, The Jaqua Co., Grand Rapids, Mich., advertising agency, named creative director, art.

Mark Mulch, sales manager, WPRC(AM)-WLRX(FM) Lincoln, Ill., joins United States Advertising Service, Amarillo, Tex.-based computerized co-op advertising service, as field representative, remaining based in Lincoln.

Richard Nickeson, manager of marketing communications, WISC-TV Madison, Wis., named executive director of marketing for parent, Morgan-Murphy Stations.



Ondrick

joins WTVH(TV) Syracuse, N.Y., as general sales manager.

Mike Dixon, local sales manager, WINK-TV Fort Myers, Fla., named general sales manager.

Beth Sullivan, account executive, WTHR-TV Indianapolis, joins WPDS-TV there as director

of sales.

Richard Whitson, president, Whitson & Associates, Los-Angeles based commercial production company, joins SelecTV, Marina Del Rey, Calif., as director of marketing.

Gerald Getz, advertising consultant, WSQV(FM) Jersey Shore, Pa., named sales manager.

David Krause, from WTVH(TV) Syracuse, N.Y., joins WIXT(TV) there as national sales manager.

Bill Weaver, general sales manager, WRTH(AM) Wood River, Ill., named national sales manager for WRTH and co-owned KEZK(FM) St. Louis. **Hank Poth**, local sales manager, KEZK, assumes additional duties as local sales manager for WRTH.

Jim Perrin, from WPTZ(TV) Plattsburg, N.Y., joins KKTU(TV) Colorado Springs as local sales manager.

Bob Ford, account executive, WDAM-TV Laurel, Miss., named to newly created position of local sales manager. **Jon Cameron**, from WXXX(AM), succeeds Ford.

Dale Coloma, from KGW-TV Portland, Ore., joins KPDX(TV) Vancouver, Wash., as advertising account manager.

Mike McCollum, account executive, KWWL-TV Waterloo, Iowa, named regional marketing specialist, newly opened Cedar Rapids, Iowa, office.

Harry Hoyler, from KKLR(FM) Edmond, Okla., joins KGMC(TV) Oklahoma City as account executive.

Teddi Morsello, news administration manager, WPLG(TV) Miami, joins WAXY(FM) Fort Lauderdale, Fla., as account executive.

Mary Beth Pytell, from CBS Spot Sales, Chicago, joins WLUP(FM) there as account executive.

Diane Comollo, account executive, WINF(AM) Manchester, Conn., joins WPOP(AM) Hartford, Conn., in same capacity.

Nicolette Constant, from Art Source Inc., Milwaukee, joins WEZW(FM) there as account representative.

Programing

John Reardon, director, central region, Warner Amex Satellite Entertainment Co., Chicago, named VP, national accounts.

Michael Clark, VP, current programing, Showtime, New York, joins Viacom Productions there in newly created position of VP, network sales.

Michael Grade, president, Embassy Television, Los Angeles, resigns to become independent producer in association with Embassy Television. No successor has been named.

Charles Simon, from own production company, One Up Productions, Los Angeles, joins Cannon Television, television production firm there, as executive VP.

Jonathan Salkin, director of new business marketing, Group W Cable, New York, joins Black Tie Network, New York-based producer and distributor of pay-per-view programing, as VP, marketing and affiliate sales.

CBS moves. In a series of three vice presidential appointments announced last week, CBS Entertainment President B. Donald Grant named Robert Silberling to the newly created post of VP, CBS Motion Pictures for Television, with Peter Frankovich, director of motion pictures for television, succeeding Silberling as VP, motion pictures for television. CBS Motion Pictures for Television is an in-house production unit, producing four to six films a year. Norman Powell, also a director of motion pictures for television, was named VP, production operations. In his new position, Powell will be responsible for production operations for CBS Entertainment programming from CBS/Fox studios in Studio City, Calif., where Silberling and Frankovich will continue to be based.

Harvey Shephard, senior VP, programs, announced two appointments. Gregg Maday, director, dramatic specials, has been named director, motion pictures for television, and Lauren Joy Sand, director, late night development, has been named director, dramatic specials. Maday will be based at CBS/Fox studios and Sand at Television City, Hollywood.

Bruce Krawetz, from WMAQ(AM) Chicago, joins WLS(AM) there as account executive.

Michael Hegyan, account executive, WLBS(FM) Mount Clemens, Mich., joins WSRF(AM)-WSHE(FM) Fort Lauderdale, Fla., in same capacity. **Lee Lilienthal**, account executive, WDVE(FM) Pittsburgh, joins WSHE(FM) in same capacity.



Kennedy

David M. Kennedy, executive VP, television, International Creative Management, New York, joins Taft Entertainment Co., Los Angeles, as senior VP.

Diane Seaman, director, daytime sales, NBC-TV, New York, named VP, daytime and children's program sales.

Paul Stupin, programing department, NBC Entertainment, Los Angeles, named manager, current drama programs.

Rick Devlin, from own New York-based consulting firm, joins ABC Radio Networks there in newly created position of VP, director of ABC Talkradio.

Gerald Levin, group VP, video, Time Inc., New York, elected to board of directors.

Appointments, Warner Amex Satellite Entertainment Co.: **Al Mazzoni** and **Beverly Weinstein**, New York group sales managers, MTV:Music Television, New York, to directors, advertising sales, Eastern region; **John Sykes**, director, programing, MTV, to VP, production and promotion; **Jerilyn Kessel**, manager, research, Movie Channel, to director, research; **Steve Seldmon**, manager, program research, to director research, Nickelodeon and MTV Music Television.

Bob Curtiss, VP, Arkoff International Picture Video, Los Angeles, joins newly formed distribution company there, Starways Television, as president and chief operating officer.

Dick Clair and **Jenna McMahon**, writers-producers for *Mama's Family*, which they based on characters from sketch they created as writers for *Carol Burnett Show*, have signed exclusive contract with Universal Television, Los Angeles, to create and produce series, movies for television and specials.

Mike Wise, former partner, The Production Company, Los Angeles, joins Barry & Enright Productions there as VP, motion pictures.

Mary Diane Leavitt, program manager, Catholic Telecommunications Network of America, New York, named director of program development.

Don Sundeen, from TM Companies, Dallas, joins Otis Conner productions there as marketing director. Otis Conner produces syndicated music for radio and television.

Frank Miller, VP, marketing, Group W Productions, joins Western-World Television, Los Angeles television programing distributor, in newly created position of executive VP, domestic distribution and program development.

Irwin Brodsky, manager, sports information, ABC, New York, named to new position of director of sports information.

Richard Abrams, director of marketing and sales, WGBH-TV Boston, joins TPC Productions, Philadelphia, as VP, sales. **Robin Ross**, from Adrian Riso Associates, New York, joins TPC Productions as executive producer.

Marcia Brazda, host, *PM Northwest*, KOMO-TV Seattle, and **Joel Loy**, co-host, *PM Magazine*, WOKR(TV) Rochester, N.Y., join WTTG(TV) as co-hosts of *PM Magazine*, premiering Aug. 8.

Tom Gorham, creative services director, WCHL(AM) Chapel Hill, N.C., named program director.

Shay Merritt, creative director, WBTV(TV) Charlotte, N.C., named executive producer, *PM Magazine*.

Charles Impaglia, manager of publications and special promotions and creative services manager, KCET(TV) Los Angeles, named manager, broadcast programing.

Donna Lusitana, producer, *A.M. Los Angeles*, KABC-TV Los Angeles, named executive producer, live programing. **Barbara Chacon**, associate producer, *A.M. Los Angeles*, succeeds Lusitana.

Tom Leykis, air personality, WQBK(AM) Albany, N.Y., named program director.

Dennis Marshall, assistant program director, KPLR-TV St. Louis, joins KGBT-TV Harlingen, Tex., as program director and promotion manager.

Michael Fields, executive producer, special projects, WNEV-TV Boston, named executive producer of new afternoon weekday program scheduled to debut next fall (BROADCASTING, July 18). **Vickie Jones**, coordinating producer, *LOOK*, WNEV-TV, will retain that title with new program.

Peggy Allen, producer, WMAQ-TV Chicago,

joins WCVB-TV Boston as coordinating producer, *Good Day Live*.

Ryan Tredinnick, operations manager, WECA-TV Tallahassee, Fla., joins WJKS-TV Jacksonville, Fla., as commercial producer for 17 Productions, commercial production subsidiary.

Margi Posten, from KYYF(FM) Kansas City, Mo., joins KMBC-TV there as announcer.

News and Public Affairs

Steve Ramsey, managing editor, KPRC-TV Houston, joins KTVH(TV) Wichita, Kan., as news director.

Harvey Cox, assistant news director, WRGB(TV) Albany, N.Y., joins WLSL-TV Roanoke, Va., as news director.

Michael Crew, executive producer, NBC-owned WRC-TV Washington, joins WNBC-TV New York as executive producer, *News 4 New York*.

Bruce Childs, news director, WANE-TV Fort Wayne, Ind., joins WOTV(TV) Grand Rapids, Mich., as assistant news director.

Dennis Hart, news producer, WJBK-TV Detroit, joins WKBW-TV Buffalo, N.Y., as assistant news director.

Richard Tuininga, executive producer, KPX(TV) San Francisco, joins WJBK-TV Detroit as assistant news director.

Bruce MacCallum, assistant news director and executive news producer, KMGH-TV Denver, joins WLS-TV Chicago as executive news producer.

Marty Aarons, weekend co-anchor, WXFL(TV) Tampa-St. Petersburg, Fla., joins KOA-TV Denver as executive editor and co-anchor.

Tracy Vosburgh, production manager, special projects, WETA-TV Washington, named production manager, *MacNeill/Lehrer NewsHour*, Washington, produced from WETA-TV studios. **Kwame Holman**, reporter and public affairs producer, WTOG-TV Savannah, Ga., joins *MacNeill/Lehrer News Hour* as Denver-based correspondent.

Bob Siegel, from KGBT-TV Harlingen, Tex., joins KOCO-TV Oklahoma City as reporter and weekend assignment editor.

Appointments, WPLG(TV) Miami: **Deborah Parks-Bunker**, news producer, to executive news producer; **Maury Olicker**, assistant public affairs manager, WTVJ(TV) Miami, to news operations manager; **David Duggins**, assignment editor, WSVN-TV Miami, to nighttime assignment editor; **Holly Teeter**, producer, KOMU-TV Columbia, Mo., to associate producer; **Vickie Frazier**, associate producer, to reporter; **Gerri Cohen**, public affairs reporter-producer, to morning cut-in anchor, and **Harold Davis**, photographer-editor, WFTV(TV) Orlando, Fla., to same capacity.

Victor Rocha, from KPOM-TV Fort Smith, Ark., joins KOLR-TV Springfield, Mo., as news producer.

Kimberlee Robinson McPike, from WDAY-TV Fargo, N.D., joins WTCN-TV Minneapolis-St. Paul as weekend producer-assignment editor.

Lori Dimiero, from KRBE(FM) Houston, joins KHTV(TV) there as news editor and host of public affairs program, *Outlook*.



Bill Burns, anchor-reporter for KDKA-TV Pittsburgh is celebrating his 30th year as a newsman for the station. Burns is shown (l) as he appeared in July of 1953 on the set of *World Tonight* news for then-WDTV(TV), and today, with daughter, Patti, who is also an anchor for the station.

Margaret Dore, from WTCN-TV Minneapolis-St. Paul, joins WJLA-TV Washington as late night news producer.

Andrew MacLeod, member of news staff, United Press International, Portland, Ore., named Alaska state editor for UPI's new Anchorage bureau.

Appointments, KIRO-TV Seattle: **Todd Smith**, producer, *Close Up*, to reporter; **Mary Mapes**, weekend news producer, succeeds Smith, and **Ann Hedreen**, news writer, to weekend news producer.

Charles A. Stewart, from Butterworth Systems, New York, joins MacNeil-Lehrer-Gannett Productions there as controller-treasurer. **William Lynch**, from Duart Film & Video, New York, joins MacNeil-Lehrer-Gannett Productions as director of operations.

Lisa Hart, assignment editor and morning anchor, WEVU(TV) Fort Myers, Fla., named 6 and 11 p.m. co-anchor.

Nick Young, anchor, WHDH(AM) Boston, joins RKO ONE radio network, New York, as anchor-correspondent.

Asa Dorfman, weekend anchor, WHN(AM) New York, named reporter-anchor.

Kathy Hart, associate producer, WNEV-TV Boston, joins WMTW-TV Poland Spring, Me., as co-anchor.

Max Leber, from KTVI(TV) St. Louis, joins KMOX-TV there to produce pharmaceutical reports in addition to his nationally syndicated *Corner Drugstore* program.

Lynne Easton, from KIRO-TV Seattle, joins KCRA-TV Sacramento, Calif., as co-anchor.

Ken Herrera, from WFAA-TV Dallas, joins KRBE(FM) Houston as afternoon co-anchor.

Karen Harch, reporter, WNEP-TV Scranton, Pa., named co-anchor, 6 and 11 p.m. newscasts.

Dave Bryan, reporter, Group W's WJZ-TV Baltimore, joins co-owned KPIX(TV) San Francisco in same capacity.

Marilou Johaneck, producer-writer, CNN, Atlanta, joins WJKW-TV Cleveland as reporter.

Steve Overton, from WCBD-TV Charleston, S.C., joins WTLV(TV) Jacksonville, Fla., as

reporter.

Mike Kaminski, news photographer, WJXT(TV) Jacksonville, Fla., joins WJKS-TV there in same capacity.

Kathleen Leighton, from KFAB(AM) Omaha, joins WOWT(TV) there as overnight reporter.

Joe Witte, chief meteorologist, WITI-TV Milwaukee, joins NBC News's *NBC News at Sunrise*, New York, as weather reporter.

Joseph Calhoun, from Freese-Notis Inc., Des Moines, Iowa, independent service providing weather information to radio and television stations without meteorologists, joins KETV(TV) Omaha as meteorologist.

Phil Benson, from KCCI-TV Des Moines, Iowa, joins WOWK-TV Huntington, W.Va., as weather anchor and general assignment reporter.

Technology

Dan Roberson, from Motorola, Los Angeles, joins Oak Communications, Santa Ana, Calif., as sales representative. **Karen Whately**, from MAI Basic Four, Tustin, Calif., joins Oak Communications, Concord, Calif., as sales representative.

Chuck Krone, central regional sales manager, Anixter Communications, Skokie, Ill., named Eastern regional manager, convertor products.

Stuart Katz, from Cambrai Clothing, Toronto, joins Teletrack, production facility, New Haven, Conn., as production associate.

Robert Stephens, from IBM, San Jose, Calif., joins ADDA Corp., Los Gatos, Calif., as VP, corporate administration.

Appointments, American Satellite Co., Rockville, Md.: **Arthur Parsons**, VP, marketing, to senior VP, marketing and business development; **Jerome Barnla**, assistant VP, strategic planning, to VP, corporate development and planning, and **Roy Lewis Jr.**, director, technical operations, TRT Telecommunications Corp., Washington, to VP, customer services.

John McCarthy, VP, Southern region, Dun & Bradstreet Marketing Services, Atlanta, joins

Viewdata Corp. of America, Miami Beach, Fla., as director of business information for its Viewtron videotext service. Viewdata is subsidiary of Knight-Ridder.

Peter H. Knudson, associate director of plant facilities planning, CBS Television Network, New York, and **Robert L. Benson**, president, Skirpan Lighting Systems, Seattle, have formed studio design consulting firm, Knudson & Benson Associates, Mercer Island, Wash.

Jerry Moore, national marketing director, telecommunications products division, Amplica Inc., Newbury Park, Calif., named VP, sales and marketing TPD division.

Carl Weidman, product marketing manager, Tocom Inc., Dallas-based manufacturer of cable communications equipment, named director of marketing.

John Pennington, from WSBT-TV South Bend, Ind., joins WHAS-TV Louisville, Ky., as technical director. **Jim Pile**, engineer, WHAS-TV, named technical director.

Terry Boles, group personnel director, switching group, NEC America, Dallas, joins TOCOM, manufacturer of interactive cable communications systems there, as director of human resources.

Eric Rowland, from C-Cor Electronics, State College, Pa., joins Magnavox CATV Systems, Manlius, N.J., as product specialist, converter products.

Fred Barbieri, chief technical supervisor, WCBS(AM) New York, named director, technical operations, WCBS-AM-FM there.

Richard Ober, technician, WCVB-TV Boston, named engineering maintenance supervisor.

Paul Bennett, ENG maintenance engineer, WTLV-TV Jacksonville, Fla., joins WJKS-TV there as maintenance supervisor.

Doug Lewis, from WFMI(FM) Winchester, Ky., joins WKYT-TV Lexington, Ky., as weekend audio technician.

Promotion and PR

Diane Bagwell, promotion manager, WIS-TV Columbia, S.C., named program-promotion manager.

Don Marion, freelance producer-writer, Los Angeles, joins KTPX(TV) Odessa, Tex., as director, advertising and promotion and weekend weather anchor.

Sandy Poulin, sales representative, WRR(FM) Dallas, named promotion director.

Beverly Martinez, member of staff, KWGN-TV Denver, named manager of community relations.

Linda Bayley, promotion manager, KCRA-TV Sacramento, Calif., named head of newly created creative services department.

On board. Robert Hynes, NBC vice president for legislative liaison in Washington, who will succeed Peter Kenney, NBC vice president, when Kenney resigns in October, will replace him on the National Association of Broadcasters television board, effective today (Aug. 1).

C. Michael Harwell, director of advertising and promotion, KTXA(TV) Fort Worth, joins KGMC(TV) Oklahoma City as director of creative services.

David Smith, promotion manager, WCMH-TV Columbus, Ohio, joins KUTV(TV) Salt Lake City as marketing director, responsible for all promotion services for station.

Pamela Rodi, manager of creative services, Polygram Records, New York, joins KYW(AM) Philadelphia as promotion manager.

Allied Fields

Robert Foosaner, deputy chief, Private Radio Bureau, FCC, Washington, named chief of bureau.

Rita Weiskoff, consultant, Computerworks, Westport, Conn., has joined Council of Better Business Bureaus, New York, as director. Children's Advertising Review, National Advertising Division. Advertising guidelines published by division are expected to assume greater role with demise of National Association of Broadcasters Television Code.

Philip Verveer, from Pierson, Ball & Dowd, Washington, and former chief of Common Carrier, Broadcast and Cable Television Bureaus, FCC, Washington, joins Willkie Farr & Gallagher, Washington, as attorney, specializing in telecommunications.

Richard Carlton, head of own firm, Carlton Communications, New York, and former deputy director, American Film Institute, Washington, joins International Council of National Academy of Television Arts and Sciences there as executive director.

CBS Correspondent **Eric Sevareid** has been awarded first Lowell Thomas award from Marist College, Poughkeepsie, N.Y., for having "imagination, courage, ambition and humanity of Lowell Thomas."

Sam Donaldson, chief White House correspondent, ABC News, will receive Lowell Thomas award for electronic journalism from International Platform Association at its annual convention in Washington.

Elected officers, central Florida chapter, International Television Association, Orlando, Fla.: **Catherine Malatesta**, Global Video Communications Corp., Orlando, chairman; **Steven Kartholl**, Image Resources, Winter Park, Fla., vice chairman-director of programs, and **Jim Lewis**, Communications Concepts, Cape Canaveral, Fla., secretary-communications director.

Jack Shelley, member of accreditation committee, American Council on Education for Journalism, and former news director, WHO-AM-TV Des Moines, Iowa, and professor of journalism, Iowa State University, will receive first Distinguished Broadcast Journalism Educator Award from Association for Education in Journalism and Mass Communication.

Elected officers, Station Representatives Association, New York: **Walter A. Schwartz**, president and chief operating officer, Blair Television, president; **Bill Fortenbaugh**, VP, stations, Atlantic division, Katz Radio, treasurer, **Victor R. Ferrante**, senior VP, Katz Television, secretary; **David S. Allen**, presi-

Four Star fatality. Henry Harrison Kyle, president and chief executive officer of Four Star International, the Los Angeles-based television and motion picture syndication firm, was shot to death July 22 by an unknown assailant or assailants at his Bel Air, Calif., home. Kyle, 60, became head of Four Star in September, and had moved into his new home only four months ago. Kyle's 19-year-old son, Rick, was also shot, but later released from UCLA Medical Center after treatment for a fractured elbow. Kyle, who was divorced, is survived by two sons. A successor has not been named.

dent, Petry Television, VP, television, and **Michael Bellantoni**, executive VP, Torbet Radio, VP, radio.

James H. Spalding Jr., VP and chief financial officer, One Pass Video, San Francisco, has formed own production consulting firm there.

Elected officers, Georgia Association of Broadcasters, Atlanta: **John Lauer**, WGST(AM)-WPCH(FM) Atlanta, president; **Fred Newton**, WMAZ-AM-FM Macon, vice president, radio; **Doug Oliver**, WALB-TV Albany, Ga., vice president, television, and **Sandy Gwyn**, WRFC(AM) Athens-WFOX(FM) Gainesville, treasurer.

Elected officers, Philadelphia chapter, American Women in Radio and Television: **Marianne Ham**, Campbell Soup Co., Camden, N.J., president; **Gay Ball**, WTAJ-TV Philadelphia, president-elect; **Sheila Nachemson**, Broadcast Enterprises National, Philadelphia, treasurer, and **Carolyn Tyson**, associate producer, KYW-TV Philadelphia, secretary.

Deaths

Richard William Howell, 76, retired chairman, Roanwell Corp., New York-based former manufacturer of broadcast equipment, died of cancer July 24 at Greenwich (Conn.) hospital. He is survived by his wife, Eileen, son and two daughters.

Hal Stroube, 62, head of Hal Stroube Communications, Washington public relations firm, died of pneumonia July 21 at his home in Washington. He is survived by his wife, Rosalie.

Bill McAlister, 43, president and general manager, McAlister Television Inc., licensee of KAMC(TV) Lubbock, Tex., and KMCC(TV) Clovis, N.M., died of heart attack June 27 at his home in Lubbock. He is survived by two sons and daughter.

Pat Hernon, 59, sportscaster, WINS(AM) New York, died of cancer July 21 at his home in Pelham Manor, N.Y. Before joining station, he was sports commentator and weather reporter for NBC-TV. He is survived by his wife, Vivian, son and daughter.

Ann Tyrrell, 74, television actress in *Private Secretary* and later *The Ann Southern Show* died of heart attack July 20 in Pasadena (Calif.) hospital.

Harvey Shephard: a hit in CBS programing slot

If fate had not intervened, Harvey Shephard might be plotting and second guessing on Wall Street instead of Hollywood's "Restaurant Row." The executive who now directs much of the CBS Television Network's entertainment programing originally hoped to be a stock broker, but there weren't many openings for a Brooklyn-bred, City College-educated economics major in the late fifties, especially one who was not "well-connected" and couldn't promise to bring lucrative accounts with him.

"In a sense, it would have been a little like programing," reflects Shephard, senior vice president in charge of programs for CBS Entertainment. "Instead of picking programs, I'd be picking stocks. I was fascinated by the excitement of the stock market—the forecasting, trying to evaluate where the economy is going, and which industries will do well."

A friend at ABC suggested he give advertising research a try, and for the next nine years Shephard worked his way up through a succession of agency positions, encountering a new fascination: television programing.

"In addition to my other functions, one of my jobs was to evaluate television shows for the television department [at Lennen & Newell Advertising]," Shephard recalls. "I enjoyed estimating how television shows would perform and how they were put together." But his primary responsibilities lay elsewhere, and within a few years Shephard became bored.

"The man who hired me [at the agency] was Arnold Becker, who left about six months after I joined to return to CBS as research director," Shephard continues. "After about five years I got a call from Arnold Becker asking me to work for him at CBS. I decided to try it."

Over time, Shephard became friendly with then-CBS programing chief Mike Dann, who began inviting the young audience measurement director to programing meetings and encouraging his interest in program strategies.

"After Mike Dann left, Fred Silverman became head of programing, and two years later asked me to join him as his assistant. I would work with him on strategy, scheduling and the design of advertising of promotional campaigns. I just felt that in the research department I had really done everything...So I decided to take a chance at programing."

It's a decision Shephard hasn't regretted. A series of promotions has landed him in what he agrees is a "hot seat," responsible for all dayparts of the CBS-TV schedule and planning of specials, mini-series and a large made-for-television motion picture slate.

"I find this much more gratifying than Wall Street would have been," he says. "You have control over things to a much greater degree, I think." Nevertheless, "you're never in a position to really relax," he says. "Competition from everywhere is so intense that you really have to try and be a step ahead of everyone



Harvey Shephard—senior vice president, programs, CBS Entertainment Division, Los Angeles, b. April 20, 1937, New York; B.A., economics; City College of New York, 1958; media researcher, advertising bureau, American Newspaper Publishers Assn., 1958-61; U.S. Army, 1961-62; associate media director, Lennen & Newell, 1962-67; manager, audience measurement, 1967-69; director, audience measurement, 1969-73; director, program projects, 1973-75, and vice president, program planning, 1975-77, CBS-TV; vice president, programs, New York, CBS Entertainment, 1977-78; vice president, program administration, CBS Entertainment, 1978-80; vice president, programs, CBS Entertainment, 1980-82; present position since November 1982; married Dale Dotle, 1963; children—Greer, 16; Kimberly, 14; Gregory and David (twins), 12.

else."

Shephard has earned a reputation as a consistently successful programmer, insuring CBS's prime time leadership and making bold moves to bolster two admittedly troublesome areas, daytime and Saturday morning. Rather than try to win every daypart at once, his philosophy is to build upon individual victories.

At the same time, Shephard acknowledges that television viewing habits have changed markedly over the last several years, requiring shifts in strategy. "One has to offer alternatives—true alternatives—that viewers can't get anywhere else."

The success of mini-series is one indication networks can still attract large audiences with "bolder and more flexible programing," he contends. CBS will air four mini-series this season and as many as five in 1984-85.

"Two years ago I adopted a new strategy," he explains. "I felt that the increasing penetration of cable had seriously eroded the audience base of theatrical films and that there was no way we could count heavily on them anymore. Consequently, we were the only network that went all out and really cut back tremendously in terms of our theatrical movie

buying, and put the money into made-for-television movies." As a result, CBS saw its strongest made-for-television films outperform many strong theatrical titles during the subsequent two years.

CBS—in a controversial move—is scheduling three movie nights for the first few months of the new fall season, a strategy Shephard terms "defensive." All but about 20% of the product is original, and follows new series at 8 p.m. (NYT) that the network is trying to develop.

"If one of those shows works at 8 o'clock then we can drop the movie from 9 to 11 and put series programing during that time. It's sort of like a military strategy," he says. "Each step is an attempt to dominate the evening. We'll take one night at a time."

The strategy also reflects Shephard's conviction that the traditional fall premiere week may have become outmoded, a victim of increasing audience fragmentation and the realization that "stunting" and "hying" of specials, sports events and new series has created a difficult climate for new entrants.

"I feel the success rate of mid-season shows, because you can pick your spots, promote them heavily, and so on, is much higher than in the fall. We've put a much greater effort on mid-season series," he points out.

Another problem in developing series programing, Shephard believes, is "the tremendous grind of series television" for those involved.

"Having to turn out 22 or 24 shows every season that are well written and funny is a tremendous creative demand. The result is that the better writers in town will agree to do a pilot or work on the first few episodes, but there's no way you're going to get them to make a full-season commitment," Shephard observes.

Made-for-television films and mini-series are often more attractive to the creative community, as budgets have escalated and scripts have improved.

Despite his own background in research and advertising, and many years in network programing, Shephard confesses to using some less-than-scientific methods to evaluate new programs on occasion:

"My [four] children and my wife play an active role. I always bring things home for them to screen, because I always feel that they're very objective. You can always tell with children—when they start getting restless and going for drinks and things you know that you have a loser."

When not watching television himself, Shephard enjoys travelling and dabbling in the stock market. He is also a connoisseur of fine food and wine. He maintains an office at Television City in Hollywood and lives in Los Angeles.

"I enjoy what I do," Shephard enthuses, "and as long as I'm successful will continue to do it. I'm about to go into my fourth season as head of television [programing] and am still not tired of it."

In Brief

Detroit city council unanimously approved application of **Barden Cablevision to wire city's 460,000 homes** last Thursday. Two lawsuits have been brought by losing bidders in process, however, City Communications Inc. and Detroit Inner-Unity Bell Cable.

Proposed modification of plan to **merge three movie studios with Showtime and Movie Channel**, second and third largest pay television networks, **has failed to win Justice Department approval**. Anti-trust division chief William Baxter on Thursday notified parties that despite revisions they had made after original proposal was found wanting, Justice would sue to block it if they attempted to proceed.

CBS and Broadcast Music Inc. wound up their court battle last week with negotiated agreement providing for CBS to acquire licenses to use BMI music in nonnetwork programming of its five O&O stations ("In Brief," July 25). Money details were not disclosed. Best available estimate was that CBS would pay BMI about \$1.95 million this year. As in earlier BMI deals with ABC and NBC, CBS's payment will be subject to retroactive adjustment based on outcome of so-called all-industry suit against both BMI and ASCAP, now on appeal after district court victory by stations.

FCC Mass Media Bureau has dismissed personal attack complaints by group of Protestant churches and Washington Office of Latin America **against CBS** over January 60 Minutes presentation, "The Gospel According to Whom?" Church groups including United Church of Christ, contended that program said they were "doing the work" of international communism without knowledge of their members. WOLA alleged program had referred to it, in effect, as front for covert church activities aimed at aiding Marxist groups. Bureau, however, said only issue concerned expenditure of church funds. "We do not believe CBS was unreasonable in determining that this itself was not a controversial issue of public importance which would invoke the personal attack rule," bureau said. "Therefore, it is not necessary to reach the question whether the material broadcast contained personal attacks on complainants since an attack, itself, does not constitute a controversial issue of public importance."

Providence, R.I.-based **Outlet Co.**'s board of directors unanimously **approved merger agreement with Rockefeller Center Inc.** RCI had

previously ratified contract to buy group owner of one AM, five FM's and five TV's for \$45.33 per share for total of \$332.1 million. Outlet said transfer and assignment applications would be filed this week at FCC.

National spot radio dollars for first half of 1983 stand at **\$329.6 million**, up 10% over same period last year—according to data released last Friday (July 29) by Radio Expenditure Reports Inc. (RER), which relies on financial information supplied confidentially by 15 rep firms. RER also reported spot sales for month of June up 11.5%.

ABC-TV was back on top, but by only one-tenth of rating point, in **weekly daytime ratings** as of Friday, July 22, averaging 7 rating/2 share to CBS-TV's 6.9/24 and NBC-TV's 5.4/19. Stronger performance by ABC, which had been displaced from first place for three prior consecutive weeks by CBS-TV, is attributed to stronger performance by its overall lineup. Its programs won eight of 11 competitive half hours, but its recently launched new daytime drama *Loving*, slipped from 4.1/16 the week before to 3.9/15. ABC spokeswoman noted last week network anticipated temporary rating decline and possible slippage of whole lineup to second place a price for launching *Loving* and recalled it took *All My Children* now one of network's highest-rated serials, two years at or near bottom of ratings pile to develop its audience. (*Loving* was 21st last week out of 26 programs) In highly competitive early-morning network news race, ABC's *Good Morning America* averaged 4.3/24 in its most recent week (ending July 22), while NBC's *Today* came in second (3.7/21) and *CBS Morning News* (3.3/19) finished third. *The Hamptons*, new summer-replacement prime time series launched on ABC last Wednesday from 9 to 10 p.m. squeaked past NBC to win its time period, averaging 13.8/25 against NBC's 13.1/24.5 for *Facts of Life* (15.2/28) and *Buffalo Bill* (11.8/21) and CBS TV's three-hour movie, *Ordeal of Dr. Mudd* (9/17).

Senate Appropriations Committee last week passed funding measure allocating **\$86.4 million to FCC for fiscal 1984**, \$6.5-million increase over FCC's FY 1983 budget. Measure also includes funding for Federal Trade Commission and National Telecommunications and Information Administration. Bill allocates **\$59.5 million to FBI** for FY 1984, \$4.1 million decrease from FY 1983, and **\$12.7 million**

Radio Marti maneuvering in the Senate

The Senate leadership brought the Radio Marti bill (S.602) to the floor last Thursday (July 28). And while preliminary votes indicated the leadership has the votes to prevail, opponents appear determined to mount a filibuster to force the Senate to make major changes in the bill that, as now drafted, would authorize the creation of a new AM station to broadcast news of Cuba to that country. The debate was suspended on Friday when opponents managed to have the bill withdrawn through a parliamentary maneuver.

Opposition was led by Senator Lowell Weicker (R-Conn.), who contended that Cubans already receive a variety of programming broadcast by American commercial stations. Another station is needed, he said, "as much as we need another team in the U.S. Football League down there." He is also known to share broadcasters' concerns that Radio Marti would exacerbate the interference problems Cuba is already causing them. Senators Edward Zorinsky (D-Neb.) and Charles E. Grassley (R-Iowa) expressed those concerns in supporting Weicker on the floor.

Technically at issue before the Senate was a request for a waiver of the Budget Act. Weicker lost on two efforts to have the request recommitted to committee. Weicker lost on one motion, 61-33, and on the other, 62-33. The waiver motion itself passed easily, 64-30. But opponents managed to have the bill withdrawn from the floor when they said they would call for a point of order on the bill on the ground that it failed to contain a regulatory impact statement.

That technicality is easily remedied. But the parliamentary success bought the opponents—who had been caught by surprise

when Majority Leader Howard Baker (R-Tenn.) brought the measure up—additional time to organize their forces. When it became evident on Thursday that the Weicker forces were prepared to mount a filibuster, Baker had said he would file a cloture motion to shut off debate. And while Baker appears to have the necessary votes, the rules still would permit extended debate.

And the Weicker forces appear determined to use the leverage that would give them to persuade the leadership to accept an amendment that had been offered in the Senate Foreign Relations Committee, and lost by a single vote. The amendment, introduced by Zorinsky, would incorporate Radio Marti within the Voice of America station on Marathon Key, Fla., which broadcasts on 1180 khz. Weicker said: "At such time as anyone wants to arrive at an accommodation to achieve a particular purpose, to have it achieved through the Voice of America, speaking for this senator, at least, I will be glad to accommodate that point of view."

While debate on the bill had begun in the Senate, there were reports that Radio Marti supporters in the House would attempt to reshape the bill more to their liking before it reached the House floor. Sources said they expected the House Foreign Relations Committee to attempt to persuade the Rules Committee to eliminate some or all of the amendments Radio Marti critics had managed to attach to the legislation (H.R. 2453) in the House Energy and Commerce Committee (see page 40). A Foreign Relations Committee staffer said that the question of whether to oppose any of the amendments was "not germane" was being discussed with the House parliamentarian.

for NTIA in FY 1984, \$607,000 rise from FY 1983. NTIA's public telecommunications facilities, planning and construction program received \$11.9 million, \$3.1-million drop from its FY 1983 budget.

"Broadcast Regulation Reform: Responding to Community Needs in the Absence of Comparative Renewals—The KTTL Case and Other Issues" is topic of hearing scheduled Thursday (Aug. 4) by House Telecommunications Subcommittee. Testimony from hearing is expected to aid legislators in drafting of broadcast deregulation legislation under consideration by subcommittee. Part of hearing will focus on controversial KTTL(FM) Dodge City, Kan., comparative renewal case before FCC (see story, page 47). Subcommittee has invited KTTL's co-owner and general manager, Nellie Babbs, to testify. Other witnesses include: Newton Minow, former FCC chairman, attorney with firm representing Dodge City Citizens for Better Broadcasting; Charles Ferris, former FCC chairman; James Lynagh, president of Multimedia Broadcasting; Joel Chaseman, president Post-Newsweek Stations; Naomi Kauffman, lawyer also representing citizens group, and Everett Parker, United Church of Christ.

California Superior Court Judge Jack W. Swink was scheduled to rule last Friday (July 29) on motion by attorney representing Lynwood, Calif., physician Carl A. Galloway seeking new trial in Galloway's slander suit against CBS News and former 60 Minutes correspondent Dan Rather. Attorney Bruce Friedman had filed motion on Galloway's behalf July 11 (BROADCASTING, July 18), claiming jury misconduct, improper instructions to jury and questionable evidence related to Galloway's first trial, which resulted in June 6 decision favoring CBS. Network filed brief with court July 21 in opposition to motion for retrial, asking that jury's 10-2 verdict favoring CBS be retained and claiming decision represented "a paradigm of judicial fairness and vigorous advocacy." If verdict is allowed to stand as rendered, Friedman and Galloway have said they will file appeal to higher court.

National Black Media Coalition, Washington civil rights organization, has received KIEL(AM) Jacksonville, Ark., as donation from Kezo Limited Partnership. Partnership recently purchased KXLR(AM) North Little Rock, Ark. (BROADCASTING, May 30), in same market, and had to divest itself of KIEL in order to comply with FCC duopoly rules. Partnership is owned by general partner Robert Understein and group of eight limited partners including Washington communications attorneys Jason Shrinsky, Bruce Eisen and James Weitzman. NBMC Chairman Pluria W. Marshall said it received station when plans to donate facility to "local black college in Little Rock" fell through. Estimated price range: \$200,000-\$250,000.

For second time in four months, Standard & Poor's lowered its debt rating on Warner Communications Inc., citing "rapid deterioration of price and profitability in the video game and home computer markets" (see story, page 50). S&P lowered WCI's senior debt from AA-minus to A-minus and its subordinated debt from A-plus to BBB-plus. It also lowered commercial paper rating from A2 to A1-plus. S&P last month put WCI on its Creditwatch list, usual indication that change is in wind. Earlier in week, Moody's Investor Service also downgraded about \$800 million of WCI's debt, citing similar reasons to S&P.

The Los Angeles Olympic Organizing Committee has signed agreements with 19-nation Organization Television de la Ibero-Americana and consortium of Canadian broadcasters for television coverage of 1984 summer Olympics in Los Angeles. Canadian group is paying 3 million and Latin Americans \$2.155 million for TV rights. AOOC has agreements now covering more than 100 countries. Negotiations are pending with nations or groups in Eastern Europe, Caribbean, Arab states, China and much of Asia. ABC, which paid \$225 million for U.S. broadcast rights, is acting as "host broadcaster" for games and preparing 100,000-square-foot International Broadcast Center in Hollywood.

Initial decision, FCC administrative law judge has granted application of MCI Cellular Telephone Co. for nonwireline cellular radio fran-

chise in Pittsburgh. Competing applications of Celcom Communication Corp. of Pittsburgh, subsidiary of group broadcaster, Associated Communications Inc., and Cellular Mobile Systems of Pennsylvania Inc., which is wholly owned subsidiary of Graphic Scanning Corp. were denied.

Communication Workers of America has said its members have authorized strike against AT&T if new contract isn't negotiated by Aug. 6. AT&T spokesman, however, said contract talks are proceeding. AT&T has "every confidence" that parties will be able to come up with new contract before old one expires, he said.

Shane O'Neil executive VP, RKO General, and son of chairman of board, Thomas F. O'Neil, has been named president and chief operating officer, succeeding Frank Shakespeare, president, who becomes vice chairman. Change was part of restructuring to form "office of the chairman" comprising junior and senior O'Neil's, and Hubert J. DeLynn, who continues as vice chairman of board and was named to additional post of chairman of executive committee.



O'Neil



Breitenfeld

Frederick Breitenfeld Jr., executive director of Maryland Center for Public Broadcasting and founder of Maryland public television, is leaving that post after 17 years to become president/general manager of noncommercial WHYY Inc., comprising WHYY-TV Wilmington, Del. (Philadelphia) and WHYY-FM Philadelphia. He succeeds James Karayn, who has not announced his future plans. Breitenfeld's successor has not been chosen, but search committee has been appointed. Warren Park, center's programming and operations director, is acting director in interim.

Tom Ellis, Republican nominee for seat on Board for International Broadcasting, withdrew his name from consideration last week after majority of members on Senate Foreign Relations Committee raised serious objections to his appointment. (Senators also asked White House to withdraw Ellis's name.) Democratic members led by Senator Paul Tsongas (D-Mass.) expressed concern about Ellis's background (see story, page 46) and stated strong objections to his appointment.

Maxwell McCrohon, vice president, news, for Tribune Co., Chicago, has been named editor in chief of United Press International by Douglas Ruhe, managing director, and William J. Small, president of UPI. Appointment becomes effective Aug. 15. McCrohon succeeds H.L. Stevenson, who was earlier named vice president, editorial, for news service.

Sigma Delta Chi Foundation has been given \$25,000 grant to provide scholarships and fellowships for broadcast journalists. Grant, honoring Sol J. Taishoff, co-founder, editor and chairman of BROADCASTING, who died last August, was given by BROADCASTING/Taishoff Foundation. Taishoff was president of Society of Professional Journalists, Sigma Delta Chi, in 1956 and was first president of organization to come from broadcast ranks.

Editorials

If the truth were known

House Telecommunications Subcommittee Chairman Tim Wirth has done the cause of objectivity little good in selecting KTTL(FM) Dodge City, Kan., as the example around which he plans to examine the contribution of the comparative renewal process to the betterment of American broadcasting (in hearings scheduled for this Thursday; see "In Brief"). Given the odious circumstances surrounding that station's recent notoriety (it is the subject of FCC review for broadcasting attacks on Jews, blacks and others), it is hard to escape the impression that Wirth is no great enthusiast of introducing a new measure of license stability to the industry over which he holds such sway.

There are several things wrong with singling out the KTTL case, not the least of them a congressional body's scrutinizing in public a case that has yet to undergo its due process at the FCC. From the standpoint of propriety, not to mention legality, it just isn't done. And while advancing so conspicuous a "worst case" as though it had any relevance to the industry at large may be effective in debate, it is poorly recommended in the making of law.

Those reservations aside, it is clear that Chairman Wirth is within his rights in drawing up the agenda as he sees fit, and in requiring his witnesses to answer the hard questions as well as the easy ones. What all must hope will emerge from the testimony next Thursday is no more nor less than the truth: that for every KTTL that may bring shame to the broadcast brotherhood there are roughly 10,000 others that do it honor.

□

Uncomfortable footnote: This is far from the last that broadcasters will hear of the KTTL case. It is likely to come up whenever deregulation is at issue, and especially when First Amendment questions arise. The industry's position must be that KTTL is fully entitled to constitutional protection, and the government must not be allowed to silence it. In the best of all possible broadcasting worlds—which is to say, fully protected by the First Amendment—there might well be more than one such station. The country can take it.

A deal is a deal is a deal

Three priorities rank first at the National Cable Television Association these days: deregulation, deregulation and deregulation. In legislative terms, that means the effort in the House of Representatives to draft a companion to the Senate's S. 66, passed seven weeks ago after a massive lobbying campaign. As far as the cable industry is concerned, nothing could be more important—it is almost as though large segments of cable's future have been put on hold until the House adds its chapter to the industry's "enabling" charter.

The importance of an eventual House bill to the country's telecommunications future cannot be underestimated. Thus the increasing alarm over the way one key player in the legislative scenario seems suddenly to be wavering. That's the National League of Cities, whose critical compromise with the NCTA on March 6 last opened the way to eventual passage of S. 66. As this magazine has had repeated occasion to report in recent weeks, NLC seems on the verge of reneging.

Officially, the league still says it supports S. 66 and the principles for which it stands. At the same time, however, NLC now says it will not oppose efforts by any of its member cities to seek modifications in the House bill that would violate the basic compromise. "A mere reaffirmation of routine NLC policy," said one

league official. From here it sounds more like an invitation to mutiny.

And now it appears the NLC itself may raise a hand to offer objections of its own to the compromise it led the nation's lawmakers to think was considered national municipal policy on which they could rely. As reported in last week's "Closed Circuit," revision or elimination of at least four tenets of the compromise may be sought by NLC.

In the end, we think it will take more than waffling by one party to deny cable and the country the legislation they so sorely need. But how much better for all if the league would stand by the deal it made so shortly ago. It's hard enough to fight today's and tomorrow's battles; it can be downright demoralizing to have to fight yesterday's all over again.

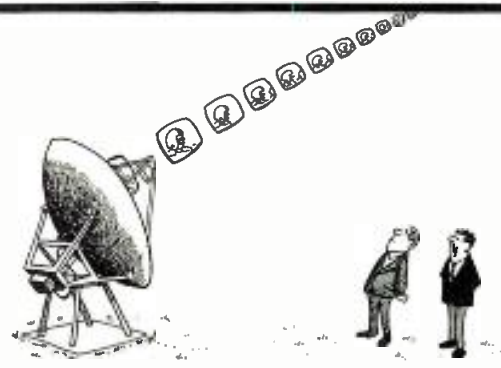
Best, brightest and bountiful

Local news coverage may not be the lifeblood of a television station, but it comes close. It is certainly the most important service most stations can offer. The quality with which it is done is what distinguishes the station in the eyes of its viewers.

The latest evidence—30 pages of it, in a special report in last week's issue of this magazine—leaves little doubt that local TV news is still making strides in both quantity and quality. Or, perhaps more accurately, the quantity of quality is still increasing. The 30 pages present a montage of hundreds of what the editors who researched it called some of "the best and the brightest" examples they had found in this annual review.

We were impressed by the number, but more than that by the enterprise, ingenuity, persistence and in some instances physical courage involved, and above all by the maturity and professionalism reflected in the coverage. We were struck by the breadth and depth of subjects dealt with in enterprise reporting, and by the obvious willingness in so many cases to spend large amounts of money—and development time—to cover deserving issues.

This does not mean that all of local TV journalism is great, or even good. After all, a collection representing "the best and the brightest" eliminates, by definition, the average, the sub-par and the just plain poorly done. All these categories are still represented much too often on the home screen. But as the incidence of quality increases, it is almost axiomatic that improvements are also occurring down the line. Local TV journalism still has a way to go, but it's on the right track and getting better—an improvement that not only serves the viewer but will heighten his regard for the stations that provide it.



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JIM BETHKE
General Manager
WVMS/WROE-FM
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CASE HISTORY: APPLETON/OSHKOSH, WISCONSIN

	BIRCH	ARBITRON
Metro HH Sample Size	1,598	258*
Measurement Period	Year-Round	Apr.-June Sept.-Nov.
Number of Reports	4 Quarterlies, Monthlies Avail.	2 Semi-Annual Reports
Demographic Breaks	42	29
Dayparts	44	37
Annual Qualitative		
Product Categories	62	0
County by County	In Book	Extra Cost
Location of Listening	In Book	Extra Cost
Cume Duplication	In Book	Extra Cost
Audience Composition	In Book	Extra Cost
Tape Service Available	Yes	Yes
Data Base Access	DataNow	AID

For more information, call David Gingold, Vice President (305) 753-6043.

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* ARB Metro Household Sample Size is based on Fall, 1982 Quarterly Survey Period and is estimated based on average of 2.5 respondents per household.

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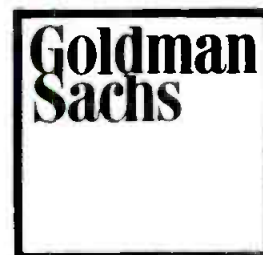
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July 18, 1983