Wishing you a happy and prosperous 1984.

EYEWITNESS NEWS
Minneapolis/St. Paul

For further information, call KSTP-TV Sales at (612) 646-5555 or your nearest Petry office.
#1 IN AMERICA*

EYEWITNESS NEWS

WEEKNIGHTS AT 6PM

WBNS

COLUMBUS, OHIO

Contact your WBNS Sales Representative at (614) 460-3700, or your nearest Blair office.


National rankings based on published report in the September, 1983 issue of "TV/Radio Age."

Mon.-Fri. average, HHI Shares, Top 50 Television Markets.
"SCTV is the funniest show on the air and maybe the best too."
—TIME

NOW AVAILABLE WORLDWIDE

“Uproariously funny”—CHICAGO SUN TIMES
“Funny, fresh and frisky”—DALLAS TIMES HERALD
“Laugh for laugh, the biggest howl on TV”—LOS ANGELES TIMES
“Extraordinary staging and writing—and a cast that is the most versatile and brilliant comedy group ever to operate on TV”—SAN FRANCISCO EXAMINER

BLAIR ENTERTAINMENT
1290 Avenue of the Americas • New York, NY 10010 • (212) 603-5990
NO GAMBLE.

Feeling tense, irritable, unsure of how to program those problem time periods? Tired of taking chances and risks? Do your instincts tell you TV viewers are newsed-out, informationed-out, talked-out, bummed-out and craving NEW 1ST RUN ENTERTAINMENT?

ROLL THE DICE AND COME UP A WINNER!
Orion Entertainment is pleased to introduce the new game in town. With a proven concept and a legacy of rating success on NBC daytime, "The New High Rollers" will maximize your chance of success. Access, early fringe, daytime... anytime.

**THE NEW HIGH ROLLERS**

ALL NEW 1ST RUN PRODUCTION! AVAILABLE FOR STRIPPING FIVE TIMES A WEEK

**CASH! PRIZES!**

EXCITEMENT! FUN! THRILLS!

NEW YORK (212) 758-5100
LOS ANGELES (213) 557-8700
CHICAGO (312) 346-9142
ATLANTA (404) 434-6158
Well, not quite. You see, the people who appear on the new, comedy-music series, Puttin' On The Hits, are really ordinary folk from everyday life who mimic and lip-sync the hit recordings of some of today's top artists—re-creating in spectacular fashion the make-up, the hairstyles, the costumes... every movement and every gesture of their favorite performers. Nothing is spared to create the illusion of the real thing!

It's fast, outrageous, wildly funny and totally unpredictable! Just imagine, hilarious put-ons of Michael Jackson, Kenny Rogers & Dolly Parton, Diana Ross, John Travolta and Stray Cats... so ingenious you can barely tell them from the originals!

Celebrity judges award big cash prizes. But everyone is a winner as manicurists, garage mechanics, cooks, lawyers, bank tellers, students and bakers shine for one exhilarating moment in the spotlight of glamour and glitter!

Puttin' On The Hits is a perfect way to reach big audiences of young adults, teens and kids—week after week! You gotta see it to believe how good it can be!
Case Closed: FCC ends children's television rulemaking. It says broadcasters still have to serve programing needs of children, but leaves implementation to the licensee's discretion. Page 35.


Hold That Line: NFL football ratings are significantly down. Network officials cite poorer matchups among reasons for decline. Page 37.

Expert Look: Observers believe Showtime-Paramount deal will make pay cable industry more competitive. Page 38.


Set for Launch: Microband Corp. of America readies to provide "wireless cable" systems later this year. Page 40.


Business 1984: The year may not be as good as initial expectations, in spite of the upcoming elections and Olympics, but analysts still see profitable year. Cable earnings expected to show improvement as debt load is reduced. Page 48.


Advertising 1984: Major agency executives see double-digit year ahead boosted by Olympics time sales. Page 62.

Journalism 1984: Election and Olympics year challenges electronic journalists this year. Page 64.

Technology 1984: Direct broadcast satellites, multichannel television and stereophonic TV sound to come to fruition. Page 66.

Policy 1984: Reagan administration continues push for deregulation. Issue to allow competitors into international telecommunications field expected to come to a head. On the Hill, broadcast and cable lobbyists fight against the election clock in support of deregulation. Proponents on both sides of syndication and financial interest controversy continue compromise talks. More deregulation from the FCC ahead. Page 69.

History 1983: A look at the year that was in the Fifth Estate. Page 73.

MGM Bid: Majority owner Kerkorian makes bid to take company private. Page 78.


One-Two Punch: Representatives Tom Tauke and Billy Tauzin are very much their own men, but they have combined to lead the fight for broadcast deregulation in the House. Page 110-111.
This kind of audience composition translates into enormous syndication success for Voyagers—a fascinating combination of science-fiction, fantasy and action-adventure that parallels the smash syndication successes of such youth-appeal series as Buck Rogers, Battlestar Galactica and Star Trek and the advertiser-supported Hardy Boys/Nancy Drew Mysteries. Voyagers is an ideal way to zero-in on children, teens and young adults!

In each episode, Jon-Erik Hexum—currently one of TV’s hottest stars (Making of a Male Model)—and Meeno Peluce, as two youthful time travelers, zoom back into the past and into breathtaking adventures that include battling gladiators in ancient Rome, rescuing President Lincoln from a rebel prisoner-of-war camp, plotting Lawrence of Arabia’s escape from death at the hands of the Turks, and thrilling encounters with Marco Polo, Babe Ruth, Robin Hood, Billy the Kid, Cleopatra and others.

What’s more, Voyagers—a Scholastic Production in association with Universal Television—can be played in access by all stations!

20 hour episodes & 20 repeats. Available September 1984. Advertiser-supported programming from MCA TV.

Plus! When you sign on for Voyagers, we’ll add 10 hour episodes of Those Amazing Animals for telecasting during the summer months—giving you a full year of exciting youth-oriented programming that can play in access!
Exclusive suds
Justice Department inquiry into arrangements under which major television networks sell individual beer companies exclusive rights to advertising time on live sports programs appears aimed at beer companies, rather than networks. Inquiry, still in early stages, was reportedly sparked by complaint of Stroh Brewing Co. that reportedly sparked time on live sports television networks arrangements under which major beer companies are target.

In the trenches
While Mike Weinblatt, president, Showtime/The Movie Channel Inc.; Mel Harris, president, Paramount Video, and Rich Frank, president, Paramount Television Group, were most visible executives associated with widely publicized exclusive licensing agreement (see story, page 38), two other key executives were ones who really hammered out nitty gritty details. They were Fred Schneiter, vice president, film acquisition, Showtime/The Movie Channel Inc., and Bob Klingensmith, senior vice president, Paramount Video. Two engaged in nonstop 36-hour negotiating session at Paramount offices during recent Western Cable Show, which led to signing of deal that Friday (Dec. 16, 1983).

Search begins
Search committee responsible for finding successor to Public Broadcasting Service President Lawrence K. Grossman (BROADCASTING, Dec. 12, 1983) is expected to hold teleconference this week to select professional search firm to aid in process and to assess type of candidate for which they will be looking. Committee has not yet approached any prospective candidates, and has received no applications for job, according to PBS Senior Vice President and Corporate Secretary Michael Hobbs, who is secretary for committee.

As for possible candidates, those who said they "would not rule it out," should they be approached, include: James Klutza, senior vice president and treasurer for PBS; Ward Chamberlain, president and general manager of WETA-TV Washington; Bruce Christensen, president, National Association of Public Television Stations; John Porter, executive director, Eastern Educational Television Network, and Peter M. Downey, PBS senior vice president, program support group and engineering development.

Search begins
Search committee responsible for finding successor to Public Broadcasting Service President Lawrence K. Grossman (BROADCASTING, Dec. 12, 1983) is expected to hold teleconference this week to select professional search firm to aid in process and to assess type of candidate for which they will be looking. Committee has not yet approached any prospective candidates, and has received no applications for job, according to PBS Senior Vice President and Corporate Secretary Michael Hobbs, who is secretary for committee.

As for possible candidates, those who said they "would not rule it out," should they be approached, include: James Klutza, senior vice president and treasurer for PBS; Ward Chamberlain, president and general manager of WETA-TV Washington; Bruce Christensen, president, National Association of Public Television Stations; John Porter, executive director, Eastern Educational Television Network, and Peter M. Downey, PBS senior vice president, program support group and engineering development.

Radio erosion
Major finding of commissioned radio listening study by Burkhart/Abrams/Michaels/Douglas & Associates, Atlanta-based program consultancy firm, reveals that average cume audience erosion for commercial radio stations programing in all major formats in 1983 averaged 11%. This decline for stations could lead to drop in their 12-plus shares, noted Kent Burkhart, company chairman. Study, which was designed to determine cume erosion of various formats, was conducted last November and December by Owen Leach, Santa Fe-based marketing research firm.

Search begins
Search committee responsible for finding successor to Public Broadcasting Service President Lawrence K. Grossman (BROADCASTING, Dec. 12, 1983) is expected to hold teleconference this week to select professional search firm to aid in process and to assess type of candidate for which they will be looking. Committee has not yet approached any prospective candidates, and has received no applications for job, according to PBS Senior Vice President and Corporate Secretary Michael Hobbs, who is secretary for committee.

As for possible candidates, those who said they "would not rule it out," should they be approached, include: James Klutza, senior vice president and treasurer for PBS; Ward Chamberlain, president and general manager of WETA-TV Washington; Bruce Christensen, president, National Association of Public Television Stations; John Porter, executive director, Eastern Educational Television Network, and Peter M. Downey, PBS senior vice president, program support group and engineering development.

Room at the top
Jerry Holley of Stauffer Communications and chairman of National Association of Broadcasters television board may not seek re-election. Holley is apparently considering stepping aside if others are interested in post. If Holley takes himself out of contention, that would leave TV vice chairman Bill Turner of Forward Communications as leading candidate.

Acquisition-minded
Look for announcement soon on purchase of KRZN(FM) Denver by Dallas-based Duffy Broadcasting from KRZN Broadcasting Corp., principally owned by professional basketball players Erwin (Magic) Johnson, Mark Aukrite and Isiah Thomas, for $1.05 million. KRZN(AM) is second radio station acquisition by three-year-old Duffy Broadcasting in past month ("In Brief," Dec. 5), bringing its station portfolio to five.

Bob Duffy, chairman of Duffy Broadcasting, is also advancing on another front. As head of The Christal Co., radio rep firm, he has been slowly buying company from Cox Communications Inc. over five-year period, with last Saturday (Dec. 31) marking complete takeover of firm. Next goal for Duffy, who is former Detroit Pistons basketball player, is to acquire either professional basketball or football franchise.

Squareonesville
National Association of Broadcasters has gone back to drawing board in search for new senior vice president for government relations. High hopes for James Range, legislative counsel to Senate Majority Leader Howard Baker, went a'glimmering when it became apparent association was not prepared to deal in salary league he could command (NAB was offering less than $100,000, competition was in $135,000 class). Similar fate attended candidacy of David Clanton, former commissioner of Federal Trade Commission. NAB still hopes to find "blue-chipper" but has no such candidate in sight.

There's more sanguine outlook for general counselship, which will become vacant upon departure of Erwin Krasnow for Washington law firm of Verner, Liipfert, Bernhard & McPherson. Number of qualified candidates are said to be in line, headed by Stephen Halloway, former staff member of Senate Commerce Committee; Randy Nichols, chief of staff to chairman of FCC, and Jeff Baumann, of FCC's Mass Media Bureau. NAB officials are hopeful they'll have prospective general counsel on hand in time for January board meeting in Hawaii.
Warner layoffs

Warner Amex wouldn't officially comment last week on reports that the company was gearing up for another wave of employe cutbacks. Published reports said that about one-quarter of Warner Amex's 4,000 employes were scheduled to be terminated. Warner Amex issued a terse statement acknowledging it was "reassessing our systems and staffing needs." But a well-placed source indicated that "several hundred" employes, mostly at the system level, would let go, and that with attrition the number of positions would be reduced by close to 1,000. At the corporate level, source said, cuts would be "fairly minimal"—probably less than 100. The source said that the impending cuts represented essentially a streamlining of operations as the company moved from a construction phase to an operational phase. Source added that reductions would be occurring principally in sales, programming and management of installation and maintenance. The source assumed that customer service "would not be touched." Separately, a spokesman for Warner Amex's Pittsburgh system said that 32 employes, mostly in the programming department, had been laid off last Dec. 2. The impending cuts would be the third wave to hit Warner Amex in less than a year, but would dwarf anything that has happened previously. Shortly after the arrival of Chairman Brew Lewis at the beginning of last year, 50 employes were terminated at the company's headquarters in New York. Subsequently in May, another 57 employes, including seven vice presidents, were let go. Further reductions have pushed the number of laid off employes at Warner Amex to nearly 500 in 1983.

Turner skepticism

Turner Broadcasting System's research department said it had "serious reservations" about the rating comparisons used by The Nashville Network in analyzing a late October viewing coincidental TNN had commissioned. The coincidental survey showed that viewership of TNN programing in prime time scored a 2.7 rating and a 5 share within its 10 million-subscriber universe ("Cablecasting," Dec. 19, 1983). The coincidental was taken between Oct. 24 and Oct. 28, and compared TNN's 2.7 rating to 0.6 for Cable News Network. "The most glaring problem with the rating comparison is that the results of the five-day coincidental were compared to monthly June metered ratings for five other services," TBS criticized. In the study, TNN reported recent prime time ratings of 2.3 for ESPN, 2.0 for MTV, 1.3 for USA Network and 0.9 for CNN. TBS said it re-examined CNN's prime time performance during the Oct. 24-28 coincidental test period, this time using Nielsen's Home Video Index metered daily ratings. The result, TBS said, is that CNN scores a 2.1 rating representing a delivery of 475,000 homes. TBS also pointed out that NTI HUT levels in cable homes during June 1983 measured 57.9% compared to 66.6% during October 1983. "With 15% fewer homes watching television in June than October, it is likely that ratings for many services would be lower," TBS said. TBS research director Terry Segal called it an "apples and oranges comparison," and noted that he wasn't "beefing" about a 2.7 rating for TNN, only that it was inappropriately compared to a 0.6 rating for CNN.

Cox-Queens deal

Queens Inner Unity Cable Systems (QIUCS) and Cox Cable Communications have an agreement in principal for the latter to design, build, manage and operate the former's 180,000-home cable franchise for Queens, New York. Lois Wright, an attorney for QIUCS, said construction should begin this June. Financial terms weren't disclosed, but Wright said the agreement called for Cox Cable to have a "small" equity interest in the general partner of QIUCS. Wright termed "small" as "under 9%." In addition to the management contract, it has with QIUCS, Cox Cable has also been awarded cable franchise for part of Staten Island.

Valley management

Valley Cable Television, serving the western San Fernando valley of Los Angeles, has agreed to turn over management control of the franchise to Standard Broadcasting Corp. of Toronto, Standard, which acquired 55% ownership of the company early in 1983, requested the move in exchange for an additional $6 million in capitalization for the 155,000-home franchise. It invested $20 million in Valley last year.

Nashville signings

The Nashville Network has signed a licensing agreement with Broadcast Music Inc., providing access to the material of the largest music licensing organization in the world. The Nashville Network, which spotlights country music and personalities
started its operations in March 1983 and serves more than 1,300 cable systems, reaching more than 11 million subscribers.

Leonard returns
When Sugar Ray Leonard returns to boxing after a 12-month retirement, HBO will carry the bout. Leonard is scheduled to take on Kevin ("The Spoiler") Howard in a 10-round fight at 10 p.m. ET on Saturday, Feb. 25. A site is still being firmied up, an HBO spokesman said. Leonard has had a working relationship with HBO since his retirement from boxing in November 1982, first as a boxing commentator and then as host of his own show, Sugar Ray's All-Stars. Leonard, 27, retired as the welterweight (147-pound) champion following surgery on a detached retina in his left eye.

Purchase fallout
Warner Communications Inc. cautioned Rupert Murdoch that his recently purchased interests in WCI jeopardize cable franchise agreements that Warner's 50% owned subsidiary, Warner Amex Cable, has for New York and Boston. The franchise agreements forbid franchises to be 5% or more controlled or beneficially owned by an entity that has newspaper or magazine interests in the franchise area. Murdoch owns the New York Post, the Village Voice and New York magazine in New York, and the Boston Herald. The information came to light in a filing made with the Securities and Exchange Commission on Dec. 13, which reported that representatives from both parties had met at the behest of WCI. The filing also reported that Murdoch's News International purchased an additional 133,400 shares of WCI to boost the interest in the company to 7%. The purchases were made in eight separate lots between Dec. 2 and Dec. 7 for a total of $3,143,865. Earlier, Murdoch's The News Corp. Ltd. acquired 4,412,000 shares, or 6.7%, of WCI for $98.1 million ("In Brief," Dec. 12, 1983). In addition to cautioning Murdoch representatives that interests in excess of 5% imperil cable franchise agreements, the filing said WCI representatives noted that the action might adversely affect WCI's relationship with some of its "creative personnel."

These Public Service Spots will show your audience how to get the load off the back and prevent spinal problems.

BACK TO THE WHEEL

Back problems go back to the beginning of mankind. In spite of all the discoveries and devices, poor man (and woman) is still abusing his (her) back.

These spots are lighthearted and humorous, but the subject is heavy and serious. It's a painless way to educate your audience about an e - x - c - r - u - c - a - t - i - n - g health problem.

If you've ever suffered from a bad back, you will know why it is important that your audience get the message. It won't hurt to try the spots.
**HART TO HART**

**SOLD: 42 MARKETS!**
Including all of the top 10!

<table>
<thead>
<tr>
<th>NEW YORK</th>
<th>WOR-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOS ANGELES</td>
<td>KHJ-TV</td>
</tr>
<tr>
<td>CHICAGO</td>
<td>WBBM-TV</td>
</tr>
<tr>
<td>PHILADELPHIA</td>
<td>WCAU-TV</td>
</tr>
<tr>
<td>SAN FRANCISCO</td>
<td>KTZO</td>
</tr>
<tr>
<td>BOSTON</td>
<td>WSBK-TV</td>
</tr>
<tr>
<td>DETROIT</td>
<td>WJBK-TV</td>
</tr>
<tr>
<td>WASHINGTON, D.C.</td>
<td>WRC-TV</td>
</tr>
<tr>
<td>CLEVELAND</td>
<td>WKYC-TV</td>
</tr>
<tr>
<td>DALLAS</td>
<td>KNBN-TV</td>
</tr>
<tr>
<td>HOUSTON</td>
<td>KTXH</td>
</tr>
<tr>
<td>PITTSBURGH</td>
<td>KDKA-TV</td>
</tr>
<tr>
<td>MIAMI</td>
<td>WCKT</td>
</tr>
<tr>
<td>MINNEAPOLIS</td>
<td>KMSP-TV</td>
</tr>
<tr>
<td>TAMPAS</td>
<td>WTSP-TV</td>
</tr>
<tr>
<td>ST. LOUIS</td>
<td>KMOX-TV</td>
</tr>
<tr>
<td>DENVER</td>
<td>KWGN-TV</td>
</tr>
<tr>
<td>SACRAMENTO</td>
<td>KOVR</td>
</tr>
<tr>
<td>INDIANAPOLIS</td>
<td>WRTV</td>
</tr>
<tr>
<td>HARTFORD</td>
<td>WVIT</td>
</tr>
<tr>
<td>PHOENIX</td>
<td>KPHO-TV</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>SAN DIEGO</td>
<td>KCST-TV</td>
</tr>
<tr>
<td>KANSAS CITY</td>
<td>KCTV</td>
</tr>
<tr>
<td>MILWAUKEE</td>
<td>WITI-TV</td>
</tr>
<tr>
<td>ORLANDO</td>
<td>WOFL</td>
</tr>
<tr>
<td>NEW ORLEANS</td>
<td>WGNO-TV</td>
</tr>
<tr>
<td>MEMPHIS</td>
<td>WMC-TV</td>
</tr>
<tr>
<td>ALBANY, N.Y.</td>
<td>WNYT</td>
</tr>
<tr>
<td>LITTLE ROCK</td>
<td>KARK-TV</td>
</tr>
<tr>
<td>SHREVEPORT</td>
<td>KSLA-TV</td>
</tr>
<tr>
<td>TOLEDO</td>
<td>WTVG</td>
</tr>
<tr>
<td>JACKSONVILLE</td>
<td>WJXT</td>
</tr>
<tr>
<td>FRESNO</td>
<td>KSEE</td>
</tr>
<tr>
<td>SYRACUSE</td>
<td>WTVH</td>
</tr>
<tr>
<td>SANTA FE</td>
<td>KSAF-TV</td>
</tr>
<tr>
<td>ROCHESTER, N.Y.</td>
<td>WHEC-TV</td>
</tr>
<tr>
<td>AUSTIN</td>
<td>KVUE-TV</td>
</tr>
<tr>
<td>LAS VEGAS</td>
<td>KLAS-TV</td>
</tr>
<tr>
<td>RENO</td>
<td>KAME-TV</td>
</tr>
<tr>
<td>CHICO-REDDING</td>
<td>KCR-TV</td>
</tr>
<tr>
<td>MEDFORD</td>
<td>KOBI</td>
</tr>
<tr>
<td>GLENWOOD SPRINGS, CO.</td>
<td>KCWS</td>
</tr>
</tbody>
</table>

*Everything is better when it comes from the Harts.*

A RONA II and Spelling/Goldberg Production in association with Columbia Pictures Television, a unit of The Columbia Pictures Company.
Tree Top Inc. □ Apple juice will be spotlighted in five-week campaign beginning today (Jan. 2) in 15 markets. Commercials will air in day, early and late fringe, prime access and prime time. Target: women, 25-54. Agency: McCann-Erickson, Seattle.

Pacific Bell □ Residential use will be highlighted in 13-week campaign beginning today (Jan. 2) in nine California markets. Spots will air in day, early and late fringe and prime time. Target: adults, 18-plus. Agency: Foote, Cone & Belding, San Francisco.

Koslow’s Department Stores □ January fur sale will be highlighted in three-week flight to begin Jan. 5 in New Orleans, Dallas-Fort Worth and Oklahoma City. Commercials will be carried on day time and on news and weather programs. Target: adults, 25-54. Agency: State Advertising Agency, Chicago.

Curtis Mathes □ Audio and visual equipment will be promoted in approximately 115 markets, starting in early January in two five-week flights. Commercials will be aired in early and late news programs and in prime access. Target: adults, 25-54. Agency: Stern/Munroe Advertising, Dallas.


H.J. Heinz □ Heinz 57 steak sauce will be promoted in three-week campaign beginning today (Jan. 2) in 55 markets. Spots will air in day and early and late fringe times. Target: women, 25-54. Agency: Ketchum Advertising, Pittsburgh.

Air Canada □ Business travel will be highlighted in five-week flight to start in mid-January in five markets. Commercials will run in all dayparts on weekdays and weekends. Target: adults, 25-54. Agency: McCaffrey & McColl, New York.


Sears □ Office equipment and business machines will be highlighted in two four-day flights beginning Jan. 4 and Jan. 11. Spots will air in seven major markets, including Sacramento, Dallas, Chicago, Boston, Los Angeles and Philadelphia, New York.

Religious Public Relations Council announces

the 1984 National WILBUR AWARDS

for journalism radio-TV, cable, public relations, multi-media programs
recognizing special achievement in the communication of religious values
50 local and national categories

Entry deadline: February 15, 1984

FOR ENTRY FORMS:

Martin J. Neeb
WILBUR AWARDS
Box 71, Tacoma, WA 98447-0005

Rep: Report

To Christal Co.: WXYI(AM)-WYYI(FM) Raleigh, N.C., and WGDL-FM High Point, N.C., both from Blair Radio.

WAMV(AM)-WCNY(FM) Amherst, Va.: To Hillier, Newmark, Wechsler & Howard from Dora Clayton.

To Regional Reps: WFLM-FM Fairmont, W. Va. (no previous rep), and WCKV-TV Nashville (no previous rep).

WKNF(AM) Monroe, La.: To PW Radio from Frederick W. Smith.

Riviana Foods □ National brand of instant rice, Success, will be promoted in first- and second-quarter campaigns beginning Jan. 16 in 20 markets. Regional brands of rice: Carolina; Mahatma, and Water Maid, also will be

MICHIGAN STATE LOTTERY □ Three-to-four week flights will begin Jan. 10 in about 40 radio markets and six television markets. Commercials will be carried in all dayparts on radio and in early and late news, sports programs and prime time on TV. Target: adults 25-54. Agency: W. B. Doner & Co., Southfield, Mich.

Sears □ Automotive equipment will be promoted in a two-day TV flight beginning Jan. 14 in 23 markets, and in two-day radio flight beginning Jan. 18 in 11 markets, including Philadelphia, Boston, Los Angeles, Seattle and Denver. Spots will air in a.m. drive, day, p.m. drive and evening times on radio and in various TV dayparts. Target: men, 18-54. Agency: Ogilvy & Mather, Chicago.

Trans South □ Financial services will be promoted in two-week flight beginning today (Jan. 2) in Tennessee, Virginia, North Carolina, South Carolina, Florida, Georgia and Alabama markets. Radio flight will air in 6 a.m.-7 p.m. daypart and TV buy will air in prime and prime access. Target: men, 25-49. Agency: Loeffler Marley Mountjoy, Charlotte, N.C.
You have to play it to believe it! Interactive TV in which your viewers control video game action on the screen from their home by telephone.

From Barry & Enright.

Play with us at The Biltmore during INTV, January 14-18. Call today for a private demonstration appointment. (213) 277-7751.

COLBERT TELEVISION SALES
1888 Century Park East • Los Angeles, California 90067 • (213) 277-7751
441 Lexington Avenue • New York, New York 10017 • (212) 687-4840
3155 Roswell Road, N.E. • Atlanta, Georgia 30305 • (404) 239-0300
Warner Bros., for more than two decades, has consistently supplied the greatest number and the most important features for syndication.
Volume 24 continues the tradition and the new era of commitment to supply you with the best.
Ninety seconds of humor and humanity every weekday in '84!

Mark Shields…
On the Campaign Trail

Election year—and all the political promises, all the analysis, all the “profound” commentary—looms ahead.

Thank goodness, then, for Mark Shields! His wisdom, wit and warmth is blessed relief from most of the political musings you’ll be hearing during 1984.

Shields, nationally syndicated columnist and network commentator, brings nonpartisan good sense and incisiveness to his observations of the political scene. He’ll be traveling throughout the country and to both conventions to comment first-hand on the '84 campaign. And the 90-second radio journal he’ll broadcast live twice each weekday starting January 2, 1984, promises to be thought-provoking and fun.

Mark Shields…On the Campaign Trail is an AP feature which will be fed for live use at 7:10 A.M. and 10:10 A.M. (Eastern Time) over the AP Radio Network, and may also be taped for later broadcast.

Add a bright note to your '84 program schedule: Mark Shields…On the Campaign Trail. For more information, contact John Sullivan at (800) 424-2302.

This program is produced by PubSat, the Public Affairs Satellite System, and is underwritten by The LTV Corporation.

promoted in campaigns beginning Jan. 16 and running through April or May. Carolina rice buy will air in New York. Mahatma and Water Maid, jointly, will be promoted in 20 TV markets and on black-formatted radio stations in Atlanta and Birmingham, Ala. Mahatma alone will be promoted in Miami TV markets and on TV and radio in San Francisco and Los Angeles. All TV spots will air in day and early fringe, radio spots will air in various dayparts. Target: women, 25-54, ethnic audiences. Agency: Bloom Advertising, Dallas.

Pacific Bell Business use will be emphasized in campaign beginning today (Jan. 2) and running through March 25 in four California markets: San Diego, Sacramento, San Francisco and Los Angeles. TV spots will air in fringe and prime times and in sports programs and in drive times on radio. Target: adults, 25-54. Agency: Foote, Cone & Belding, San Francisco.

Pacific Bell Yellow Pages Identity campaign will air for four to five weeks beginning Feb. 2 in all California markets, with an emphasis in Los Angeles, San Francisco, San Diego and Sacramento. TV spots will run in fringe, prime time and sports programing. Radio buy will air in drive times. Target: adults, 25-54, and advertisers. Agency: Foote, Cone & Belding, San Francisco.

Soap snacks. For 1984, Frito-Lay has become full 52-week sponsor of RKO Radioshows Soap Opera Update, twice-daily, minute-long recap of soap opera plots. It formerly sponsored one quarter of program. Celebrating were (l-r): Roger Adams, product manager, Frito-Lay; Jo Anne Crist, associate manager, Frito-Lay; Patt Kor-Roschke, group manager, Frito-Lay, John Gabriel, new host of program and Ryan’s Hope’s Dr. Seneca Beaulac; Nan Heier, sales manager, RKO Radioshows, and Greg Slatnic, account executive, RKO/Chicago.

Successful Operation. Radio industry's fall "sales blitz" of Detroit, aimed at promoting radio advertising, ended Dec. 12 with 30-minute audiovisual luncheon presentation to more than 350 senior automotive and advertising agency executives assembled at Detroit Athletic Club. Campaign, Operation R.A.D.I.O., was joint effort of Detroit Radio Advertising Group (DRAG), Station Representative Association (SRA), and RAB. Pictured at luncheon are (l-r, front row): Joe Kelly, vice president/Detroit sales manager, ABC Radio Networks and president of DRAG; Bill Stakel, president and CEO, RAB; Elaine Baker, vice president and general manager, WOMC(AM) Detroit; Ben Scrimmizzi, senior vice president/sales and marketing, RAB, and Ray Avedian, vice president, RAB, Detroit. (Back row, l-r): John Fouts, executive vice president, Christal Co.; Wayne Cornils, executive vice president, RAB; Don Junisco, manager, Detroit, CBS Radio Spot Sales, and Jerry Piniger, managing director, SRA.

Broadcasting Jan 2 1984 18
HERE ARE THE FACTS
Congratulations!
WNEW • New York — Metromedia
KTTV • Los Angeles — Metromedia
WGN • Chicago — Tribune
Available Now—For Fall 1986.

153 Half Hours

the Facts of Life

DISTRIBUTED EXCLUSIVELY THROUGH EMBASSY TELECOMMUNICATIONS
1901 Avenue of the Stars, Los Angeles, CA 90067  (213) 553-3600
A case for keeping the rule of seven's

Imagine the following scenario. It's the era of the Vietnam war, and the Pentagon has just cleared 8-9 p.m. on Sunday night to explain its side of the action in the Mekong Delta; or imagine the Watergate era... Richard Nixon has appropriated as many time periods as he wishes to tell his side of the story. Or say that just weeks ago the office of the President appropriated an hour of prime time on all networks and independent stations to show government footage from Grenada, shot prior to the arrival of reporters. All of these actions were accomplished through simultaneous clearances of prime time under the law granting the federal government the "automatic right of access." We all know that law doesn't exist yet. But it's a law whose time may be coming within the next 20 years. We can take pride in the fact that today America is unique: It has the only national broadcast structure wherein the federal government has no automatic right of access.

Amidst all the rhetoric over First Amendment rights for broadcasters, we should not lose sight of the arms-length regulation under which we do operate. It could be worse. The "seeds of change" are about to be planted that could ultimately lead to the elimination of the "gate keeping" role of America's broadcasters. Those "seeds" are in a packet labeled "7-7-7."

Historically, the government's need to reach the populace has—for the most part—been obvious and justified. Traditional uses include the President's State of the Union address and cabinet members' press conferences on subjects of national importance, including wartime briefings. Presidential press conferences and fireside chats have been greeted with the courtesy due the press conferences and fireside chats have included wartime briefings. Presidential

Bruce C. McGorrill is executive vice president/chief executive officer of Maine Broadcasting System (wesh-tv Portland and wsbe-tv Bangor). He began his career as an announcer with wesh-tv and subsequently became national sales manager, general sales manager, station manager and general manager before rising to his current position. McGorrill was a member of the board of directors of the Television of Advertising Bureau between 1974 and 1977.

in requesting clearance and stations have been thoughtful and courteous in agreeing. The FCC has been very up-front in its desire to do away with 7-7-7. There have been almost no voices saying "no" and very few saying "let's moderate the rule." The thrust is to eliminate all numerical restrictions on ownership. Those with the largest industry voice, the major market/group operators, are very forthright in wanting no restrictions on their station ownership growth. With the profits from major market television they have tried cable, cable networks and program syndication—one of which compare to station ownership for profitability. Imagine where unlimited ownership could lead, and what the government's response could be 20 years from now.

Seventy-five percent of TV households are in the top 70 markets, with 66 percent in the top 50. In 20 years, six to eight groups could own enough stations and reach a large enough potential audience to cause concern over "gate keeping." Fractionalization and localism would no longer be a protection against a "wall of opposition." Our government might well construct a case for itself and decide once again to change the rules—this time legislating "automatic rights of access."

And it is only logical that when we know how to run a profitable operation we expand in the areas we know best. Newspapers today are run increasingly by a small number of chain operators. But the newspaper industry is not one into which government can legislate admittance, while broadcasting is. To some, bigger is better. The argument is made that expanded groups would be a source of programming, and that is undoubtedly true. But groups are doing that now, with some success. Until now, the problem has been not so much funding and ideas, but "delivery." The cost of coast-to-coast transmission put the risk too high. Today the "satellite solution" has broken that barrier. Ideas brought to the marketplace can be aired nationwide simultaneously.

But how responsible are today's major market group operators? One example: eight of the top 50 NBC affiliates do not clear First Camera. It may not be the best news magazine on network TV, but it's the only one on NBC and just one prime-time hour out of 22. One group operator replaces First Camera with The Muppets.

If one group owned 15 top-50 market stations affiliated with one network, it would have life-or-death control over individual network programs. Had that happened to CBS when it moved 60 Minutes to 7 p.m. Sunday, we might still be waiting for its Sunday afternoon return at the end of the NFL season. Add to that the recent phenomena of leveraged ownership and venture capitalists, with no limitation in ownership and only 860-on-air licenses, and you have quite a barrel to go fishing in. And finally, what happens to localism? Is that a concept whose time has passed?

Seven-seven-seven is an arbitrary limit. Radio can obviously accommodate significant numerical increases, but the change in TV should be moderate—perhaps restricted to 11 (the top 11 TV markets reach 33% of TV households). The only forum for medium and small market voices is NAB's 100-Plus Market Committee. At its most recent meeting, they recommended to the NAB Executive Committee that the "association not favor abolition of ownership limitations and that relaxation of the present rule should be relatively restrained."

It is important to look beyond the premature increase in station valuation that would occur with the elimination of 7-7-7—important if you have a concern for the broadcasting plan that got us where we are today. If the rush to deregulate results in unlimited market-by-market ownership, the future will be ominous for the truly unique freedom the American broadcasting industry and the American listener/viewer possess—the freedom from government's "automatic right to access."

If you agree, the time to act is growing short. The elimination of the 7-7-7 rule may set in motion a new set of dynamics involving the government, broadcasters and the public.
After three incredibly successful seasons in syndication, we're bringing this ABC network series back for a well-deserved fourth! Shaun Cassidy, Parker Stevenson and Pamela Sue Martin star!

Following a smash first season in syndication, we're bringing this stylish action hour from the CBS network back for a second year with all newly-released episodes. Stars Robert Wagner and Eddie Albert!

AVAILABLE FALL 1984
FOR MORE INFORMATION, CALL (212) 605-2751, TODAY!
SUPERSTAR POWER FOR THE SWEEPS!

Sold in 4 short weeks to prominent broadcasters in over 50 markets! Stations from these groups and more are helping to launch "Stars" — CBS, RKO, HEARST, TAFT, GANNETT, KING, POST-

NEWSWEEK, MULTIMEDIA, JEFFERSON PILOT, HUBBARD, McGRAW-HILL, MALRITE, OUTLET and PULITZER!

The '83-'84 Season's Starriest Hours! Celebrity Interview Specials — primetime's #1-rated program category — with Hollywood's hottest stars revealing their private lives as never before! Co-produced with Peter Guber & Jon Peters ("Flashdance") and in association with American Cyanamid Co. & BBDO Inc. The first two in a series of fascinating advertiser-supported Specials: Feb./March (Feb. 20-Mar. 11); and May/June (May 20-June 10) — the February and May Sweeps!
The Fastest-Selling Mount History!

Next Summer's Audience Sensation!

49 stations have signed up for this major attraction, including important market-leaders from such groups as Golden West, Tribune, Hearst, Cox, Taft, General Electric.

POST-NEWSWEEK, GANNETT, McGRaw-HILL, JEFFERSON PILOT, PULITZER, HUBBARD, OUTLET and CHRIS CRAFT!

The Olympic Season's World Television Premiere Event! The real-life saga of the American hero who overcame his impoverished background and whipped Hitler's "supermen" in the 1936 Olympics. It is also the story of this hero's fall from fame and glory to the depths of defeat—and of his ultimate comeback and personal triumph! From Harve Bennett and Harold Gast, the Executive Producer-Writer team of "A Woman Called Golda." Two 2-hour segments plus encore presentations, fully advertiser-supported, premiering July 8-20—just before the Olympics!

Success!
AM-FM allocations. FCC has approved plan that will reduce protection to clear channel stations and allow addition of 125 more unlimited-time AM stations on clear and adjacent channels (BROADCASTING, May 29, 1980). About 200 clear channel applications are on file or have been dropped. A station from AT&T stopped accepting applications for unlimited stations so it could complete negotiations with Canada over future use of clears. FCC already has approved new U.S.-Canada agreement, but agreement is awaiting signatures of Department of State and Canadian government (BROADCASTING, Nov. 21, 1983). FCC also has amended rules to permit it to accept applications for new and improved daytime-only stations - all but 406 of existing daytimers - will be able to operate for up to two hours after sunset with up to 500 W.

Senate Commerce Committee, meanwhile, has approved S. 880, bill that would permit AM daytimers to operate two hours before sunrise and two hours after sunset, as long as those expanded operations cause no objectionable interference to groundwave signals of existing AM stations or conflict with international agreements (BROADCASTING, June 13, 1983). Canadian agreement, which is intended to replace North American Regional Broadcasting Agreement, also, among other things, lays groundwork for FCC to assign new fulltime stations on Class I-A clear channels within 650 miles of the Canadian border and permits amendment of FCC rules so that Class IV AM stations can increase nighttime power to 1,000 watts. FCC already has proposed to permit Class IV AMs to increase their nighttime power. That proposal has received strong support in comments (BROADCASTING, Dec. 12, 1983).

AM stereo. After five years of deliberation, FCC last year decided not to decide which of five proposed systems should be standard for AM stereo broadcasting (BROADCASTING, March 8, 1982). Instead, FCC said broadcasters could begin broadcasting stereo programming using any system they desired. Marketplace forces - interpreter of receiver manufacturers, broadcasters, and consumers - FCC reasoned, would soon determine which of five systems or some other yet-to-be-developed system should be facto standard.

FCC's action was contrary to wishes of most broadcasters and receiver manufacturers, which feared marketplace approach would kill AM stereo or at least delay its introduction. Four system proponents - Harris, Kahn/Hazeltine, Motorola and Magnavox - are now waging battle for marketplace acceptance. Belar Electronics, fifth system proponent, has dropped out. Kahn system, first to win type-acceptance, was first on air, in July 1982 - at KDKA Pittsburgh and KTXA San Antonio, Tex. (BROADCASTING, Aug. 2, 1982). Stations broadcasting with other systems followed. Harris, which has 65 stations on the air, more than any of the other proponents, suffered setback in August. Charging that Harris' exciters were not property type-accepted, FCC ordered Harris stations to pull plugs on their exciters and told Harris to stop marketing units. But after Harris refiled for type acceptance and some preliminary testing of exciter, FCC gave stations permission to return to market back in August by mode while type-acceptance testing continued. Prospect of two or more of four systems coexisting in marketplace for number of years was raised with introduction of multisystem receivers capable of decoding all systems. In August, Sony began shipping portable AM stereo/FM stereo portable radio (SRP-A100) with multisystem capability and at retail price of $89.95.

Cable copyright. Future of cable copyright legislation in 98th Congress continues to appear dim since compromise copyright bill (H.R. 5949) died during close of 97th Congress (BROADCASTING, Dec. 6, 1982). No efforts were made in 1983 in House or Senate to introduce similar legislation or to pull compromise together. Nor does it appear likely to occur this year. Instead, cable industry's attention will reportedly stay focused on ruling by Copyright Royalty Tribunal that increased rates cable operators must pay for distant broadcasting signals. Increase took effect March 15, 1983. Impact of rate hike on MSO's, however, doesn't appear as severe as originally predicted by industry (BROADCASTING, March 21, 1983).

Rates require large cable systems to pay 3.75% of basic revenues for each distant signal added since June 24, 1981 (day FCC officially dropped its distant signal rules). Ruling has caused hundreds of cable systems to drop signals to limit their copyright liability Superstations (satellite-delivered distant signals) appear to be major casualty of rate hike.

Congress is expected to keep examining issue: two House bills (H.R. 2902, introduced by Representative Mike Synar [D-okla.], and H.R. 3419, by Representative Sam Hall [D-Tex.]) to build a nullify the rate hike, were subject of exhaustive hearing held by House Copyright Subcommittee last year (BROADCASTING, Oct. 24, 1983).

In Senate, Dennis DeConcini (D-Ariz.) introduced measure, S.1270, that would exempt cable systems from paying compulsory licensing fees. Bills introduced by Representative Mike Synar [D-okla.], and H.R. 3419, by Representative Sam Hall [D-Tex.] would build a nullify the rate hike, were subject of exhaustive hearing held by House Copyright Subcommittee last year (BROADCASTING, Oct. 24, 1983).

Congress is expected to keep examining issue: two House bills (H.R. 2902, introduced by Representative Mike Synar [D-okla.], and H.R. 3419, by Representative Sam Hall [D-Tex.]) to build a nullify the rate hike, were subject of exhaustive hearing held by House Copyright Subcommittee last year (BROADCASTING, Oct. 24, 1983).

In Senate, Dennis DeConcini (D-Ariz.) introduced measure, S.1270, that would exempt cable systems from paying compulsory licensing fees. Bills introduced by Representative Mike Synar [D-okla.], and H.R. 3419, by Representative Sam Hall [D-Tex.] would build a nullify the rate hike, were subject of exhaustive hearing held by House Copyright Subcommittee last year (BROADCASTING, Oct. 24, 1983).

Role of CFT and future of copyright law will also be examined in 1984. During first hearing held by Senate Subcommittee on Copyrights, Patents, and Trademarks, its chairman, Charles McC. Mathias (R-Md.), stressed importance of updating copyright laws to cope with new technologies (BROADCASTING, March 21, 1983).

In other CFT action, tribunal's decision on distribution of 1980 royalty fees is being appealed by National Association of Broadcasters and other parties in U.S. Court of Appeals, issue is still pending before court. Discussions of distribution of royalty fees for 1981 drew to close last August. All parties, including NAB and religious broadcasters, agreed to settle 1981 proceeding at 1980 award levels.

Cable regulation. House Telecommunications Subcommittee approved cable deregulation bill (H.R. 4103), despite objections by some members to delay action. Bill is based on, but in some instances is strikingly different from, one passed by Senate, has been referred to parent Energy and Commerce Committee. (Senate approved its cable bill, S.66, by vote of 67-9 in June after long debate and despite stiff resistance against measure from AT&T and some big cities (BROADCASTING, June 20, 1983)).
Popeye received a larger average share than each of these popular cartoon shows when he ran against them in the 5 seasons it was on network (1978-79 to 1982-83). In fact, Popeye beat all his network competition in this period 74% of the time! With The All New Popeye in your corner, you can't help but come out a winner.
This week

Jan. 4—Deadline for submitting papers for National Cable Television Association technical sessions during association's annual convention in June. Papers should be sent to Wendell Bailey, vice president for science and technology, NCTA, 1724 Massachusetts Avenue, N.W., Washington, 20036; (202) 775-3637.

Jan. 5—FCC deadline for reply comments in TV deregulation proceeding. FCC headquarters, Washington.

Jan. 6—Deadline for entries in 21st annual National Student Production Awards competition, sponsored by Alpha Epsilon Rho, National Broadcasting Society. Information: David Smith, department of telecommunications, Raja State University, Muncie, Ind., 47306; (317) 285-5232.

Jan. 8-10—California Broadcasters Association midwinter convention. Keynote speaker: FCC Chairman Mark Fowler. Speakers also include radio talk show host Larry King and Mutual Broadcasting System President Martin Rubenstein. Sheraton Plaza hotel, Palm Springs, Calif. Carnival Cruise line. Information: (404) 542-3765.

Jan. 8—Pacific Telecommunications Council's sixth annual Pacific Telecommunications Conference, PTC 84. Sheraton-Waikiki hotel, Honolulu. Information: 1110 University Avenue, Suite 303, Honolulu 96826; (808) 949-5792.

Also in January


Jan. 13—Arbitron Television Advisory Council meeting. La Costa hotel and spa, Carlsbad, Calif.


Jan. 12—Corporation for Public Broadcasting board meeting. CPB headquarters, Washington.


Jan. 15—Deadline for entries in Champion Media Awards for Economic Understanding, of Amos Tuck School of Business Administration at Dartmouth College, and sponsored by Champion International Corp. Information: Jan Brigham Bent, Dartmouth College, Hanover, N.H., 03755.


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


Jan. 16-20—National Association of Broadcasters board meeting. Palms Del Mar hotel, Humacao, Puerto Rico.


Jan. 18-20—Texas Cable TV Association annual convention and trade show. San Antonio Convention Center, San Antonio, Tex.

Jan. 20-21—Colorado Broadcasters Association 35th annual winter meeting and awards banquet. Sheraton Denver Tech Center, Denver.

Jan. 23-27—MIDEM '84, international record and music publishing market and international radio program market, Palais des Festivals, Cannes, France. Information: Harvey Slesowery, Perard Associates, 10 Lafayette Drive, Syosset, N.Y. 11791; (631) 364-3686.


Jan. 25—New Jersey Broadcasters Association semiannual sales seminar. Holiday Inn, North Brunswick, N.J.

Jan. 27-29—Florida Association of Broadcasters annual midwinter conference. Ponce de Leon Lodge, St. Augustine, Fla.


Jan. 30—Deadline for reply comments on FCC proposed rulemaking on use of aural subcarrier in TV baseband. FCC, Washington.


February


Feb. 1—Deadline for entries in Gavel Awards, sponsored by American Bar Association, recognizing media contributions toward increasing public understanding and awareness of American legal system. Information: Margaret Reilly, ABA, 33 West Monroe Street, Chicago, 60603; (312) 621-1730.

Feb. 1-6—International Radio and Television Society annual facultyindustry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.


Feb. 3-5—Northwest Broadcast News Association annual meeting. Sheraton-Ritz hotel, Minneapolis.


Feb. 5-7—Louisiana Association of Broadcasters annual convention. Hilton hotel, Baton Rouge.

Feb. 6-7—Michigan Association of Broadcasters winter conference. Bridgeport Center, Kalamazoo.


Feb. 7-8—Arizona Cable Television Association annual meeting. Phoenix Hilton hotel, Phoenix.

Feb. 8—Broadcast Pioneers "Mike Award" dinner, Hotel Pierre, New York.


Feb. 15—Deadline for entries in Broadcasters Promotion Association's International Gold Medal Awards competition, recognizing "excellence in the marketing of electronic communications." Information: Dr. Hayes Anderson, Department of Telecommunications and Film, San Diego State University, San Diego 92182; (619) 265-8570.


Feb. 15—Deadline for entries in 11th Athens International Film/Video Festivals, sponsored by Athens Center for Film and Video and supported by grants from National Endowment for the Arts, Ohio Arts Council and Ohio University College of Fine Arts. Information: (614) 594-6886.

Feb. 16-17—Broadcast Financial Management Association/Broadcast Credit Association board of directors meetings. Westin St. Francis, San Francisco.


Feb. 23-25—National Association of Broadcasters nationwide teleconference on political advertising. Subjects to include equal opportunities for candidate advertising, lowest unit charge and federal access requirements. Teleconference to be held in 25-30 locations. Information: NAB, (202) 293-3500.


March

March 1—Deadline for entries for Action for Children's Television program and PSA awards. Entries can be sent to Kathleen Enrich, ACT, 46 Austin St., Newtonville, Mass. 02160


March 5—Society of Cable Television Engineers ninth annual spring engineering conference. "System Reliability Revisited," during SCTE convention (see below). Opryland hotel, Nashville.

March 5-7—Society of Cable Television Engineers' "Cable-Tec Expo '84," second annual convention and trade show. Opryland hotel, Nashville.


March 7-10—American Association of Advertising Agencies annual meeting. Canyon, Palm Springs, Calif.

March 11-13—Ohio Cable Television Association annual convention. Hyatt Regency/Ohio Center, Columbus, Ohio. Information: (614) 461-4014.


March 14-16—Arkansas Cable TV Association annual meeting.
Gone overboard

EDITOR: Like most broadcasters, I support the deregulatory measures taken by the FCC. A lot of needless paperwork has been eliminated with benefit to us without sacrifice to the public interest. But perhaps not all of the proposed deregulation will provide benefit to anyone.

The commission is now effectively out of the call letter business. Local courts will determine how and when to settle disputes and only time will tell if that truly benefits our industry. The proposal to have applicants merely certify their engineering to the commission is poor policy. Actual review of submissions by the commission must be a minimum acceptable degree of regulation for the benefit of our industry. To do less is an abrogation of the basic premise on which the commission was founded.

Let's not be caught up in the deregulation fervor unless it truly benefits our industry. Not all of the proposals and actions taken to date are in either our or the public's interest.—Bob Greenlee, president, KADBAM; KOBO; Boulder, Colo.

Two more for the bandwagon

EDITOR: Let us all applaud Fred Walker for his “Monday Memo” comments on AM stereo (BROADCASTING, Dec. 5, 1983).

As president of New Jersey’s first AM stereo station, WHWH(AM) Princeton, which debuted Nov. 1, 1983, I can personally tell you that we have been inundated with calls praising us on the clarity and cleanliness of our new sound, even before there are any AM stereo sets in our marketplace!

The big task we face is educating the public on the merits of AM stereo, so that the multisystem sets can survive and prosper. What we need is a dedicated industry dialogue on AM stereo, perhaps at the National Association of Broadcasters convention, to exchange ideas and pool our thoughts on promotion and advertising to help perpetuate the credibility of our brand new medium.

Let’s go out and promote multisystem with the radio manufacturers, the car dealers and whoever else wants to “listen.”

This is not a fad; it’s a whole new ball game. We broadcasters should work together to make sure the AM team wins in stereo.—John J. Morris, president, WHWH(AM) Princeton, N.J.

Fred Walker made his point well. However, I wish he had put as much heat on the AM broadcasters as on the manufacturers. FM’s went stereo long before AM stereo. Car dealers can’t sell AM car radio to a buyer who doesn’t have a wide choice of AM stereo to tune in.

It should be obvious to more broadcasters that stereo is what is needed for AM to achieve maximum potential success in the competition with FM for audience shares. But broadcast investors clearly are reluctant when it comes to long-term versus short-term gain. Over the years they become accustomed to relatively low capital investment for attractive returns. That’s got to change or they’ll be causing their own future red-ink ledger sheets. For AM’s to stay alive and healthy, they’ve got to bite the bullet and install it. When listeners are missing something because they don’t have it, then they’ll buy it.

Truly, I doubt any of us—even with our special interest—would plunk down our hard-earned money for a radio (AM stereo) that someday might be useful.—Frank E. Derry, vice president, Ohio Edison.

Fed up

EDITOR: I am sick and tired of hearing certain daytime radio broadcasters crying that the FCC did not give them enough broadcast power and additional broadcast time after local sunset. These people should be glad that the FCC saw fit to give them anything. With the restrictions by Canada and Mexico plus a relaxed clear channel restriction, there was limited action the FCC could take. These people knew what they were getting into when they bought their daytime stations. If now they don’t like it let them sell their stations and get a fulltimer. Come on, let’s act like broadcasters not wimps and children.—Peter Maynard, Englewood, N.J.
### Affiliations

**SWITCHED**

Audiences didn’t.

<table>
<thead>
<tr>
<th>Daypart</th>
<th>KTHI abc to WDAY+ HD (share +/−)*</th>
<th>WDAY+ ** abc to abc (share +/−)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon-Fri 7:9AM</td>
<td>+78%</td>
<td>−42%</td>
</tr>
<tr>
<td>Mon-Fri 9-12N</td>
<td>Flat</td>
<td>−14%</td>
</tr>
<tr>
<td>Mon-Fri 12N-3:30PM</td>
<td>+185%</td>
<td>−56%</td>
</tr>
<tr>
<td>Mon-Fri NETWORK NEWS</td>
<td>+69%</td>
<td>−14%</td>
</tr>
<tr>
<td>Sun-Sat Prime</td>
<td>+25%</td>
<td>−10%</td>
</tr>
<tr>
<td>Mon-Fri 10:30PM-Mid.</td>
<td>+24%</td>
<td>−43%</td>
</tr>
<tr>
<td>Sat 7AM-12N</td>
<td>+76%</td>
<td>−43%</td>
</tr>
<tr>
<td>SIGN ON/SIGN OFF</td>
<td>+37%</td>
<td>−28%</td>
</tr>
</tbody>
</table>

* NSI Shares-Source: May, 1983, Fargo-Valley City, ND
  Nov., 1983, Fargo-Valley City, ND
  Share Change: May,’83 VS Nov., ’83

**WDAY+ includes WDAZ-Devil’s Lake, ND
MAGNUM

A FORM OF PANDEMONIUM UNIQUE TO THE TELEVISION BUSINESS
63 Magnum markets... with more to come!

New York
Los Angeles
Chicago
San Francisco
Boston
Detroit
Washington, D.C.
Cleveland
Dallas/Ft. Worth
Houston
Pittsburgh
Miami
Minneapolis
Atlanta
Tampa/St. Petersburg
Denver
Baltimore
Sacramento
Portland
Indianapolis
Hartford
Phoenix
San Diego
Kansas City
Cincinnati
Milwaukee
Nashville
Charlotte
Buffalo
Orlando
New Orleans
Columbus, Ohio
Memphis
Grand Rapids
Raleigh
Oklahoma City
Providence
Louisville
San Antonio
Norfolk
Birmingham
Greensboro
Albany
Little Rock
Shreveport
Tulsa
Mobile
Fresno
West Palm Beach
Syracuse
Albuquerque
Jacksonville
Green Bay
Rochester
Lexington
Honolulu
Huntsville
Las Vegas
Augusta
Savannah
Columbus, Georgia
Montgomery
Boise

MAGNUM MCA TV

INTV Biltmore Hotel/Suite 6357
Your winning combination for AM Stereo

Is AM Stereo ready to move up?
Market-place decisions notwithstanding, the recent introduction of receivers able to decode signals from any of the four systems in use today makes it easier for broadcasters to move ahead with AM Stereo plans.

Which system is #1?
The PMX (Magnavox) System was first selected by the FCC to be the Industry Standard for AM Stereo. We established the system's viability during the 1979 NAB Show. The politically-inspired "market-place" decision hasn't affected the technical performance of the PMX System one bit.

Hearing is believing.
With the PMX System, AM Stereo music sounds like FM Stereo music. So it makes for higher listener appeal and better numbers: For audience and the bottom line.

The Winning Combination
Our Type 302A Exciter, developed for the PMX System, and our new Type PMX-SM1 AM Stereo Modulation Monitor give you a superior package for AM Stereo broadcasting.

We've built a world-wide reputation for high-quality AM transmitters that offer unmatched on-air reliability with complete transparency. Ultimately, the day-to-day operation of your AM Stereo System will depend upon equipment and service. We stand on our track record of providing the best of both.

If you're considering AM Stereo, or if you just want more facts, give us a call. You can't lose.
Continental Electronics Mfg. Co.
PO Box 270879 Dallas, Texas 75227
Phone: (214) 381-7161

Continental Electronics
RIVERA TAKES LONE STAND IN FAVOR OF MAINTAINING BROADCAST RESPONSIBILITY; MAJORITY CONTENDS OTHER MEDIA IN MARKETPLACE LESSEN NATION'S RELIANCE ON OVER-AIR STATIONS BUT THERE'S STILL AMBIGUOUS SUGGESTION THAT BROADCASTERS MAY NOT VACATE FIELD ENTIRELY

Commercial TV broadcasters are still expected to serve the special needs of children. But licensees will have broad discretion to determine how best to do that and the FCC won't attempt to mandate the presentation of specific amounts of children's programming.

So said the FCC on Dec. 22, 1983, bringing its children's television programming to conclusion with a 3-1 vote. (Commissioner Henry Rivera dissented and Commissioner Dennis Patrick did not participate. Patrick felt he wasn't "prepared enough" to vote, an aide said.) The commission's action superseded its 1974 policy statement on children's television.

The commission's action constitutes a watered down of the policy statement on children's programming the commission had adopted in 1974, during the chairmanship of Richard E. Wiley. The statement itself was far less regulatory than the petition for rulemaking, filed by Action for Children's Television, had sought. ACT proposed rules setting quotas for educational programming directed at groups of specific ages and setting diminishing limits of advertising permitted in those programs.

The issue was before the commission again in response to an ACT petition, backed by a court order directing the commission to complete action before the end of the year, that the agency conclude the rulemaking initiated in 1970 in response to ACT's original petition for rulemaking. The 1974 policy statement made a point of warning broadcasters that the proceeding was being kept open in the event it developed they were not meeting their obligations to children. ACT said its studies indicated they were not.

The commission, in its rewrite of the 1974 statement, said broadcasters will still face the "bedrock" obligation of being responsive to the needs and interests of their community, including the specialized needs of children. "A licensee who fails to consider those needs, in light of its particular market situation, will find no refuge in this order," it said.

In its order—which William Johnson, deputy chief, Mass Media Bureau, described as "basically a modified policy statement"—the FCC said there had been an increase in overall programming available to children. It also said there had been no "market failure." It said the record revealed that a variety of media provide quantity and quality in children's programming, and new service can be expected to add to that. The FCC also said there was no reason to substitute its judgment for deciding what amount or type of programming should be offered. The licensee is in a better position to determine that than the commission, it said.

Commissioner James Quello said he thought the commission's action sent a "strong signal" to broadcasters that they are supposed to ascertain and serve the needs of children.

Rivera, however, called the decision a "rape" of the FCC's 1974 policy statement on the issue, which said broadcasters were obligated to provide programming designed especially for children, to schedule those throughout the week, to develop more educational and informational programs, and to air programs directed at specific age groups. "This is a sad day for children in this country," Rivera said. "The report and order that will be adopted by my colleagues today writes the epitaph of the FCC's involvement in children's television... In sum, the residual duty of the FCC is hollow to the core."

Rivera said he prefers marketplace reliance to regulation "whenever regulatory objectives can be obtained. This is simply not one of those situations," he said. "Children are not effective players in the commercial television marketplace..."

Rivera said that "until commercial television stations no longer form the backbone of our television system, the FCC must continue to rely primarily on these licensees to meet the special programming needs of children." He said "it is a terrible thing to do to a group in our society that cannot protect itself."

Under the new policy, Rivera said broadcasters can meet their obligation to serve children with "virtually any kind of programming, which need not be presented regularly—or even frequently—and need not be designed to meet children's unique needs."

Rivera said the commission should have adopted a "flexible processing guideline."

After the meeting, Peggy Charren, president, Action for Children's Television, said that group would appeal, and push hard for legislation (H.R. 4097) mandating the presentation of specific amounts of children's programming. "We think the commission is giving a great Christmas present to the broadcasters and leaving a lump of coal in the stockings of children."

Sam Simon, executive director of the Telecommunications Research and Action Center, said that outfit would join in ACT's appeal. "Now a broadcaster has no obligation to air programs specifically designed to meet children's needs. Instead, a broadcaster need only point to the educational value of existing adult programs, or to public broadcasting programs. FCC Chairman Mark Fowler has deliberately misled the American public by claiming to have taken a positive step for children," he said.

Edward O. Fritts, president of the National Association of Broadcasters: "Children's television demands close scrutiny, and well it should. Children are our most valuable resource. To interject federally mandated programming, however, places the government in the role of editor, a most dangerous precedent under any circumstance. We are entering an age with television of abundance. What should be analyzed in this situation is not what one individual station is telecasting but what is available to the child in the home on a daily basis. Further, what in the near future will be available? On both counts, the record is and will continue to be impressive. Broadcasters have a responsibility to the viewing public, and we are accepting and meeting it."

The Court of Appeals in Washington had directed the FCC to act on the proceeding before last year's end.
Westmoreland, CBS blitz media and court with documents in ‘Vietnam Deception’ lawsuit

General, network go public with latest round of papers in $120-million libel suit

Retired General William Westmoreland and CBS exchanged salvos of documents at 100 or so pages, last week, in a preliminary to the trial of Westmoreland’s $120-million libel suit against the network. The documents consisted largely of affidavits each side has collected in the pretrial stage, and served to place in sharper focus the issues in the case, which grew out of CBS’s documentary, The Uncounted Enemy: A Vietnam Deception, broadcast on Jan. 23, 1982.

Westmoreland, who had initiated the unusual public exchange by calling a news conference for 10 a.m. on Tuesday, at the Hotel Washington, in Washington, produced a hefty collection of documents that included affidavits by the senior members of the Johnson administration that Westmoreland said supported his contention he was libeled. He said the evidence developed is “shocking.”

CBS, immediately after the Westmoreland news conference, held one of its own in the hotel, a few doors away, to offer reporters its own batch of documents, a smaller, but still impressive, collection. It included affidavits by present and former military and Central Intelligence Agency officials who supported the documentary’s basic contention that the estimates of enemy troop strength had been deliberately held to pretzel ceilings to back up the claim that progress in the war was being made.

Taken together, the two sets of documents, which were filed Tuesday morning in the U.S. District Court in New York, help recall the strong feelings that were generated by the Vietnam war. Many of the documents in the Westmoreland collection spoke of the honor and integrity of the retired four-star general who had led American forces in Vietnam. CBS’s contained affidavits from officials who expressed regret and shame over the manner in which they said estimates of enemy troop strength were handled—there was “an abandonment of honesty and integrity,” in the words of George Allen, who had been a CIA analyst of Communist forces during the war. The documentary had put it even more strongly: It accused Westmoreland of participating in a “conspiracy” to manipulate the figures.

Westmoreland, in the one question to which he responded—the others were handled by his attorney, Dan Burt, of the Capitol Legal Foundation—said the 90-minute documentary had attempted to “destroy” his 36 years in uniform. “If I were guilty as indicated by this broadcast,” he said, “I could have been court-martialed on a number of counts.”

Speaking for CBS at the subsequent news conference, John Scanlon, a public relations consultant, said, “The management of CBS News fully supports the content of the documentary.” And the lawyer defending CBS against the suit, David Boies, of the New York firm of Cravath, Swain & Moore, said that if the documentary discussed matters for which Westmoreland could be court-marshaled, “that is all the more reason for a press inquiry.”

Many of those supporting Westmoreland recalled a dispute between the military and CIA over enemy strength figures, but found unreasonable a suggestion that Westmoreland deliberately misled the Joint Chiefs of Staff and President Johnson, as the documentary alleged. “It is inconceivable to me that MACV [Military Assistance Command, Vietnam] arbitrarily reduced the estimates of enemy troop strength as a result of this or any other dispute,” said Robert S. McNamara, secretary of defense in the cabinets of Presidents Kennedy and Johnson. “I believe that the CBS claim [regarding Westmoreland’s participation in a ‘conspiracy’] is false,” said retired Admiral U.S. Grant Sharp, who, during the Vietnam war, served as commander-in-chief in the Pacific and, thus, was Westmoreland’s superior. “It would be, in my experience, contrary to General Westmoreland’s nature and character to have engaged in the conduct of which is break Westmoreland.”

CBS accused him.” Dean Rusk, secretary of state in the Kennedy and Johnson cabinets, was one of those praising Westmoreland; he described him as a “fine officer and gentleman.” And he said that, although he, Rusk, is “the senior living member of the Johnson administration,” CBS could not attempt to interview him in connection with the documentary.

Westmoreland also made public a memorandum the documentary’s producer, George Crile, had written to Mike Wallace, who served as correspondent on the show, that suggested, at least, a determination to bring Westmoreland down. Drafted as an instruction to Wallace on the approach to be taken in his interview with Westmoreland, the memorandum said, “Now all you have to do is balance” in the handling of what it referred to as the historic and controversial subject. As for the “substantive points,” CBS accumulated considerable support for them from those who provided the network with affidavits. Richard D. Kovar, a former CIA officer who served in Vietnam during the 1960’s and who now prepares President Reagan’s Daily Brief, a digest of current foreign intelligence, wrote, “I believe the CBS documentary was a great service to the intelligence process—a process which was served so poorly by the CIA and the military alike during the period prior to the Tet Offensive of 1968.” It was a thesis of the documentary that, because the U.S. military in Saigon had published figures of enemy troop strength demonstrably too low, the U.S. public and
government were unprepared for the ferocity of the Communist offensive. "Indeed," Kovar added, "I believe that CBS should rebroadcast the documentary in prime time on each anniversary of the Tet Offensive so that no intelligence analyst, soldier or citizen who watches it will ever let anything like it happen again."

Colonel Gains B. Hawkins, who from 1966 to 1967 was the officer with primary responsibility for estimating the strength of the enemy in Vietnam, linked Westmoreland directly to the alleged effort to publish only politically acceptable figures. He said that in the spring of 1967, he presented Westmoreland with a new analysis "indicating far higher enemy strength than was being reported in official reports on enemy strength," and added: "General Westmoreland refused to accept the updated figures. He voiced concern about the political impact these higher enemy strength figures would have in the United States, and told me to take 'another look' at the figures." Hawkins said he then "arbitrarily reduced" the figures to levels below those indicated by what he regarded as the best evidence "in an effort to conform to the unmistakable command position." Westmoreland rejected those figures, as well, Hawkins said.

One of those providing CBS with an affidavit talked of a "conspiracy" on the part of the military and intelligence establishment. John T. Moore, who was an intelligence analyst with the CIA in Saigon, from December 1965 to July 1967, said: "Based on my experience as a CIA analyst, I have become convinced that there was a conspiracy or cover-up among various elements of the intelligence community, including persons from MACV, CIA and DIA [Defense Intelligence Agency] to distort and to suppress intelligence information during the months prior to the Tet Offensive so that the American public would have the impression we were winning the war."

To Westmoreland, in his opening statement, the conflict regarding estimates of enemy troop strength were of a piece with the "extensive, sometimes bitter, disputes [that] are an inherent part of intelligence gatherings." Then he added: "We know now, and believe we will be able to demonstrate, how CBS deliberately chose to metamorphose this intelligence debate into a conspiracy. But disagreement among intelligence analysts is neither new nor the stuff of treason."

Neither, in CBS's view, is criticism of an official's conduct in connection with those figures the stuff of libel, even of a libel case. The Westmoreland suit is expected to go to trial in the fall, but Boies said that he does not expect it ever to go to trial; he predicted it will be dismissed on a summary judgment order. Among the arguments he said he will make in seeking dismissal is one that the issues raised in the documentary are of sufficient importance that "the press shouldn't be criticized" for examining them. "If you have something like the Vietnam war and you're dealing with someone like the commander and question as to whether he is misleading the nation—you ought not to have to prove in court you are not malicious and not in error. The issue is whether a conclusory allegation regarding conspiracy is actionable."

Boies

NFL ratings down, but observers see no cause for concern

Network officials believe drop is only temporary; poor matchups cited

The ratings for network telecasts of National Football League games in 1983 declined over the last nonstrike season, 1981, but, while there may be some concern, the prevailing view is that 1983 was atypical. Network executives, affiliates and program analysts alike point to few contests involving frontrunners; games between the leading NFL teams, the Dallas Cowboys and the Washington Redskins, produced ratings more in line with years past.

College football games during the regular season on both ABC and CBS also produced ratings declines compared to a year ago. Observers believe the reason is perhaps that the two networks now share the turf dominated for so many years by just one—ABC—prior to 1982. Both networks would like to see the Supreme Court throw out those contracts on antitrust grounds, creating a free-for-all where individual schools could negotiate television deals separately or together.

NBC's NFL regular season ratings for 1983 were down almost 10% to an average 12.2 per game, compared to 13.5 in 1981, the last season played in its entirety. The network's share of audience for NFL telecasts was down a full five share points from an average 27 in 1983 from an average 32 in 1981. That is NBC's lowest regular season average since the merger of the American Football League into the National Football League in 1970, when the network achieved a 12.7 rating. CBS suffered the least, with an average per-game ratings decline of about 4.6%, and a three point drop in share: 16.7/37, compared with a record 17.5/40 in 1981. (Scores should be noted however, that CBS is still challenging Nielsen's 1983 per-game average for the network, based on what CBS claims is Nielsen's miscalculation of the ratings for the last regular-season contest. At press time the dispute had not yet been resolved.

ABC fared the worst, with close to a 17% decline in its per-game rating and a five point drop in share: 18.1/31 compared with the record 21.7/36 compiled in 1981. The Monday Night Football rating from the past season was the lowest in the program's 13-year run. The previous low had been its premiere season in 1970, when MNF scored an 18.5/31.

College football ratings on ABC in 1983 (including 14 regular season telecasts) were down a full rating point, and two share points for the year, to a 9.9/26. CBS averaged a 9.6/25 for its 14 regular season NCAA telecasts, compared with a 10.5/28 in 1982.

While depressed ratings affect revenues, executives at each network downplayed the significance of football's ratings performance in the past season. "Our NFL telecasts scored all-time high ratings in 1981," noted Jim McKenna, vice president, CBS Sports, "and this year will be our second highest-rated season ever. So for us it's a good story rather than a bad story." And as far as ratings impact is concerned, McKenna insisted that NFL games still deliver the highest number of gross ratings points of any sports series on television today.

At NBC, Robert Blackmore, the head of network sales, offered that although advertisers were indeed missing out on some of the gross rating points they had hoped to achieve via the NFL, "most of those points have been made up as we've gone along," in other programs such as Sports World or, in the early going, baseball playoffs. "There's no question," said Blackmore, that football in 1983 wasn't quite the delivery vehicle that advertisers were counting on to spread their messages. But most people feel it's a temporary situation.

At ABC, despite the record low ratings in 1983 for Monday Night Football, the current
thinking is that a 10% increase in the price of a thirty-second spot will be imposed next year, said J. Larre Barrett, director of sports sales at ABC. Had the past season's ratings been closer to the norm, said Barrett, ABC would have sought a 15% increase. He acknowledged that with the poor performance this year, "We'll have to work that much harder to sell it" in 1984. Barrett said ABC will be talking with the NFL in hopes of receiving a better schedule next year. "All the research we've seen," said Barrett, "indicates that viewers don't tune in because of a lack of interest in the team matchups."

Network executives also argued that exciting matchups late in the season produced good numbers—CBS's Dallas-Washington game three weeks ago, for example, scored a 23.4 rating, while two late season Monday night games on ABC produced ratings in the low 20's—significantly better than the 18.1 season average. One question that might be posed however, is whether football as a network program vehicle may be headed in the same direction as baseball—generating marginal interest among fans and advertisers in the regular season, with real enthusiasm reserved for post-season play.

"I don't look at the past season's ratings declines as a sign that it will disappear from the screen," said Ed Aiken, a program analyst with Perry Television Inc. But somewhere, he added, with all the games currently sprinkled throughout the weekly program schedule and the added disarray that could come if the courts rule in favor of schools challenging the NCAA's power to negotiate TV contracts, "there's a point of diminishing returns."

While affiliates are aware of the declines their networks have been experiencing, they generally appear to believe the game has a long future as a program vehicle. "I'm concerned," said Clayton Brace, vice president and general manager of ABC affiliate KGTV-TV San Diego, "but, unfortunately, I'm not sure what can be done about it." But despite his network's problems, Brace said, the KGTV's local football ratings have not been affected "to any great degree," perhaps due in part to the fact that the station operates in the home town of the NFL's Chargers. Locally, he offered, TV football is still "very viable."

Another affiliate, on the East Coast, agreed that football would continue as a strong force in television programming—if not with the dominating impact it once had. "I don't think the declining ratings this year represented a serious problem," he said. "But football may not be the event it once was because there's so much other sports programming on the air these days."

Showtime/Movie Channel and Paramount: power through partnership

Competition is born to challenge dominance of HBO; number one ranked studio in box office revenue for past eight years will provide 15 movies per year for five years to cable programers; industry agrees competition healthy; cable viewer will benefit from greater program choice

Cable executives and analysts who follow the medium were exceptionally upbeat last week in discussing the possible impact that the exclusive five-year licensing agreement between Paramount Pictures and Showtime/The Movie Channel Inc. may have on the industry ("In Brief," Dec. 19, 1983). Not that the executives and analysts polled have anything against HBO, as do the major motion picture studios, including Paramount. The studios claim that the leading pay service (HBO), with almost three times the subscriber base (currently about 13.5 million) as its closest competitor (Showtime, with more than 4.7 million subscribers), has had a monopolistic grip on the pay cable business, enabling it to negotiate film licensing deals at bargain-basement rates. Rather, those contemplating the deal last week emphasized the competitive boost it will give to the program menus of both Showtime and The Movie Channel in their quest (as a merged corporated entity) to remain vital as pay service offerings.

Increased competition will generate a healthier pay cable environment for all those concerned, observers added, including the film studios, cable MSO's and other pay cable affiliates and subscribers who would presumably be offered greater choice, and even HBO, which, never an organization inclined to sit back and simply count the revenues as they roll in, now knows more than ever that it can't afford to do so.

The closest thing to a negative response to the Paramount-Showtime/TMC deal came from HBO, which has been described since news of the deal broke more than two weeks ago as having suffered its first major programing setback: it has failed to secure four of the top 10 highest grossing films for 1983—"Flashdance," "Staying Alive," "Trading Places" and "48 Hours." And the company's response was perhaps more defensive than negative. It released a statement that read, "HBO has been licensing the exclusive pay cable rights to theatrical motion pictures from a number of sources for quite some time. We have never felt that the pictures of any one studio, whether exclusive or not, affect significantly the performance of our services."

The price of exclusivity for five year's worth of films from Paramount—which for the past six years has been consistently the number one or number two ranked studio in terms of box office revenues—did not come cheap. It has been estimated by sources involved with the deal that Showtime/TMC will pay between $600 million and $700 million for perhaps 75 Paramount films over the course of the licensing agreement (including films produced from 1983 through 1987). And the agreement is described as an output deal meaning that it includes all the theatrical films that the studio produces, although Showtime may decline to accept some films under certain conditions. It's hard to put an exact price tag on the films because Showtime/TMC will purchase the rights to each film (none of which are pre-buys based on its performance at the box office and the subscriber growth at both Showtime and TMC).

Exclusive output deals with movie studios are not new to the industry, as evidenced by HBO's agreements with Columbia, Orion and the newly formed Tri-Star Pictures (with partners CBS and Columbia) and Silver Screen, a limited partnership established earlier this year. Deals with the first two studios may give HBO about 20 exclusive titles a year, compared to the 15 a year that
Showtime/TMC will collect from the Paramount deal. And when the latter two begin rolling out product this year, HBO can count on another two dozen or so exclusive films annually. It also has exclusive licensing agreements with independent film producers such as ITC Entertainment, Polygram and New World, so that when it’s all added up, HBO will have the exclusive rights to more than 60 films annually in the coming years, and maybe more.

Showtime/TMC president and chief executive officer Mike Weinblatt said the first package of films under the agreement will be seen on both the Showtime and TMC services (but not on the same days) beginning in February with the airing of “Flashdance.”

The deal with Paramount, said Weinblatt, provides greater ability to differentiate its twin services from others in the industry. “And that’s good for everybody in the industry... Subscribers, operators and the pay services.”

Rich Frank, president of the Paramount Television Group, noted that the films, although exclusive to the national pay cable industry, will still be available to STV outlets and regional pay services. “We think it’s a fantastic deal. We are getting more than we thought we could [had we licensed the films on a nonexclusive basis].”

He also said the agreement will not affect the studio’s pattern of release to various markets. Paramount films will still be available on videocassette, perhaps six months after theatrical release, while Showtime/TMC will get the films a year after theatrical release.

There are those who believe this deal may signal the start of a transformation of the pay cable industry to an exclusive medium. Among those: Rich MacDonald, a media analyst with First Boston Corp. “But the big issue is trying to make [a deal], and who will get the leverage [the studios or the pay services] and at what prices they will be done.”

Twenty-first Century-Fox, Warner Bros., MCA’s Universal and MGM/UA are the major studios yet to align themselves exclusively with a pay service.

The next prime candidate for an exclusive deal is MGM/UA. “If they did a deal, they could come up with a lot of money to finance the leveraged buyout” proposed by majority owner Kirk Kerkorian (see page 78), said John Reidy, media analyst with Drexel Burnham Lambert. As to the Paramount deal, Reidy offered that it “may well increase the odds of the multipay [marketing offer] sticking.”

Cable system operators lauded the deal as one that may be genuinely beneficial to the industry. Kenneth Bagwell, president of Storer’s cable and broadcast divisions, suggested that it may even “help reduce churn in the industry” by giving added differentiation to Showtime and TMC and thereby diminishing in the eyes of consumers the image of pay cable as a competitive service.

Burt Stanian, president of Group W Cable, applauded the fact that Showtime and TMC may become more competitive. He also offered that exclusivity “may put more of a premium on quality original programming.”

STC lines up some partners

Comsat subsidiary sets up working relationship with CBS, selects Alcoa-NEC and Toshiba to supply home earth station equipment

Satellite Television Corp., the Comsat subsidiary planning to launch a five-channel direct broadcast satellite service late this year, enters the new year with plenty of momentum supplied by announcements in the waning days of 1983 that CBS is considering becoming its partner and that Alcoa-NEC Communications Corp. (ANCOM) and Toshiba Corp. will supply the low-cost home earth stations needed to receive the service.

Comsat and CBS announced Dec. 20 that they had signed an agreement a week earlier to work together to form a joint venture including themselves and other “appropriate partners” and to develop all aspects of a DBS service, including earth stations, programming, project financing, technical operations and marketing. The parties stressed that the relationship involves no “joint investment costs” at this time.

Two days later, STC announced it had tapped ANCOM and Toshiba to be its suppliers of home earth stations, saying that it would soon begin “definitive contract discussions” with the companies. According to Michael S. Alpert, executive vice president, STC, “general principles” between STC and the suppliers have been agreed to and that final contracts could be signed before the joint venture is set. The contracts, which will ensure a steady supply of earth stations as STC rolls out its service, will require commitments of millions of dollars by all parties. The contracts will be negotiated “in a partnership spirit,” he said. “There will be a sharing of the risk.” ANCOM, formed solely to make and market DBS home equipment, is a joint venture of the Aluminum Corp. of America and NEC Corp.

“We had been looking at DBS on our own [as a medium] for high-definition television,” said James H. Rosenfield, senior executive vice president of the CBS/Broadcast Group, who along with Roger Colloff, vice president, policy and planning, CBS/Broadcast Group, has been spearheading CBS’s DBS efforts of late. “But it became apparent that DBS is extremely complicated and extremely expensive. So to mitigate the risks, he said, CBS is trying to link up with Comsat. “We can get a much better fix on the long-term potential of DBS by working together.”

Rosenfield said CBS and Comsat felt compelled to make the announcement. It’s important to “clearly define” the relationship to eliminate “all kinds of rumors and misunderstandings” and to pave the way for CBS and Comsat to approach other potential partners, he said. “We can now go out and talk to other people.”

The “memorandum of understanding” signed by CBS and Comsat contains no “deadline” for CBS to act. Rosenfield said. But CBS will try to make up its mind on whether to join Comsat in the DBS business by July 1, he said. The FCC authorized CBS in late 1982 to construct a three-channel HDTV DBS system, but George Schwartz, vice president, communications, CBS/Broadcast Group, said CBS would not pursue the business by itself.

CBS and Comsat will be looking for partners “able to bring the money and expertise in technology, programming or marketing to the venture,” Rosenfield said. Among the names that have emerged thus far as potential partners are Coca-Cola, Metropolitan Life and General Cinema. Rosenfield said CBS and Comsat will need one or two more partners to make a go of it.

Rosenfield would not say when CBS and Comsat began serious talks, but rumors of the budding relationship began surfacing last August (BROADCASTING, Aug. 29, 1983). According to one source, technicians for CBS and STC have been working together for several months on a nonstandard transmission format that would both improve picture quality and pave the way for high-definition televisions.

Beginning in 1984, STC plans to offer a five-channel service to subscribers. “Subscribers in an area bounded by Pittsburgh in the West; Norfolk, Va., in the South, and Burlington, Vt., in the North. The service area comprises 20 million television homes—about one-fourth of all television homes as well as one-fourth of all uncabled homes in the country.”

As part of the “joint exploration” agreement CBS will be reviewing all of STC’s plans and it’s uncertain how they would be affected if CBS finally decides to join Comsat. Said Rosenfield: “There’s something that has to be mutually decided upon. Until we are ready to address that particular problem, STC will move ahead on its current schedule as evidenced by its earth station announcement.” The announcement noted, however, that “CBS cooperated with STC in reviewing the specifications for home equipment and supports the decision. The selection of mutually agreed upon home equipment supplies represents a first step in the CBS-Comsat joint exploration agreement.”

According to the “general principles” already agreed upon, said ANCOM Executive Vice President Dennis Fraser, ANCOM will be the sole supplier of earth stations for at least a year. After that, he said, Toshiba will become a “secondary” supplier. In late 1988, he said, STC exclusive arrangement with ANCOM will end and Toshiba will come to an end and other manufacturers will be able to enter the market.

In addition to giving ANCOM an temporary exclusive franchise, Fraser said, STC has agreed agreed to purchase a minimum
number of earth stations from ANCOM each month. "And if they want to increase the monthly supply," he said, "they have to give us appropriate lead time."

Alpert would not confirm whether STC has agreed to a five-year deal with ANCOM or whether it has promised to purchase a minimum number of earth stations.

ANCON will divide the job of manufacturing the DBS earth stations between its two plants. Alcoa will produce aluminum off-set-feed dish antennas (three widths, 29 inches and 23 inches) at its Stolle Corp. subsidiary in Sidney, Ohio, he said, while NEC manufactures the addressable receiver/descramblers in Japan. If ANCON can achieve "the manufacturing economies" it believes it can, Fraser said, it should be able to produce DBS earth stations for retail sale at between $400 and $600.

A contract with STC is potentially highly lucrative, Fraser said. STC envisions the need for as many as three million earth stations over the first five years of its service, he said, which would mean nearly $1 billion in revenues for the earth station suppliers.

Before ANCON can begin to manufacture the receiver/descramblers, STC and CBS engineers must settle on an addressable scrambling system and a transmission scheme. Alpert said an announcement on the decision would probably be made by the end of this month.

To improve picture quality of its service, STC has been developing a time multiplex component (TMC) transmission system to use in place of the conventional NTSC format. Unlike NTSC, TMC systems separate the luminance (brightness) from the chrominance (color) in a video signal and transmit them sequentially, thus eliminating many of the picture imperfections that result from mixing luminance and chrominance.

As it happens STC's interest jibes perfectly with CBS's long-standing interest in HDTV, characterized by twice the vertical and horizontal resolution of the NTSC system and a wider aspect ratio. Last September, the CBS Technology Center issued an announcement for a HDTV transmission system featuring 1050 lines of vertical resolution (as compared with NTSC's 525 lines) and a five-to-three aspect ratio (as compared to NTSC's four-to-three ratio).

The system requires two DBS channels. The first would carry a 525-line TMC signal with a four-to-three aspect ratio. The second channel or, as CBS calls it, the "augmentation" channel, would carry a supplemental 525-line signal with a five-to-three aspect ratio. A special HDTV would be developed to tune in both signals and combine them into a single HDTV picture.

According to Alpert, the signal transmitted over the first channel of CBS's HDTV system will be compatible with STC's TMC system, permitting STC to offer "enhanced" television service at launch using its TMC system and to offer HDTV later when additional bandwidth is available. It's likely that CBS will ask the FCC to allow it to use its three DBS channels in tandem with STC's channels. STC now has three channels, but plans to ask for three more.

Movement afoot on MCTV front

Microband Corp. tests the waters on 'wireless cable' plan for major metropolitan areas

Taking advantage of liberal new FCC rules, Microband Corp. of America plans to launch multichannel television (MCTV) or, as it prefers to call them, "wireless cable" services in several major markets next year to challenge cable and direct broadcast satellite operators for pay television dollars.

Using a combination of multipoint distribution service (MDS) and instructional television fixed service (ITFS) channels, Microband is exploring the possibility of joining with local MDS programers to offer MCTV service in New York and Washington in late summer or early fall and in other markets later in the year.

According to Microband President Don Franco, the New York and Washington MCTV systems, offering at least five channels of cable-like programing, could be larger than most cable systems. Such systems could serve more than 150,000 subscribers in New York, he said, and around 100,000 in Washington.

The plans are still up in the air, Franco said, and talks with the various MDS programers are in the preliminary stages. Before Microband can do anything, he said, it must get the go-ahead from Tymshare, its parent company. Once Microband has the corporate stamp of approval - it's expected to come later this month-Microband may have "something more definitive to say about [its] goals," he said.

Making it all possible are FCC rules, adopted last year, that allow ITFS broadcasters to lease "excess" time on their channels to commercial users. Microband struck a deal with the National University of the Air Inc., a fledgling educational television network founded by long-time ITFS licensee John Curtis, under which the NUA would apply for four-channel ITFS facilities in various cities around the country and, once the applications were granted, lease 75% of the time, including prime time, on each channel to Microband.

NUA would use the remaining time to broadcast instructional and educational programming, fulfilling the FCC requirement that each channel be used "substantially" for such broadcasting. According to Franco, the FCC has granted NUA applications in New York; Washington; Milwaukee; New Orleans; Portland, Ore.; Kansas City, Mo.; Atlantic City; Buffalo, N.Y., and Tampa, Fla.

Microband has established a foothold in other cities with similar deals with local or regional ITFS operators. Franco said Microband has leased capacity from the New Trier (Ill.) school district in the Chicago market and from the Pennsylvania Hospital Television Network in Philadelphia. Microband is also considering Pittsburgh and Philadelphia.

Microband is the leading MDS common carrier in the country, leasing single-channel MDS facilities to pay television programers in about 70 markets. To facilitate its entry into MCTV, Microband hopes to form joint ventures with some of its successful MDS tenants. Such partnerships would put Microband into the business quickly and relatively inexpensively, Franco said. It would allow Microband to take advantage of the single-channel programers' proficiency in marketing and consumer service and build on their "imbedded costs" and existing subscriber bases, he said.

Another reason for going into the MCTV business with existing single-channel MDS operators is programing. Most of the MDS operators offer Home Box Office. As the most popular pay service, it provides a strong foundation for any kind of multichannel service. Franco was uncertain where the other channels of programing would come from, but suggested that the MCTV ventur- ers would cut deals with the established satellite-delivered cable programers. "I don't think [programing] is going to be a problem," he said.

Because of its connection with the ITFS broadcasters, the MCTV services would contain heavy doses of instructional and educational programing. Franco said NUA will act as a "pipeline," funneling instructional and educational programing from a variety of sources through its satellite network and the ITFS channels to homes and to private and public institutions. Microband has been encouraging producers of such programing to supply programing to NUA for distribution through the satellite ITFS network.

Franco had no idea what the service would sell for in the various markets, but said economics suggest that it could be priced below cable. By the time all is said and done, cable operators will have invested around $1,200 in the home of each of their subscribers in urban areas. MCTV, on the other hand, has to spend only around $200 or $225—the cost of the set-top converter and microwave antenna—to serve a home.

Single-channel, MDS has traditionally been an unscrambled service, but Microband plans to scramble and to make each of its converter/descramblers addressable. The scrambling will frustrate the growing number of MDS pirates, while the addressability facilitates subscriber management. Franco admits that addressable converters/descramblers for 2 ghz broadcasting are still "unproved," but adds that the technology is "not different" from that used in cable and that the boxes should be ready in time to meet Microband's timetable.

Gerald Mattison, president of Marquee Television Network Inc., which provides single-channel MDS service (HBO) to some 41,000 subscribers in the Washington area, confirmed that Marquee has "gone through a number of exchanges with Microband and has gotten down to the short strokes." However, Mattison said, "we don't want to be on Short Row." Just one of several possibilities it is considering, he said. Marquee, for instance, may decide to sublease the ITFS capacity from Microband service, combine it with additional ca-
CBS scores a double victory over Christmas

CBS-TV racked up two more weekly wins in the prime-time ratings in a holiday fortified strong with specials and repeats.

For the week ended Dec. 18, CBS had eight of the top 10 programs and ended with an average Nielsen rating/share of 16.5/29, two and a half ratings points above ABC's 16.0/25 and more than three and a half points above NBC's 14.9/23. CBS won Monday, Thursday, Friday and Sunday nights, while ABC won Wednesday and Saturday and NBC took Tuesday.

For the following week, ended Dec. 25, the race was a bit closer. CBS had a 16.9/29 to ABC's 15.4/26 and NBC's 14.0/24. CBS won four nights again—this time Tuesday, Thursday, Friday and Sunday—and ABC took the rest.

The two weekly wins raised CBS's score for the 1983-84 season to 10 weeks out of 13. ABC won the three others.

Along with holiday specials, the fortnight brought two new mid-season series entries, Automan and Masquerade, both on ABC and both introduced with special 90-minute premiers on Thursday, Dec. 15. Neither did well.

Automan, appearing at 8-9:30 p.m., eked out 13.7/22 against A Christmas in Washington special on NBC (13.2/21) but fell behind NBC's Cheers (16.0/25) and didn't come close to CBS's Magnum P. I. (22.5/35). From 9:30 p.m. to 11 p.m., Masquerade fared worse (12.9/21), edging NBC's Buffalo Bill (12.7/20) but getting thinned by Hill Street Blues (18.1/29) as well as by the last half of Simon and Simon and Knots Landing (20.4/33) on CBS. Automan was tied (with NBC's Silver Spoons) for 47th place among the week's 65 shows; Masquerade was 52d.

The following Thursday (Dec. 22), when Automan moved into its regular 8-9 p.m. spot and Masquerade into the ensuing hour, the results seemed no more promising. Automan came in with 14.3/22, behind NBC's Gimme A Break (15.7/25) and Mama's Family (15.3/23) as well as Magnum (22.3/34). Masquerade slipped a notch to 11.7/18, behindCheers (18.3/27) and Buffalo Bill (15.1/23) on NBC as well as Simon & Simon (24.7/37) on CBS.

The week ended Dec. 25 brought new life to languishing football ratings. ABC's final Monday Night Football game of the season, Dallas vs. San Francisco on Dec. 19, produced the series' highest rating in the season—23.6/39, making it the week's fourth highest rated broadcast. (The year's previous high for Monday Night Football was 22.4/40, set by the first game, Washington vs. Dallas, on Sept. 5.)

One special moved the top 10 in the week ended Dec. 25. That was the General Foods Golden Showcase, A Gift of Love (22.3/34), on CBS, which tied with Magnum P. I. for fifth ranking in the week. A Bob Hope special on NBC (20.5/30) and a Walt Disney special, Disney's Christmas Gift on CBS (19.0/28), took 12th and 13th places.

In the week ended Dec. 18, three specials made the top 10: Circus of the Stars (21.7/33) on CBS and repeats of a Dr. Seuss Special (21.2/31) and of a Charlie Brown special (20.6/31), also on CBS, ranked eighth, ninth and tenth respectively. A Perry Como special on ABC (20.4/35) tied with CBS's Knot's Landing for 11th place.

The season-to-date ratings through Dec. 25: CBS 18.2/29, ABC 17.2/27 and NBC 15.0/24.
The UNESCO budget was eventually dismay when UNESCO increased capable" ment, held at 10% it bloc of science operations U.S. followed servers goals. Shultz also sought amination of UNESCO dou-Mbathar M'Bow notified UNESCO Director General tion. the government regulation UNESCO's apparent interest United Nations Educational, Scientific and Cultural Organization seemed to have broken from the moorings tying United Nations Educational, Scientific and Cultural Organization formation.

Chicago, the NUA said IIT's interference concerns were unfounded and dismissed the questions about its standing as "frivolous," "NUA proposes to serve the Chicago Public School System; it will do so adequately and comprehensively; it will also provide service to private schools, vocational and industrial training centers, military personnel and other potential audiences for ITFS programing."

U.S. vows to leave UNESCO

Increasingly over the years, UNESCO has become a source of concern to the U.S. The United Nations Educational, Scientific and Cultural Organization seemed to have broken from the moorings tying UNESCO to private comprehension; its goals. However, that it is the United States position to leave UNESCO any proposals "that threaten press freedom."

Elie Abel, the former New York Times and NBC correspondent who now heads the Department of Communications at Stanford, was a member of the U.S. delegation to the Belgrade conference, where he called on UNESCO to quit trying to be "an international nanny" (BROADCASTING, Oct. 20, 1980). Last week, he said he could not "en- ter a spirited defense" of the organization. But he said that, instead of withdrawing from it, the U.S. should follow the practice of the Soviet Union when it is faced with an international organization's actions with which it disagrees: simply refuse to contribute to the support of those activities. "There are some things UNESCO does with which we agree and some with which we disagree," he said. "We should keep our options open."

In any event, the announcement last week marks an abandonment of the policy to which the the State Department continued to cling following the Belgrade conference, in the final months of the Carter administration. The choice confronting the U.S., a State Department official said at the time, has been to fight for free press values within the organization or to leave the field to those who do not share the U.S.'s values. The official added: "We have chosen the former as the only realistic and effective way to defend our interest."
2 is the 1 on the move in the nation’s 21st largest ADI television market.
Take the worry out of '84 with the best punch in the business!

JACK BARRY
Hosts

Hot news from around the country — Topples "Family Feud" in prime access in CLEVELAND... Destroys "Donahue" mornings in INDIANAPOLIS... Scores huge daytime increases over '82 on independents in MILWAUKEE, SEATTLE and MINNEAPOLIS... Wallops "Woman to Woman" mornings on TAMPA affiliate... Takes "Love Connection" in prime access in DETROIT... Flattens "Richard Simmons" in the ayem in ATLANTA... Soaring on BOSTON affiliate in early fringe... Tied for #1 with "Donahue" mornings in NEW YORK... Takes 1st place in ORLANDO over "P.M. Magazine" and "People's Court" in access... Outperforms "Wheel of Fortune" and "ET" to win #1 spot in access in LOUISVILLE!

7th first-run season!

Call your Colbert rep for early availabilities. Or see us at The Biltmore during INTV, Jan. 14-18.
You get a TOWER OF STRENGTH When you buy Utility

Better engineering, better construction, better installation — you get all these when you buy Utility. Utility Towers are easier to tune, easier to maintain. And these money-saving extras cost you no more from Utility. There are Utility Towers in every state in the nation . . . in Canada, South America, Puerto Rico, Europe and Korea. Choose Utility — known the world over as the “Tops in Towers.”
The challenges that await the Fifth Estate in 1984 will stretch its members to the full extent of their capabilities. Business looks good, with Olympic advertising ready to boost bottom lines. Journalists will have their hands full with coverage of the games and national elections, in addition to fending off attacks from an increasingly distrustful public. Technology continues to race ahead, with direct broadcast satellites, multichannel television and stereophonic TV sound ready to break into the open. The prospect of pending elections slowing the progress of telecommunications deregulation will only serve to increase the lobbying efforts of those who seek passage. The world of entertainment will continue to see the networks fending off viewer erosion from independents and cable systems against the backdrop of a shrinking product environment. An examination of what 1984 will bring to the disciplines of the Fifth Estate begins herewith.
All Street analysts look to 1984 as a good year for broadcasting and cable, but probably not as good a year as broadcasters and cable operators expect, and perhaps not as good as it should be.

Certainly a year offering winter and summer Olympics plus election campaigns at all levels should be a rip snorter for broadcasting—or so conventional wisdom has always held. With many hours of Olympic coverage exhorting their pull on advertisers and with politicians buying time right and left, commercial inventory should be scarce and sell out at premium prices. Right? Well, maybe.

The problem, as many Wall Street specialists see it, is that a year that should have everything going for it is getting off on the wrong foot.

There was the slowdown in network and spot TV in the fourth quarter of 1983. That took some of the starch out of earlier forecasts and led some analysts to trim their predictions of fourth-quarter broadcast earnings, creating a general business uncertainty.

"I don't think it'll be a terrific year despite the Olympics and elections," said David Londoner of Wertheim & Co. "Why? I don't like the way it's starting. I hear a lot of flak from agencies about keeping prices down, shifting money into other areas and refusing to pay those high unit prices. I'm troubled about the proper scatter market of the last months—the upfront market was not all that terrific anyway—and spot TV has been soft. I wonder if this hasn't started a slow period."

Londoner was quick to say that "all this could turn around overnight and prove me wrong," but he's obviously not convinced it will. He is forecasting, however, an 11% rise in network TV revenues not counting Olympics business, which he figures will boost the increase to around 14%. He thinks national spot TV will probably gain about 10% and local TV 11% to 12%.

Richard J. MacDonald of First Boston Corp. is noticeably more bullish. "I'm optimistic about the outlook for broadcasting, he said, "but I'm a little disappointed that [the year] has not started off with a bang. I'm hearing from agencies, though, that it's starting a little better than 1983 did."

MacDonald thinks that TV sports will have special difficulties this year. That's partly because the Olympics will winnow off some of the advertising money that normally goes into conventional sports, and also because of the high costs of new major-league baseball contracts, in which NBC and ABC have committed more than $1 billion over a six-year term.

With college football there's the additional uncertainty surrounding the National Collegiate Athletic Association's handling of TV contracts, which lower court decisions have held to be illegal. The NCAA case is awaiting resolution by the U.S. Supreme Court, presumably this year. With pro football there's the further potential problem of declining ratings in the regular season just ended.

On the other hand, MacDonald points out, "daytime and news are going gangbusters at all three networks right now," so that "the open question," as he sees it, is prime time.

He thinks the second quarter may bring an unusually heavy rush of new products to the market, and to broadcast advertising, because corporate confidence in the economy is higher now than it was a year ago. And if the economy's growth rate slows, he thinks there could be a build-up of product inventory sufficient to require high advertising levels, perhaps in the fourth quarter, to move that inventory off the shelves.

In any case, his estimate is that TV network revenues this year will rise by 14%-16%, and that national spot and local TV will advance by 12%-14%.

Tony Hoffman of Crain & Co. suggested that broadcasters may have to lower their sights to take into account a factor that has helped them to get all those big percentage run-ups over the years but that is of little help now: Inflation.

The Olympics and elections should make this "an exceptional year," he said, but another thing 1984 has going for it is "the lowest inflation rate in recent history." So instead of adding a few percentage points of real growth onto a double-digit inflation base, broadcasters now must think of an inflation base of only 4% or 5%.

Hoffman's forecast calls for 1984 gains of 14.5%-15% for national television and probably 17% for local. Many people, he said, would think that's not good enough for an Olympics and election year—that growth of 20% or more was in order. "And it would have been," he added, "if we had 1976-type inflation."

"Economic recovery with low inflation," he continued, "means that broadcasters have to adjust their thinking. Instead of thinking of 15%-16% gains as normal, they'll have to start thinking that 12%, say, is normal, and 15%-16% is good and perhaps 9% is bad. They should not look at 1984 as a disaster—just set their sights lower on an ongoing basis."

Ed Atorino of Smith Barney Harris Upham & Co. has already trimmed his 1984 predictions for TV, because of the "slow fourth quarter [of 1983] and the seemingly slow start of the first quarter." He had projected gains of 17% in network TV revenues and 15% in station revenues (national spot and local TV). Now he's brought them down to 16% and 14%, respectively.

Atorino calls the 1983 fourth quarter "an underachiever" and attributes the shortfall to several factors. Among them: the cutback in advertising for video games, less advertising by
THERE'S A TOUGH NEW SALES TEAM IN TEXAS!

BLAIR TELEVISION NOW REPRESENTS KLBK-TV
THE NUMBER ONE STATION AND THE CBS AFFILIATE IN LUBBOCK.

Blair Television
A division of John Blair & Company
The Leadership Continues...

auto manufacturers and the diversion of money into syndicated programming by many package goods manufacturers, including Procter & Gamble, the largest of them all.

But he also feels that the networks are seriously addressing their cost problems and seem to have stemmed the tide on audience erosion, "at least temporarily." Accordingly, he believes that "if the economy stays healthy, advertisers [who've cut back or dropped out] may come back to the tried-and-true medium, and the year could be a pleasant surprise after all."

John Reidy of Drexel Burnham Lambert says his projections may be a couple of points lower than they would have been last summer, but that they have not been severely ratcheted down as a result of the slower-than-expected fourth quarter. After all, he notes, a lower fourth-quarter in 1983 makes for an easier fourth-quarter comparison this year.

Reidy expects network TV revenues, excluding the Olympics, to rise about 13% over 1983, with the Olympics adding a few percentage points to that, making the total projected network increase about 15%-16%. He thinks national spot and local TV together will rise 14%-15%, with local probably doing 15%-plus and spot about 13%-plus.

Bill Suter of Merrill Lynch Pierce Fenner & Smith has toned down slightly some of the estimates he made several months ago, primarily because of the fourth-quarter slowdown, but said he feels he's being conservative in projecting gains of about 15% for network TV and 14%-plus for stations. "I still think it'll be a good year for broadcasters," he said. "I may even be surprised on the up side."

Analysts tend to pay much closer attention to television—because of the large number of dollars involved—than to radio, but the consensus appears to be that radio, like TV, should find 1984 better than 1983.

Cralin's Tony Hoffman was particularly enthusiastic. "Radio looks good," he said. "I think it'll go through a resurgence. He was especially bullish about pop music stations and the rub-off they can get from music video. "People will see an artist on music video," he said, "and then when they hear the artist of the music on radio they'll remember the video and get more pleasure from the radio number than they ever did before."

For cable, too, the analysts agreed that 1984 should be an improvement over 1983, but they were not overoptimistic.

Mara Miesnieks of Smith Barney saw multiple system operators moving into an upturn, primarily because most construction costs are behind them. But she warned against expecting "drastic improvement" because, among other problems, MSO's are still paying off construction loans incurred at exceptionally high interest rates.

Among the program services, she said, some of the closings that occurred over the past year raised questions about the ability of advertising-supported networks to sustain long-term losses. She said that cable advertising revenues should rise by 25% to 30%—"not robust, but certainly better."

As for cable stocks, she found it "tough to be very bullish about the pure plays," or companies exclusively in cable, although she found the outlook "somewhat better" for the "hybrids," where cable is only one part of the corporate portfolio.

First Boston Corp.'s Rich MacDonald was more optimistic. Cable, he said, "should have a surprisingly better year." with "healthy" advertising revenue gains for the likes of ESPN and CNN and also some of the smaller program services, and with economic recovery helping both basic and pay-cable subscriber rates and perhaps keeping churn down.

Wertheim's David Londoner agreed, at least as to pay cable, predicting that "the absolute number of pay subscribers will increase more than the absolute number of basic subscribers—which was not the case this year."

Cralin's Hoffman, however, saw some problems on the subscriber side: "When you've been on cable for two years, and seen all the movies you ever wanted to see, the number of new movies coming along now may not seem worth the money. Some subscribers will cut back to two or three pay services to one, and some may cut back to none, deciding that they can go out to the movies and see all they want to see, and for less money than the cost of their subscriptions. Of course, new subscribers will come along, and they'll love it, but then they'll get jaded too."

"This does not mean that pay cable is going to die," Hoffman continued. "It's just going to build on a [less spectacular] basis." He was optimistic about continued growth for cable generally: "It will grow," he said, "but less rapidly than many have predicted."

Drexel Burnham's John Reidy projected cable's 1984 revenue growth from all sources—installation fees, basic subscriptions, pay services and advertising—at about 25%, to around $7.96 billion. He's looking for a gain of about $4 million, or 12%-13%, in basic subscribers, with the number of pay-cable subscriptions—counting each multipay subscription separately—rising about 22%, to around 33.5 million.

What it all comes down to, for both broadcasting and cable, may be pretty much what another analyst said of broadcasting: "1984 should be a good year, a better year, but it could be a rocky ride at times, with substantial swings on both the up side and the down side—as there were in 1983."

Miesnieks

Suter
Every opinion expressed in an editing session adds up to more starting, stopping and rewinding of the tape. And that can lead to reduced picture quality, unless you've got new Scotch™ 480 one-inch video tape working for you.

An advanced magnetic dispersion, consisting of a totally new oxide, binder and lubrication system on Scotch 480 video tape keeps your productions looking good through the toughest editing sessions. In fact, 3M lab tests have shown 480 video tape capable of delivering over 1,000 edits from the

"Scotch" is a trademark of 3M. ©3M, 1983.
same preroll point, with no significant reduction in playback picture quality. If your video requirements call for a tape with that kind of durability and image quality, call 1-800-328-1684 (1-800-792-1072 in Minnesota) for more information about Scotch 480. Your productions will look better and so will you.

Magnetic Audio/Video Products Division/3M.
That 1984 will bring increases in broadcast revenues is rarely disputed by industry leaders. What it will bring in television programing, however, appears far less certain.

Much of the action appears to be shaping up in syndication, where a serious shortage of off-network half hours and the perception of a demand for replacement programing in prime access have spawned the biggest crop of first-run, half-hour strip proposals in several years, with game shows far and away the genre most often being tried. Dramatic increases in the price of off-network shows is forcing station operators to consider producing more programing in-house, and consortiums for both buying and developing new shows are expected to flourish.

In network television, there is a feeling of uncertainty. The failure rate for new series is higher this season than ever before, while the volume of new development is low, held down by cost-containment programs. Coverage of the Olympics and national elections and continued reliance on special event programing are expected to extend 1983’s hiatus from network audience erosion, but programers are at a loss to predict the ingredients in the next big series success.

Radio programing will see continued growth of the top 40 format and of long-form special programing, particularly, music countdowns and talk shows. Satellite distribution by all three networks will bring a heavier flow of alternative choices, especially for such features as coverage of the Olympics and elections.

Basic cable programers, often described as having their “backs against the wall” or their “necks in the noose,” are expected to be far more receptive to co-producing series with advertisers in 1984 and to broaden their target audiences. In pay cable, Showtime/The Movie Channel’s recent agreement to purchase exclusive rights to Paramount Pictures product is expected to inject competition hitherto unknown in that medium.

Station programing directors preparing for next month’s 21st annual NATPE International conference are evaluating proposals for at least 12 new game shows, including Let’s Make A Deal (Telepictures), Jeopardy (King World Productions) and Name That Tune (Sandy Frank Distribution). There are also proposals for at least three dramatic serials, four new magazines and three music video shows, all half-hour strips. On the off-network side, there are two half-hours, Embassy Telecommunications’ Archie Bunker’s Place and Facts Of Life, the latter not available for airing until 1986.

It is the longest list of first-run proposals in years and the shortest of off-network half hours ever, according to Dick Kurlander, vice president, director of programing for Katz Communications, who concurs with a number of other industry sources in the belief that the shortage of off-network half hours and a softening of existing programing in key dayparts has sparked this season’s heavy traffic in new proposals.

Replacement programing may be needed in prime access and early fringe next fall, according to station and national programers, who cite as potential catalysts for change the slow but steady decline of Group W Productions’ PM Magazine in the feeling that early fringe may be oversaturated with news and information.

The seven-year-old PM typically experiences share declines when faced with new competition (each fall, and tends to bounce back later, Group W Productions’ executives said). The fall competition was strong from King World Productions’ game-show hit, Wheel of Fortune. Katz Communications’ COMTRAC ranked PM sixth among prime access programs in October on affiliated stations in the top 50 markets, behind Hee Haw, Dance Fever and three game shows, Wheel, Family Feud and Tic Tac Dough.

Despite programer’s concern about PM and predictions that it may lose some affiliates next fall, many are convinced it remains a viable program and will continue for at least another season nationally. “It’s a prestige program that adds tremendously to a station’s local image,” said one national programer. Other programs said to be vulnerable in access are the game shows, Tic Tac Dough and Joker’s Wild.

Decisions about too much news in early fringe also won’t be made until after analysis of the November sweeps, according to Kurlander, whose department is preparing a report on early fringe ratings to be presented at the NATPE International conference. The report will track ratings from the time many stations expanded their afternoon news—about three years ago—through November 1983, he said, and will attempt to shed light on whether audiences are beginning to tune out news in favor of other fare.

Game shows are by far the most popular genre being offered for syndication next fall, with preceptions that many as 30 pilots may be available for screening in time for NATPE International’s conference (Feb. 9-14). Programers are greening the “return of the game show” with mixed reactions, however. “I find it personally depressing,” said Stan Mannoff, president of NATPE International and program manager at WISN-TV Milwaukee, Wisc, who admits audiences are clearly demanding a preference for games. “There’s got to be more to TV programing than silly, insipid game shows,” he said.

Paramount Television, which is offering a half-hour comedy strip with some but not all of the trappings of a game show, as well as a weekly magazine of behind-the-scenes looks at
ASCAP HAS 3 MORE REASONS TO CELEBRATE 1983:

1. ASCAP Songs Captured 70% of Billboard's Year End Top Pop Singles Chart.

2. ASCAP Songs Captured 70% of Cashbox's Year End Top Pop Singles Chart.

3. ASCAP Songs Captured 66% of Radio & Records Year End Top Pop Singles Chart.

What a Wonderful Way to Usher in Our 70th Anniversary Year.

ASCAP
WE'VE GOT THE SONGS
the lives of fashionable people, is arguing against the return of heavy game-show programing in access because of the older demographics that typically dominate the genre’s audiences. Stations are jumping on the game shows because they provide a “quick fix” increase in household ratings, said Randy Reiss, president of domestic distribution and production for Paramount Television Group, but they forget that competing programs with the younger demographics command significantly higher advertising rates.

Other companies, including Telepictures Corp., which is offering a revival of Monty Hall’s Let’s Make a Deal, argue that not all game shows pull primarily older demographics. Dick Robertson, senior vice president of sales at Telepictures, noted that Deal was the highest-rated daytime show among young viewers when it aired on network television. Phil Boyer, vice president for production development and planning at ABC owned and operated stations, said three of ABC’s five O&Os are considering game shows for early fringe next fall, to supplement locally programed fare being readied to replace movies.

Locally, affiliated stations are flitting with the production of more local programing, not only because it is cheaper and easier to control than nationally syndicated shows, but also because it can sharpen a station’s image in markets where cable has introduced many channels.

Bob Jones, program director at KING-TV Seattle and chairman of this year’s NATPE International conference, agrees with Katz’s Kurlander that many stations are interested in doing more local talk programing, but Bill Baker, president of Group W Broadcasting & Cable, fears there will be little expansion in 1984, a year that he says “will be very progressive in advertising revenues but very regressive in programing. I’m afraid it’s going to be one of those terrible years when station operators sit back and make money rather than invest in the future,” said Baker.

while cable, which is “looking at some very inventive programing,” will “quietly steal away some of the creativity and innovativeness available in programing.”

Among independent stations, 1984 is likely to bring more carriage of first-run programing, as key stations exempt themselves from the intense competition for extremely high priced off-network shows. Metromedia’s WNEW-TV New York, which currently programed about one-third of its schedule with first-run syndication and locally programed fare, will increase that percentage to about half in 1984, according to John Von Soosten, vice president and program manager.

Metromedia helped launch two new first-run shows in 1983, Breakaway and Thicke of the Night, and although ratings for both have been far from satisfactory, the company is now helping to develop a campaign to give them more time on the air. “First-run syndicated strips are difficult to come by,” and “even shows that are successful have to go through a long growth process,” said Bob Bennett, president of Metromedia Broadcasting and Production. “It takes some courage to stick with them, and stations shouldn’t get in in the first place unless they have the guts to stay.”

Metromedia, which has joined several other group station operators in financing the production of a first-run strip serial from Telepictures for fall 1984, will continue to expand its first-run programing inventory, said Bennett, and could get into commissioning pilots in the coming year, as well as picking up pilots the major networks reject and series the networks launch and later drop from their schedules.

Alan Bell, vice president and general manager of KTVU-TV Oakland, Calif., maintains along with Von Marinoff and Jones, that, if carefully scheduled, a heavy complement of first-run programing will not risk loss of the ratings leading independent stations have traditionally derived from off-network stripping. “We don’t want to be 100% at risk, but we don’t want a totally safe schedule either,” he said. “We want to bring fresh product to television,” said Bell, who maintains independents are replacing the networks as the source of innovation in television. “The networks are certainly becoming the establishment,” he said, “and if independents aren’t going to be the off-Broadway of TV, then who will be?”

The networks may be the establishment, but their grip on the kind of programing that attracts audiences to tune in faithfully week after week is growing more and more tenuous, according to programers and members of the Hollywood production community, who blame too much reliance on research and a tendency to cancel shows too soon for the networks’ increasing instability in series programing.

Peter Grad, senior vice president for TV development at 20th Century-Fox, said that trends for network prime time in 1984 are difficult to pin down, except that the networks are tending more and more on imitating what has already proved successful, instead of experimenting with new forms.

Grad believes the networks place too much emphasis on who will create and produce a show and too little on its concept, with the result that they “end up dealing with the same people all the time and the shows get stagnant.” He also believes the networks’ tradition of introducing a season of new shows all at once may no longer be viable. “I can’t think of any other business that has its season all at once, so
THERE'S A NEW HARD-HITTING SALES TEAM IN 14 COUNTRY!

BLAIR TELEVISION NOW REPRESENTS COSMOS BROADCASTING'S WFIE-TV

THE NUMBER ONE NEWS STATION AT 6 AND 10PM, AND THE NBC AFFILIATE SERVING THE EVANSVILLE-TRI-STATE AREA.

Sources: NSI and Arbitron, Nov. 1983.
The Toast of Seven Continents

THE WORLD'S MOST SUCCESSFUL SHOW!
AVAILABLE NOW FOR FALL '85

Boston (617) 449-0400 New York (212) 953-1744 Los Angeles (213) 462-7111
that you don’t get the best talent and you don’t get the best exposure,” he said. “For a network to sit down and look at 30 pilots and decide on them all at once seems to be a big waste of money.”

Cable programmers will be co-producing more series with advertisers in 1984 than they have in previous years, according to Mary Alice Dwyer-Dobbin, Vice president for programming at Hearst/ABC-Viacom Entertainment Services. Lifetime, the new network resulting from the merger of the two companies’ Daytime and Cable Health Network. “Last year, cable networks often said they might be interested in w/thinking more directly with advertisers, but now they are saying, ‘yes we’d like to,’” she said. “Advertisers are starting to see the value of targeted cable programing.”

In pay cable, Paramount Pictures’ recent agreement to supply 15 movies annually on an exclusive basis to Showtime/The Movie Channel, is likely to have the most important impact on the future of that industry in years, according to observers. Fred Silverman, president of InterMedia Entertainment, called the deal, “a master stroke that will breach the HBO strangle hold on pay TV” and a “very healthy move” toward competition in that industry.

For radio, 1984 will mark the first year of satellite-delivered programing for the ABC, CBS and NBC networks and the fourth for Mutual. It will also see an overall increase in the production of special series and co-producing a continued rise in the popularity of the top 40, or contemporary hit radio (CHR) format.

Satellite technology will be put to the test this year as most major radio networks plan to offer their affiliates exclusive rights via satellite of the winter and summer Olympic games as well as political primaries, conventions and elections. Both ABC Radio President Ben Hoberman and CBS Radio President Bob Hosking note that affiliates will be able to receive multiple satellite feeds simultaneously, thus allowing them to air one program while taping others for later broadcast.

ABC Radio, which has the exclusive broadcast rights to the summer Olympics in Los Angeles, will be able to send affiliates live play-by-play broadcasts of events over one satellite channel while feeding short-form reports over another, says Hoberman.

“There will be more live concerts and programs aired in 1984,” said RKO Radio Networks President Thomas Burchill, who cited RKO’s new one-hour entry, Live From the Record Plant, beginning Jan. 8 at 8 p.m. (Pacific time), as an example. The premiere show, which will air via satellite from the recording studio in Los Angeles, will feature singer Linda Ronstadt and orchestra leader Nelson Riddle, who teamed up for Ronstadt’s latest album, What’s New. Both guests will field questions from listeners via toll-free 600 area code telephone numbers. Any live program presentation lends itself to spontaneity, giving it more appeal for local stations, says Burchill.

Kent Burkhat, chairman of the Atlanta-based radio program consultancy firm of Burkhat/Abrams/Michaels/Douglas & Associates, agrees with Burchill. He predicts that top 40 will be the hot format this year, while other formats remain somewhat stable in audience shares. Burkhart says that even though the trend of album-oriented rock (AOR) stations switching to top 40, rampant this past summer, appears to be slowing down, he projects that at least 10 major-market stations will switch from some format to CHR in 1984. Will any new format take the industry by storm this year? No, says Burkhat, who thinks radio will go through further fragmentation of formats.

To meet the needs of the growing variations of contemporary formats this year, Meredith Woodyard, vice president and general manager of NBC’s The Source, said her network will offer its affiliates four different series of regular programs featuring a variety of rock performers ranging from “heavy metal” to mainstream artists (“Riding Gain,” Dec. 19, 1983).

Stations will continue to find the production of quality program material by outside sources acceptable in 1984, according to Nick Verbitsky, president, and Ed Salamon, vice president/programing, of The United Stations, a New York-based network that offers stations five weekly programs along with a number of specials. Verbitsky told BROADCASTING that his company plans to launch at least two more regular weekly series, one centering on some form of ethnic programing and the other on news/talk. National advertisers are “enthusiastic” about sponsoring long-form weekly programs, says Verbitsky.

Richard Penn, vice president and general manager, NBC Radio Network, says that AM station managers in 1984, regardless of what format they program, will have a greater interest in airing hard news and information from the networks. “I hear this from a number of our affiliates,” said Penn. Penn also noted that affiliates of Talknet, an NBC Radio programing service that offers block talk programing seven nights a week from 8 p.m. to 5 a.m., are asking for additional programing for 1984. “If we are able to fill this need in a practical fashion, we will,” said Penn. Talknet is now airing on over 150 stations.

NBC is not the only network looking to increase talk programing. ABC’s Hoberman says plans are in the works to expand ABC’s Talkradio program service, currently offering 12 hours of live programing from Los Angeles and San Francisco each weekday, to weekends during the first quarter of this year.

Robert VanDerheyden, vice president/programing for the CBS FM Group and RadioNetwork, expects two trends to emerge in 1984: advertisers having more control of specially produced targeted programs, as in the early days of radio, and a merging of program suppliers into major networks, as with ABC Radio’s purchase of Watermark in 1982. VanDerheyden added that with the increased popularity of top 40 radio, the industry will see a resurgence in the “radio air personality” who has all but disappeared in recent years.

The top 40 comeback will have a positive effect on local radio by bringing more people back to the medium, notes Dick Carr, vice president/programing for Mutual Broadcasting. Top 40 radio is forcing other formatted stations, especially those programing adult contemporary and album-oriented rock, to define their positions more sharply in today’s radio marketplace, Carr says, causing network programmers to create shows that are more specialized and less homogeneous in appeal.
EASTMAN RADIO

proudly announces its appointment as national sales rep

KSFO/KYA
San Francisco
King Broadcasting Company

Selling spot for 25 years.
The 1984 advertising climate holds the promise of a bumper crop for broadcasters. But it won’t be in the traditional way, with advertising revenues flowing generously from the sponsor’s pockets. The Olympics, plus national and local elections, are likely to make 1984 a memorable year for the sales departments at the network television and radio stations. But broadcasters also will be competing more aggressively for limited dollars in the marketplace against a growing presence of barter syndication and cable television.

That’s the consensus among seasoned agency executives on what 1984 portends for the television and advertising business. But while advertising executives’ optimism is spurred by the recovering economy, there is less optimism about what lies ahead for broadcasters as they face some tough advertising-related issues. Specifically, split 30-second television commercials, as well as new stings of campaigns to regulate alcohol advertising on television and radio, and the slow drift of advertising dollars from the traditional networks to other outlets, notably barter-syndication and cable television.

Whatever the outcome, most agree 1984 will be a pivotal year. At its annual conference in Las Vegas last November, the Television Bureau of Advertising forecast that network advertising revenues would increase 17% to $8.2 billion in 1984 over 1983, while national spot advertising revenues would be up 16% to $5.6 billion, and local advertising would also rise 16% to $4.9 billion. Those are the largest percentage hikes since 1978, reported Roger D. Rice, TVB president. The estimates were based on reported sales during the third quarter of 1983. However, Rice noted that a further breakdown shows increases change significantly depending on market size, region and network affiliation.

Robert J. Coen, senior vice president and director of forecasting at McCann-Erickson Worldwide, estimates that total national broadcast revenues in 1984—network television, national spot television and network radio—will total $15.2 billion, up 13% over 1983. That’s out of an estimated $83 billion in U.S. advertising revenues, a 12.2% combined gain over 1983. “The elections and Olympics and the continued economic recovery should keep the expansion in advertising going well into 1984,” Coen said, adding that his estimates, on the average, come in slightly under the final figures.

Exactly how much will the Olympics contribute? According to David Poltrack, vice president, research, CBS/Broadcast Group, the combined three-network advertising revenues will increase 15% to 16% in 1984 over 1983, for a dollar volume figure close to TVB’s $8.2 billion. Poltrack estimates that at least 2% to 3% of those gains are attributable to Olympics-related advertising.

ABC estimates that the winter and summer Olympic games will bring in over $625 million to the network in advertising revenues. ABC does not quantify it, but reports a “substantial” amount of that includes advertising dollars above and beyond the sponsors’ normal annual budgets. Outside estimates put the “new” money at about one-third the total.

However, financial analysts note that, in an Olympic and election year, even the networks that do not carry the Olympics benefit in advertising revenues. The reason: the other two networks pick up the "spillover" from the advertisers that were squeezed out of coveted spots in the Olympics and had to seek time on the other networks if they wanted network television exposure.

"Television will show the greatest percentage of growth over all other media," predicted Michael Drexler, executive vice president and director of media and programming at Doyle Dane Bernbach. Drexler estimates that the total U.S. advertising revenues in 1984 will increase 13.1% over 1983 to $84.5 billion, slightly under Coen’s $85.4 billion. However, total television advertising revenues are expected to rise 15.4% over 1983 to $18.5 billion. Drexler added that breakdown to network revenues of $8.9 billion (up 16%), and combined national and local spot revenues of $10.4 billion, up 15%. Drexler said that national spot would capture 63% of that combined figure, while the 47% balance belongs to local spot.

In radio, Drexler estimates that total 1984 advertising revenues will climb 9.9% over 1983 to $5.6 billion. National and local retail spot radio will account for $3.2 billion of that (up 9% over 1983), while network radio is expected to increase 14% to $3.5 billion.

The Radio Advertising Bureau recently released its estimates on how it figured the aural medium performed in 1983. RAB estimates the radio industry will end the year with gross revenues of over $5 billion, up 12% over 1982. That includes advertising revenues of $2.6 billion from network radio (up 21.2% over 1982), $986 million in national spot radio (up 12.7%) and $3.7 billion in local and retail commercial sales (up 11.3%).

In 1984, fueled by the Olympics and election-year events, RAD estimates that total radio advertising revenues will grow another 15% to reach $5.75 billion—slightly above Drexler’s estimate. “I’m not 100% comfortable with year-long predictions,” commented William L. Stakein, RAB president, “but I’d call 15% our industrywide goal.”

RAB also estimated that commercial rates for network radio will increase about 9% and national spot rates will grow about 8.7% in...
1984. RAB said the average unit rate increase in all other media over 1984 is 9.4%.

The Cabletelevision Advertising Bureau reports that total advertising revenues on cable in 1984 are expected to reach $576 million, up 50% from $382.9 million in 1983. CAB said the 1984 projections break out to $453.5 million for cable network advertising, and $122.5 million for national and local spot.

But the numbers don't always tell the whole story, agency executives note. Spending by national advertisers has continued strong," McCann-Erickson's Coen said of the past year, "but there has been growing evidence of resistance to double-digit rate increases."

As an example, Coen cited the changing advertising strategy at Procter & Gamble, and how network dollars are being shifted to competitively priced television spots in syndicated and cable programs. About 68%, or $198 million of P&G's total advertising budget between October 1981 and March 1982 was funneled into network television, Coen reported. But from October 1982 to March 1983, network television represented only 56%, $188 million, of P&G's total advertising budget, despite a 30% increase in its total advertising budget over the comparable period a year earlier. Spot television expenditures, however, rose 74% from $72 million to $125 million over the same period, and P&G also doubled its cable advertising expenditures from $3 million to $6 million.

"Cable television is no longer an experiment," concluded Robert J. (Buck) Buchanan, senior vice president and U.S. media director at J. Walter Thompson U.S.A. "It's no longer something on the horizon," Buchanan explained, "the big players are here to stay." Although Buchanan noted that cable is still not a primary buy, he added that advertisers are realizing they need it if they want to cover the audiences who have left the networks.

Not only are advertisers redirecting their advertising strategies, but they are finding there are others who seek to regulate what that strategy may be. Last November, special interest groups jointly filed a petition with the Federal Trade Commission seeking to tighten regulation of alcoholic advertising.

The petition asked that alcoholic broad broadcast advertising either be banned or balanced with messages warning of possible alcohol-related health problems, and that all youth-oriented promotional activities tied to alcohol advertising be halted. It also asked the FCC to investigate the relation between advertising and marketing practices and their effect on alcoholic consumption among youths and problem drinkers.

What effect that petition will have on alcoholic advertising remains to be seen. At present, only Oklahoma and Mississippi have statutes prohibiting the advertisement in any form of alcoholic beverages—including beer and wines—in broadcast and print. Lower court decisions have upheld each state's laws, but the Supreme Court is expected to hear an appeal of the Oklahoma case sometime this year.

The Association of National Advertisers will "undoubtedly" be countering the FCC petition, reported Peter W. Allport, ANA president. "We will stand by our position that products which can legally be sold should be free to advertise on all media, including television," he said. Allport stressed that he was "sympathetic" to the drunk driver issue in the FCC petition, but added that "the solution to that can't be to infringe on the First Amendment."

The U.S. Brewers Association is also expected to file comments in the proceeding if and when the FCC places it on the docket. According to Donald Shea, executive director of the USBA, the petition was "nonsense" and had no basis in fact. Shea said people are more aware of alcohol-related problems today than they were 10 years ago, but there is no evidence that alcohol advertising influences alcohol consumption. Shea said most reports put the advertising stake at about $460 million to $500 million for all measured media.
F or the three television networks, 1983 was the year they learned that the way to cope with Ted Turner's 24-hour Cable News Network was not with late night news programming that attracted few viewers and even fewer advertisers. In 1984, journalists in the Fifth Estate, including CNN, will be so preoccupied with election and Olympics coverage and no doubt with breaking news that there will be little time to contemplate new programming trends in journalism. News budgets at all three networks and CNN are up this year, largely to cope with the expense of covering those on the campaign trail. CBS, NBC, and ABC each have budgets in the $250-million range, while CNN's is perhaps one-quarter of that.

Much attention has focused recently, in the aftermath of the bombing of the Marine barracks in Beirut and the invasion of Grenada, on public support (or lack thereof) for a so-called "fully free press" in the U.S. The Reagan administration's ban on press coverage in the early stages of the Grenada invasion infuriated the electronic and print press, and initiated a flurry of protests to the White House and Defense Secretary Caspar Weinberger and harsh words in testimony before congressional committees. News executives are sharply divided over whether public support of the press will be a major issue in 1984.

Traditionally, during a presidential election year, the networks sacrifice a significant portion of their documentary budgets and programming hours to cover campaign activity, and the same holds true for this year, with the exception of CBS News. With an hour of prime time programming to fill each Tuesday evening in the form of American Parade, which debuts next spring (the division is shooting for March 27), a CBS News spokesman said the network will be able to produce at least as many traditional long-form documentaries this year as it did in 1983—10 in all. ABC, on the other hand, has announced that it will reduce the number of its Closeup documentaries by half in 1984—from 12 to six, while NBC will cut back its documentaries from 14 to eight. CBS will devote five of its American Parade programs to convention- and election-related specials and the remaining segments to magazine-type features anchored by Charles Kuralt, with contributions from, among others, Diane Sawyer and Bill Kurtis.

The jury is still out as to whether syndicated programs, such as Telepictures/Gannett's NewsScope, providing so-called "news you can use" features and designed to lead in or out of local newscasts, will become popular, or even survive, in 1984. Initial ratings for the programs have not met the expectations of Telepictures and Gannett officials. Market by market, audience delivery has been inconsistent, ranging from a 34 share to a 13.

Although news organizations are now mapping out their election coverage strategies, less air time than ever may be devoted to coverage of the Democratic and Republican conventions if, as some speculate, Walter Mondale has the Democratic nomination wrapped up by the time the convention starts next July, and Ronald Reagan decides to run for re-election. ABC may have set a trend in 1980 by periodically cutting away from some of the less noteworthy events at the conventions, as CBS and NBC indicate they may also do this time around. CNN will provide coverage from gavel to gavel, as the "network of record [for convention coverage]," said Ed Turner, president of CNN.

Exit polling became an issue (during the 1980 presidential election and in the spring of this year) when the state of Washington passed a law forbidding reporters to interview voters within 300 feet of a voting place on an election day. Several news organizations challenged that law in federal court in Tacoma, Wash., two weeks ago, including ABC, NBC, CBS, the New York Times and the Everett, Wash., Daily Herald (Broadcasting, Dec. 19, 1983).

Although only 12 states continue to bar cameras from state courtrooms, the issue is still far from resolved in the eyes of many journalists. They point to the fact that the federal court system has yet to accept any cameras in its courts. The two sides are talking, reports Dean Mell, news director at KHQ-TV, Spokane, Wash., and outgoing president of the Radio-Television News Directors Association, but little progress toward reaching a compromise on the issue has been made.

Opinions among news executives polled varied on the public's attitude toward the press, but responses fell generally into two categories. There were those who argued that the relationship between the public and the press tends to ebb and flow and that the administration received public backing in support of the Grenada press ban largely because it followed so closely the slaying of hundreds of Marines in Beirut. Those taking that position, while acknowledging the need to protest vigorously against future attempts to ban press coverage, generally believed that the issue would fade quickly from the public eye, despite a recent Time magazine cover story dealing with it. Ed Joyce, president of CBS News, saw that story as an "enormous self-flagellation."

Although the Grenada press ban was "reprehensible" in his eyes, Joyce is hopeful that it will represent simply an "aberration in the otherwise admirable tradition of the American free press." And he was encouraged by the establishment of a Pentagon committee to investigate the relationship between the military and the press. "An open dialogue is
effect deregulation has had
Television
president
that
commentator
industry as
mood
is
would
added that,
that
Burke.
sponsorship
sponsorship.
equal
last
debates
committees about sponsoring
Democratic
news output at
Burke also
democracy remain unanswered.”
known
simply have
depressed
adequately explaining
criticized
but rather
conducted
development.”
establishment
as one
and saw
...
During the rise of cable television in the 1970's, broadcasting—using radio waves to deliver programing to homes—began to sound a bit archaic. But the technologists are adding new dimensions to broadcasting, giving birth to new over-the-air services and enhancing older ones. By the end of 1984, it may be cable television that seems old fashioned.

Leading the over-the-air renaissance this year will be direct broadcast satellites (DBS) and multichannel television (MCTV). In DBS service, multiple channels of programing are broadcast from geostationary communications satellites. MCTV involves the terrestrial broadcast of multiple channels of programing using the 2 ghz frequencies of the Multipoint Distribution Service (MDS), the Instructional Television Fixed Service (ITFS) and the Operational Fixed Service (OFS). In both cases, special antennas and receivers are required.

Meanwhile, conventional broadcasting will be far from stagnant. Stereophonic sound for television should become a reality in 1984. An industrywide committee endorsed the Zenith transmission system and the complementary dbx companding system for stereo TV sound two weeks ago. If the FCC keeps its promises, it will adopt the recommendation as the national standard this year. And soon thereafter, stations will begin broadcasting in stereo and consumer electronics manufacturers will start making and marketing stereo-sound television sets (see "In Brief").

Because the F.C.C. chose not to adopt a national standard for stereophonic sound for AM radio in May 1982, the new service has gotten off to a slow start. Despite their enthusiasm for the service, receiver manufacturers and broadcasters have been confused by the existence of four incompatible systems. But the problem should be alleviated this year by the proliferation of multisystem radios, capable of receiving the signal of any of the four systems.

This year may be a pivotal one for teletext, a means of broadcasting alphanumeric information and graphics during the vertical blanking interval of a television signal. Proponents of teletext, including CBS-TV and NBC-TV, will see if they can come up with the right combination of software and hardware to make it commercially viable.

And ABC affiliates may be able to get into the pay television business this year. ABC Video Enterprises will invite affiliates to broadcast during unused early morning hours a package of scrambled movies and special programing to subscribers, who would record it for viewing at their convenience. The service will get a test-run in Chicago starting later this month.

Television engineers are committed to improving the quality of television pictures. In addition to squeezing as much quality as they can out of the 30-year-old NTSC television system, they will work hard during 1984 to develop "high-definition television" (HDTV), representing quantum leaps in picture quality: "enhanced television," and "improved television" for the studio and for DBS service.

United Satellite Communications Inc., backed by Prudential Insurance and General Instrument, became the nation's first DBS service last November when it began marketing its service to people in central Indiana. It launched the service with three channels—two proprietary movie channels and ESPN—and subsequently added Video Music Channel. USCI is looking for additional programing to fill its remaining channel.

Once the Canadian Aknik C-II satellite, the USCI signal covers the Northeast quadrant of the country. Charging an upfront installation charge of $300 and a monthly subscription fee of $40, USCI plans to roll out its marketing campaign gradually during 1984. USCI will be aided in its marketing by Tandy Corp., which has agreed to act as the "exclusive retail sales agent" for the service through its 6,600 stores and dealers.

The USCI service will jump to a new broadcast satellite, GTE's GSTAR II, in December 1984 or January 1985. According to USCI, the move will allow it to offer the service in the west (Washington, Oregon, California and Nevada), increasing its reach from 55% to 82% of the nation's homes. At that time, two of every five homes USCI reaches will be able to receive the service with a 30-inch dish antenna. (As USCI well knows, the size of the smaller the dish, the smaller the cable service.) The satellite switch will be accomplished without much disruption of service. GSTAR II will be launched into the same orbital slot as Aknik C-II, obviating the need to re-point the antennas of the early subscribers. Once the switch is made, Aknik C-II will be moved to another slot.

USCI intends to scramble its signal when it makes the switch. The scrambling system is being developed by General Instrument, which is supplying the electronics for the earth stations. M/A-COM Inc. is supplying the dubs.

USCI declines to reveal its rollout schedule or how well it has been doing since its November launch. Said USCI President Nathaniel Kwit: "We don't know how big the market is yet. So far we are very encouraged. If the microscopic view is projectable, there is a big business out there."

USCI had better sign up as many subscribers as it can as quickly as it can. Competition is on the way—from Satellite Television Corp. and cable programmers and operators, who are rallying around a DBS scheme being cooked up by Home Box Office. Although USCI was the
first to offer a service, it was STC, a subsidiary of Communications Satellite Corp., that got everybody thinking about DBS when it announced its plans in August 1979. Over the past four years, those plans have undergone some changes. As it now stands, STC plans to jump in and offer a DBS service late this year to the Northeast via SBS IV, which is set for launch in August. STC will move the service to its own satellite—a more powerful one being built by RCA Astro-Electronics—and expand the service area to the entire eastern half of the country and increase the number of channels to six.

It’s a costly enterprise and Comsat has no intention of undertaking it alone. Comsat confirmed two weeks ago that it may form a joint venture with CBS and possibly other companies to pursue the DBS business and that talks are well under way among the parties. With CBS’s blessing, STC also announced the same week that Alcom-NEC Communications Corp. and Toshiba will supply the home earth stations for the service (see “Top of the Week”). There’s still lots to be done. A scrambling system and ways of installing and maintaining the home equipment must be settled upon, for instance. But with at least one partner and agreements for the satellites and the earth stations, STC is well on its way to challenging USC’s so far exclusive DBS franchise.

HBO believes the cable industry can capture a large chunk of the DBS market with Hughes Communications’ Galaxy I satellite and the cooperation of cable programmers and operators. Most cable programmers now distribute their programing on Galaxy III-R, but most of the major ones have migrated (or are planning to migrate) to Galaxy I. Since the satellite is powerful enough to deliver good pictures to dishes as small as four feet in diameter, HBO figures, the Galaxy programmers could use the bird not only to feed programing to cable affiliates, but also to send it directly to uncabled homes. Cable operators would install and service the earth stations and share in the revenue created.

To make the service go, HBO must persuade most of the other programmers to go along and must come up with a scrambling system suitable for DBS. HBO had intended to scramble its cable feeds using M/A-COM Linkabit’s Videocipher system, but the system’s decoders are much too costly for DBS. As a result, M/A-COM Linkabit has come up with Videocipher II, which is less secure than the original, but which features the low-cost decoder necessary for DBS. M/A-COM is promoting Videocipher II decoders by “the fall of 1984.”

HBO’s core (or initial) DBS market would be the estimated 400,000 to 500,000 homes that own large backyard earth stations and intercept cable and broadcast programing transmitted from Satcom III-R and other satellites. If all the Galaxy I programmers scrambled their feeds and joined hands to offer a DBS service, the owners of the backyard earth stations would probably be the first in line to subscribe. Without decoders to unscramble the major cable services, their costly earth stations would be practically worthless.

HBO’s parent, Time Inc., has apparently not given its go ahead to the project and none of the other programmers have said they would go along, although some, notably Turner Broadcasting System, have been supportive.

There are a number of other players in the DBS game. And two of them—Hubbard Broadcasting’s United States Satellite Broadcasting and Direct Broadcast Satellite Corp.—may come up with enough money to stay in the game. Both have retained investment firms to seek out money for them and DBSC has signed a preliminary agreement with Ford Aerospace & Communications Corp. for two high-power satellites. If USSB and DBSC cannot show financial backing for their systems by this summer, the FCC will revoke the DBS construction permit issued to them in late 1982.

DBS will not exist in every television vacuum. Not only will it have to contend with the preeminent pay medium, cable, in some markets, but it may also find itself lacking horns in some urban areas with MCTV. Microband Corp. of America, the leading MDS operator in the country, will launch MCTV or, as it prefers to call it, "wireless cable" services in New York, Washington and other cities late this summer or early fall (see "Top of the Week"). For the services, Microband will use a combination of MDS, ITFS and possibly OFS channels. The FCC authorized the mixing of the 2 ghz channels to offer a single MCTV service with certain restrictions, so a significant portion of the ITFS channels must be used for instructional television and the OFS must carry some type of information (nontertainment) service.

If Microband proves the viability of MCTV, others are sure to follow it into the market. The FCC now has on file 16,499 applications for the two four-channel MDS licenses that became available when the FCC reallocated eight channels from ITFS to MDS. Although a high percentage of the applications are mutually exclusive, the FCC may be able to begin making grants in 1984 through the use of a lottery or "streamlined paper hearings."

Broadcasting’s other entry in pay television in 1984 will be TeleFirst, which intends to use the reach of network television (virtually every television home) with the convenience of videocassette recorders. Beginning Jan. 17, WLS-TV Chicago will broadcast scrambled motion pictures and other exclusive programing. But the station will not be in the conventional STV business, in which scrambled programing is broadcast for simultaneous descrambling and viewing. TeleFirst programing will be broadcast during the early morning hours (between around 2 a.m. and 5 a.m. or 5:30 a.m. local) six days a week (everyday but Sunday) for recording in its scrambled formats on videocassette recorders. Subscribers, who will pay up to $25 a month, will play to programing back through a descrambler at their convenience.

Two things will set the service apart from other pay media. First, if ABC Video can persuade ABC affiliates to participate, it will reach virtually every television home in the country. (Even if HBO managed to persuade every cable system to carry it—a highly unlikely possibility—it will still only reach around 40% of the television homes.) And second, it will offer motion pictures early on any other pay media. According to ABC Video, the service will feature films five-to-nine months after they appear in theaters, but three-to-seven months before they are seen on cable or the local MDS or STV service.

Proponents of AM stereo have high hopes for 1984, despite the disappointments that have marked the development of the service thus far. The reason for the optimism is the multisystem radio.

In an author’s column in "Broadcasting" in spring 1982, the FCC declined to adopt any one of four incompatible systems as the
national standard. It decided to allow the marketplace (the individual preferences of broadcasters and receiver manufacturers) to determine which system would become the de facto standard. But as AM stereo proponents found out, the marketplace works slowly. A year after the FCC decision, most broadcasters and receiver manufacturers were at a loss. Each of the system proponents persuaded some broadcasters to put its system on the air and each had some success: Kahn and Harris has more than Magnavox and Motorola. But only one receiver manufacturer, Delco Electronics, had endorsed a system (Motorola) and which system would ultimately emerge as the standard was still a big questionmark.

Frustration turned to hope at the time of the National Association of Broadcasters convention when Sansui and Sony announced they would begin the marketing of multisystem radices capable of tuning in the signals of any of the four systems. Such radios would minimize the risk for broadcasters. Radio stations could begin broadcasting in stereo confident there will be radios to receive the stereo regardless of the system they picked. Sansui has yet to make good on its promises to offer multisystem receivers, but last August Sony began shipping the SRF-A100, a portable AM, stereo-FM stereo radio with two three-inch speakers. With a retail price of $89.95, the units were a hit among AM stereo pioneers who bought them to give away as promotions as well as among consumers. As a matter of policy, Sony would not reveal how many it has shipped but said that demand has been much greater than supply.

Sony is so delighted with the sales of the SRF-A100, in fact, that it is introducing today (Jan. 2) a Walkman version, the SRF-A1. The AM stereo-FM stereo unit will have a list price of $79.95, $25 more than the AM mono-FM stereo Walkman that’s been on the market. Like other Walkman radios, the SRF-A1 has no speakers. Listening is done through lightweight headphones.

The unit’s approximate dimensions: four-and-a-half inches by three inches by one inch.

Multisystem radios from different manufacturers should follow the Sony units. Hazeltime Corp., which holds the patents for the Kahn AM stereo system, is developing a multisystem integrated circuit that it expects to sell to receiver manufacturers. Hazeltime is expected to unveil the chip next week at the winter Consumer Electronics Show in Las Vegas.

The only commercial broadcast teletext service now available is Taft Broadcasting’s Electra. The broadcast group’s WRSC-TV Cincinnati has been broadcasting the 100-page general-interest teletext magazine seven days a week since last summer. Taft is using the British-bred World System Teletext standard. Under terms of an agreement with Taft, Zenith Radio Corp. is marketing a $300 WST decoder in Cincinnati. Unfortunately, the decoder can only be used with late-model Zenith television sets, severely limiting the number of people who can buy them. For that reason and others, the public response to the service has been less than overwhelming. Nonetheless, Taft officials are ever-confident the service will catch on and eventually generate enough revenue through advertising to cover its modest costs and perhaps turn a profit. They are also hopeful that WST decoders will be incorporated into digital television sets at an incidental cost, obviating the need for consumers to invest in an extra piece of hardware to receive teletext.

CBS-TV and NBC-TV are enthusiastic—at least officially—about teletext, but even they have been unable to turn teletext into a business. The big problem again is decoders. The networks have adopted the North American Broadcast Teletext Specification, which is not compatible with WST. The availability of NABTS decoders, inexpensive enough for the mass market, according to CBS, is still 18 to 24 months away.

The prospects for NABTS teletext, which offer much better graphics than WST teletext, were damaged last month by the news that Time Inc. would not move ahead with its cable teletext service. Although Time’s service was designed for distribution over cable systems, it used the same basic technology as a broadcast service. Had Time gone ahead, it would have sparked the mass production of NABTS decoders and cause the price of them to fall quickly and dramatically.

While the WST and NABTS proponents are waiting for cheaper decoders, they will have to keep working on the nature of the service. So far, most of the teletext trials involved general interest services for the mass market. But given the limited information capability of broadcast teletext, proponents may find it wise to identify a few special markets and design special services aimed at them.

Widespread interest in the development of better television pictures led to the development last May of the Advanced Television Systems Committee, an industrywide group dedicated to the investigation and standardization of new television systems and techniques. The ATSC comprises various working groups.

The most ambitious group is trying to develop high-definition television, a system featuring roughly twice the vertical and horizontal resolution and a wider aspect ratio than the existing NTSC television system. With quality comparable to 35mm film, the system would be used for all sorts of cinema and television production.

Proposals for a world HDTV production standard must be ready for the meeting of the International Radio Consultative Committee of the International Telecommunication Union in October 1985. If the ATSC is to have a U.S proposal ready by then, it must come up with a standard and manufacturers must begin work on a prototype system this year. And, according to ATSC head Richard Green, the prototype system should be ready to demonstrate in the spring of 1986.

"Nobody is going to accept a paper standard," he said.

The "enhanced television" group is under equal pressure to act quickly on a standard for a time-compressed analog component transmission system, which has the same 525-line picture structure as NTSC, but features better resolution and color rendition. The pressure is coming primarily from STC, which wants such a system for its DBS service this fall. If the ATSC fails to move quickly enough, it’s likely STC will adopt a system anyhow and set a de facto standard.

If broadcasting can be defined to encompass DBS and MCTV as well as the conventional services, then it will be broadcasting that will generate more excitement in 1984. While cable struggles with the mundane concerns of marketing and customer service, broadcasting will be making deep inroads in the pay television business and will maintain its leadership in hi-fi sound and hi-fi video.

*Broadcasting Jan 2 1984*
With something approaching missionary zeal, the Reagan administration is preaching deregulation of telecommunications, not only at home, but abroad. The belief that ending government regulation is the best way to serve the public interest is what drives the administration as it contemplates legislation in the telephone as well as the broadcasting and cable fields. And those domestic deregulatory policies, Secretary of State George Shultz has said, "will continue to serve as the foundation of policy internationally." But he has no illusions about the problems involved in spreading the gospel of deregulation among countries that employ state-run monopolies to provide telecommunication services.

Clearly, whether domestically or internationally, telecommunications is raising issues of such importance as to demand attention at the highest levels of government. That was true of the breakup of AT&T and the policies formulated to implement it. They are, according to David Markey, head of the Commerce Department's National Telecommunications and Information Administration, "the number-one issue" on the administration's telecommunications agenda. Markey helped brief President Reagan on the issue in October.

On the international front, cabinet officers and probably the President himself will participate in the policy decision as to whether the U.S. will permit private communications satellite companies to provide service that is "competitive" with or "alternative" to—depending on one's point of view—the service offered by the International Telecommunications Satellite Organization.

That issue brings into sharp focus an apparent conflict between the administration's zeal for deregulation and competition and the U.S. commitment to a robust Intelsat, an organization the U.S. took the lead role in creating. America's 107 partners in Intelsat are watching developments in Washington nervously.

As for the breakup of AT&T and the policies related to it, the administration favors the basic thrust of the FCC's controversial access charge decision that is to go into effect in April, provided Congress permits it. The Senate is working on a bill to postpone the effectiveness of the end user aspect of the charge for two years (and thus put it beyond the 1984 elections), which Markey says is "less objectionable" than the House-passed bill, which would prohibit the commission from imposing such a charge on residential customers and small businesses. The administration opposes any delay.

"It's important that the system be cost-based," Markey says, explaining what, on its face, is a less than polite approach, "rather than depend on the subsidies permeating the system." Many of the new services in what is being referred to as the New Information Age will, Markey said, "depend on upgrading of the local plant." And the commission's decision, he says, permits that.

Given the administration's ideological bent and President Reagan's frequent statements that broadcasters deserve the same First Amendment rights as the press, it is not surprising that NTIA has endorsed the Tauke-Tauzin bill in the House providing for sweeping deregulation of broadcasting. And Markey's advice to broadcasters is, in effect, to hang tough during legislative sparring over the bill now under way in the House Telecommunications Subcommittee. The panel, headed by Representative Timothy Wirth (D-Colo.), whose enthusiasm for deregulation is not overwhelming, has loaded a draft bill with provisions establishing quantification standards for determining whether broadcasters are serving the public interest and others making it easier for groups to challenge the licensees at renewal time.

"We don't like that draft," Markey says. Nevertheless, as does the National Association of Broadcasters, he favors pressing ahead. With about 230 co-sponsors of the Tauke-Tauzin bill—and an election year coming up—he believes broadcasters could "turn the bill around," either in the full Energy and Commerce Committee or on the House floor.

One resource Markey did not mention, but that broadcasters might find it reasonable to call on if the legislative tide flows against them, is the President. Personal support for a major deregulatory bill would do more than statements to establish his concern for broadcast deregulation.

The administration is comfortable, also, with legislation providing for cable deregulation. It can support either the Senate or the House bill. "It's important to come up with a regulatory scheme for cable to permit it to build, plant, and move ahead," Markey said.

For all of the administration's expressed concern for deregulation, there is particular irony in the fact that the one area where it is following a different drummer is the one where the President, as a former actor, can claim some expertise—the FCC's proposed repeal of the financial interest and syndication rules. Reagan directed the NTIA and the Justice Department's antitrust division to abandon positions in favor of repeal and to support, instead, legislation prohibiting the commission from acting on the matter for two years. That reversal contributed to the pressure that persuaded the commission "voluntarily" to delay action until May. A White House aide said the President feels repeal could result in network dominance of the programing field and that, as a result, a final decision should be
delayed.
The administration's first major policy decision on an international telecommunications issue could come this month, on whether the U.S. will authorize non-Intelsat services across the Atlantic. An executive branch study of the economic and domestic and foreign policy issues involved began in April, shortly after the Orion Satellite Corp. applied for authority to provide communications satellite services linking the U.S. and Europe. Since then, a second applicant, International Satellite Inc., has applied for similar authority.

For some time it was evident that the government was attempting to find a way to authorize such services—and thus honor its commitment to free enterprise—without jeopardizing Intelsat. Intelsat appears to consider that a kind of squabble that is not possible. Ambassador Diana Lady Dougan, coordinator of International Communication and Information Policy, who is playing a leading role in coordinating the study under the aegis of a Senior Interagency Policy Group, has been trying to accommodate in light of technology and economic, foreign policy, and national security concerns.

In recent weeks, leaks out of NTIA regarding the report it has drafted on the issue for Commerce Secretary Malcolm Baldrige's consideration suggest that the conflicting goals could be achieved by authorizing the proposed services but imposing restrictions designed to prevent them from causing Intelsat adverse economic harm (Broadcasting, Dec. 12, 1983). Besides, Markley suggests it makes no sense to consider Intelsat's views of the business currently available. "The pie will continue to grow in international telecommunications," he says.

Whether Intelsat and the other member nations would agree that the suggested restrictions would indeed offer the necessary protection is another matter. Some government officials say that while coordination of the proposed systems with Intelsat to avoid economic harm to the international organization is required by the Intelsat agreement, it does not give Intelsat a "veto" over a proposed service. Would Washington override objections by Intelsat and others in the organization? That is a question for another day.

But the question points up the problems the U.S. confronts in the international telecommunications area—and Intelsat has always been a model of international cooperation. The International Telecommunication Union, the oldest organization in the United Nations family, increasingly has caused U.S. policy makers concern. The rapid increase in the number of member countries, most of them from the Third World, has been accompanied by an increased politicization of the organization. Last year, the U.S. and its allies barely turned back an effort to expel Israel from the ITU plenipotentiary conference in Nairobi, Kenya. And this month, an ITU-sponsored conference is to be held on shortwave broadcasting, a conference observers believe will suffer from a heavy dose of politicization, as have conferences on the same subject over the past 30 years.

It is against that background that State Department officials warn that while the U.S. supports the ITU, it cannot "compromise" as Secretary Shultz said, in September, in a letter to Senator Charles Percy (R-Ill.), chairman of the Senate Foreign Relations Committee, "an element of prudent contingency planning." As Dougan, in an interview, continues to re-examine and re-evaluate and retool our relationships with international organizations—the ITU, UNESCO, OECD (the Organization of Economic Cooperation and Development) and CITE (the InterAmerican Telecommunications Conference of the Organization of American States). We're looking at each to see how it can serve our interests, particularly in light of the new technology.

U.S. readiness to pull out of an international organization was indicated by reports out of the State Department that Shultz, by Dec. 31, would recommend the U.S. begin the process of withdrawing from UNESCO, a process that would be completed by the end of 1984. Washington feels UNESCO operates on an anti-U.S. bias and has grown too large and costly—a fact made all the more irritating since the U.S. provides 25% of UNESCO's budget. The U.S. has been troubled, too, by efforts of Third World countries, backed by the Soviet Union, to establish, through UNESCO machinery, a New World Information and Communications Order that would serve to legitimize government regulations that government agencies in the U.S. would find disturbing. Whatever the motive, the U.S. action on UNESCO focuses greater interest on an assessment of U.S. participation in ITU now being done, at the State Department's request, by the Georgetown Center for Strategic and International Studies.

Dougan set forth U.S. policy toward the OECD in a speech last month in which she said the U.S. favors an enhanced role for the organization (Broadcasting, Dec. 5). It is composed of the industrial countries of Western Europe and Japan, and U.S. officials see it as an organization in which the U.S. and its allies could fashion the policies they will pursue at the ITU. Dougan, in her office the other day, said: "If we can't get our act together there (at the OECD), we can't at the ITU."

Shultz, in his letter to Percy, had noted that U.S. policy regarding competition and deregulation is different from that of most other countries where state-run monopolies are the order of the day. Thus, he said, "there are difficulties in extending our domestic communication and information policies into the international arena. How did he suggest the U.S. seek acceptance of its approach? Through example and through consultation and negotiation. The suggestion Dougan has been acting upon in meetings with foreign officials.

For all of the government's activity in the international telecommunications field and the establishment by the Reagan administration of the coordinator's office in the State Department, there are those inside and outside of government who feel the government is not well organized to develop policy in that field. The agreement signed last fall by the secretaries of Commerce and State in an effort to end wrangling over the areas of responsibility involved has not ended that concern.

The Senate is considering legislation that would create a special representative for international telecommunications in the White House and a new assistant secretary of State for telecommunications affairs. And during the coming year, the American Enterprise Institute, a conservatively-oriented think tank, will establish a center on communications that will provide a forum for examining the question of the government's ability to develop policy in the telecommunications field. David Gergen, who is resigning as director of the White House office of communications to join the John F. Kennedy School of Politics at Harvard and AEI, says the issues "need to be addressed in an extremely serious way." Gergen will help AEI establish the center.

Thus, while the ideology of free enterprise may be a powerful fuel, there are those who feel that the governmental machinery it is driving needs remodeling.

On Capitol Hill, major telecommunications policy issues await action—if Congress finds time for them during a presidential election year and if the House and Senate can resolve major
The Congress. Debate the same with.

Telecommunications Subcommitte is expected to devote more time in 1988 than it did in 1983 to consumer protection and finance issues.

"Telecommunications got about 90% of the subcommittee’s time last fall. It just can’t this year," says David Aylward, chief counsel for the subcommittee.

Broadcast deregulation is leading the list of legislative items this year. A draft bill (see "Where Things Stand"), written by aides of Tim Wirth (D-Colo.), the subcommittee chairman, and circulated among subcommittee members last November, is likely to bring the issue to a boil. The bill contains little in it broadcasters can support. (Broadcasting, Dec. 5, 1983). It is a far cry from a bill passed by the Senate, S. 55, that would codify the FCC’s deregulation of radio and abolish the comparative renewal proceedings.

Broadcasters are not the only ones troubled by Wirth’s draft. Key subcommittee members Tom Tauke (R-Iowa), Al Swift (D-Wash.) and Billy Tauzin (R-La.) of the parent Energy and Commerce Committee, are troubled too. Tauke and Tauzin are the authors of a broadcast deregulation bill (H.R.2382) that has the full backing of the broadcasting industry. Swift is also the author of a deregulation bill that contains the concept of quantified programming standards that were included in greater detail in Wirth’s draft.

The fate of broadcast deregulation may hinge on a meeting between Wirth and FCC Chairman Tom Taube this month. Negotiation over the development of a consensus bill have dragged on for months. Taube has made it clear in a letter to Wirth last month that he wants action. It may be time, says one observer, to "fish or cut bait" (Broadcasting, Dec. 19).

If the subcommittee can’t resolve the matter, Energy and Commerce Committee Chairman John Dingell may intervene. Dingell has promised to bring the issue before the full committee if the subcommittee fails to report a bill. Originally Dingell wanted the subcommittee to report a bill by Oct. 15.

Even if a compromise is reached, the question remains whether it will be one that broadcasters can live with. The two sides face along the same lines as the Wirth measure—the answer according to a key congressional aide—is no.

Passage of a Wirth cable bill, H.R. 4103, which is pending before the Senate, Energy and Commerce Committee, is also likely to occupy the Congress. Debate over the bill is expected to revolve around the battle between the cable industry and the nation’s telephone companies which oppose it.

Cities oppose the measure on the grounds it strips away much of the municipal authority to regulate cable. The phone companies say the measure would permit cable operators to supply data transmission services without the regulations that apply to phone companies in providing the same services.

The battle in the Energy and Commerce Committee is expected to be lively. The committee is divided (23 of its 42 members are co-sponsors), and Dingell is the bill’s chief opponent. The measure has become so controversial, one staffer said, that “a number of members would prefer to see it go away altogether.”

Any House-Senate conference on the bill is unlikely to run more smoothly. There are striking differences between a cable bill the Senate passed, S. 66, and the House measure (H.R. 61).

A controversy over the FCC’s financial interest and syndication rules may resurface on the Hill. There are bills pending in the House and Senate to bar the FCC from modifying the rules (Broadcasting, Nov. 21, 1983). Congressional action on the rules have been put on hold—as has action at the FCC—in the hopes that networks and producers can reach a compromise.

But the Senate Commerce Committee is committed to intervene by March 15 if it appears one of the parties is bargaining “in bad faith” (Broadcasting, Dec. 19, 1983).

A bill introduced by Representative Mickey Leland (D-Tex.) prohibits any FCC from repealing its rule of sevens—limiting broadcast ownership to seven AM’s, seven FM’s and seven TV’s (no more than five VHF’s)—for five years, is also expected to generate interest in the Telecommunications Subcommittee. The FCC is planning to relax or eliminate the rule this year.

Lobbying efforts to break up the Communications Satellite Corp., the U.S. representative to the International Telecommunications Satellite Organization and the International Maritime Satellite Organization, are expected to continue. At the center of that debate will be a bill, 4464, introduced by subcommittee member Edward Markey (D-Mass.), that would require the firm to divest itself of its competitive businesses (Broadcasting, Nov. 21, 1983).

Both the Corporation for Public Broadcasting and the National Telecommunications and Information Administration must be reauthorized. Those reauthorization bills could provide a convenient vehicle for controversial pieces of legislation. But 1984 may be remembered as the year that public broadcasting went commercial.

It could happen if the Congress agrees to back a coalition of public television stations, which participated in last year in the experimental airing of commercials. The group has been lobbying the Congress to pass legislation that would permit limited advertising on public television. It appears to be a political timebomb waiting to go off. A majority of the public broadcasting community has expressed serious reservations about limited advertising, and commercial broadcasters are already on record opposing it.

Cable copyright issues could also occupy the House and Senate. Two bills (H.R. 2902, introduced by Representative Mike Synar [D-Okla.], and H.R. 3419, by Representative Sam Hall [D-Tex.]) would nullify the Copyright Royalty Tribunal’s latest rate hike in the compulsory license fees cable systems must pay to import distant television signals. The bills are pending before the House Copyright Subcommittee.

Further hearings on the bills are expected. In the Senate, a companion measure (S. 1270) to the Hall bill was introduced by Senator Dennis DeConcini (D-Ariz.).

In the Senate Commerce Committee, members will be occupied with wrapping up unfinished legislative business. Most of that time could be devoted to Senate-House conferences on the cable and broadcast bills. Senate Commerce Committee Chairman Bob Packwood (R-Ore.) is pledged to fight any quantified program performance standards in the broadcast bill. The chairman is expected to find problems with the House cable bill too.

But the issue on which the committee is likely to attract the most attention is Packwood’s ongoing project to pass legislation that would give the electronic media the same First Amendment protections as the print press. He introduced a measure (S. 1917) that would repeal Section 315 of the Communications Act, which guarantees equal rights in broadcast exposure, assures them of paying the lowest unit rate for purchased time and includes the general fairness doctrine. It would also eliminate Section 317, which guarantees candidates for federal office the right of “reasonable access” to broadcast time (Broadcasting, Oct 10, 1983). Hearings on the bill are planned in February.

Despite the pressures of an election year staffers feel confident
there will be legislative movement. And as Ward White, senior counsel for the Senate Commerce Committee put it: "If we need to get something done we’ll get it done."

The more things change, the more they stay the same.

In a way, that is the appropriate cliche for the FCC this year. The major issues for broadcasters are those held over from the year before—or even the year before that. But 1984 also promises to be a year of resolution of important issues that have been pending are expected to come to a vote.

For starters, there appears to be no way of avoiding the commission’s proceeding on the network syndication and financial interest rules. That Pandora’s box has not been closed. The FCC has agreed to defer from action on the proceeding until May 10, bowing to Congress’s apparent desire to permit Hollywood and the networks to try to cut a deal. The Senate indicated it won’t act further on the subject until March 15, and not even then unless is appears one of the sides has negotiated in bad faith or a final commission order is "unreasonable."

Some say Congress is unlikely to have anything more to do with the matter, especially considering that 1984 is an election year. The FCC probably can count on being able to welcome that proceeding back into its arms by the middle of 1984.

The FCC also is expected to confront more unfinished business in its VHF drop-in proceeding. Under the original proposal, there was supposed to be a "presumption" in favor of additional service. An applicant would be required to provide equivalent protection to existing stations, but it would be incumbent upon opponents of a drop-in allotment to prove the addition of short-spaced VHF stations would be harmful to the extent that a "net loss of service to the public" would result.

The Mass Media Bureau completed its labor on the item last year, but the engineering staff was split on whether to recommend approval. So the bureau told the commission it would write the item the way they wanted.

Commissioner Henry Rivera reportedly wanted at least some new VHF’s out there, and Commissioner James Quello was opposed. Chairman Madi Jannings and Commissioner Mimi Dawson recommended that the staff take a "harder look" at possible sites for drop-ins on a case-by-case basis. The bureau is expected to have the results of its further study by the end of the year.

The FCC also is expected to bring to conclusion ownership proposals already pending, and proposals it is expected to air during the new year.

Overarching the FCC’s ownership investigation is its pending rulemaking to relax its attribution rule, which defines the ownership percentage that triggers multiple ownership rules.

Under the current rules, for widely held corporate licensees—those with more than 50 shareholders—the attribution benchmark is set at 1% of the voting stock. For closely held entities—those with 50 or fewer shareholders—any voting partnership or joint ownership interest is considered to signify ownership. "Passive" investors—bank trust departments, investment and insurance companies—are permitted to own up to 5% before they are considered owners.

The FCC has proposed, however, to permit all entities to own anywhere from 5% to 20% before they would be considered owners.

The FCC also is expected to conclude its pending proceeding to delegate, or relax, its rule of seven, limiting broadcast ownership to seven AM’S, seven FM’S and seven TV’S (no more than five VHF’s). Comments on that are due Jan. 19.

Final action on its proceeding to permit the networks to own cable systems also is expected, and in response to a petition by the National Association of Broadcasters (Broadcasting, Aug. 15, 1983), the commission is expected to re-examine the need for its current regional-concentration-of-control rule, which prohibits ownership of three broadcast stations where two of the three are within 100 miles of the third. "There will be some effort to bring these ownership rules up as some kind of package, so the commission would put them at the same time," James McKinney, FCC Mass Media Bureau chief, said.

Also high on the agenda is the commission’s character proceeding, in which the FCC proposes to narrow the sort of behavior it will look at in assessing an entity’s qualifications to be a licensee. An order already had been drafted last year. The best bet is that the FCC will decide to limit its character scrutiny to behavior that affects the service received.

"The FCC’s proposal to ‘deregulate’ TV also is expected to be brought to conclusion. In a notice of proposed rulemaking, the FCC has proposed to eliminate current guidelines under the network programing and commercial loading. It also proposed to eliminate formal ascertainment requirements.

Cranking out low-power television grants—and further preparing itself to crank out the new commercial FM’s that result from docket 80-90—will be top priorities for the Mass Media Bureau.

Now that it has a computer in action, the bureau is hacking away at its LPTV backlog, winnowing out those that are acceptable for filing from those that are not. It’s contemplating putting out one massive cut-off list—containing anywhere from 4,000 to 6,000 applications—early next year. Potential competitors will then have 30 days to crossfile. Those crossfilings could bring the FCC back up to a total of about 18,000 applications. The bureau hopes to start issuing grants by lottery by April.

The FCC also is expected to adopt a proposal to change the way it deals with new LPTV applications (and there’s a strong possibility it will propose to use the same mechanism for other mass media services.

Under current rules, applications the FCC finds to be acceptable are placed on a cut-off list that is made available to the public. Then, anyone may submit a competing application. In a recent commission proposal, applications for all new LPTV’s would be accepted only during a specified, preordained number of days. No more would be accepted after that "window" was closed. The familiar cut-off list would be eliminated, and there would be no opportunity to file competing applications.

McKinney is even hoping to wipe out the backlog. "1984 is going to see thousands of low-power television grants," McKinney said. "It may be that all we’re doing is providing them [LPTV] hopefulness with an opportunity to fail, but we’re going to provide them with that opportunity."

As for docket 80-90, the bureau is hoping to start accepting applications in the fall. The omnibus rulemaking, in which the commission said it would propose about 500 to 500 new FM allotments on its own—is expected to be out early this year.

When it comes time to start accepting applications for new assignments, the bureau wants to make sure that it doesn’t get bogged down. It’s expected to handle applications in phases. (It is exploring the idea of accepting applications for only certain channels—or certain parts of the country—at one time.)

Chairman Mark Fowler’s agenda appears to remain the same. He urged broadcasters not to give up the fight for achieving First Amendment parity with newspapers. "The day will come when the FCC will be a spectrum traffic cop only," he said.

The high priest of deregulation added this benediction: "Let’s remember that the most healthy profit reflects serving the public interest," he said.
The Fifth Estate flourished in 1983, despite occasional and sometimes heated distractions.

The FCC continued to cultivate marketplace freedom and to weed out regulations it felt had outlived usefulness, although in doing so, the commission met resistance on Capitol Hill and even intervention from the White House. A sidelight to the legislative problems was some inner turmoil at the National Association of Broadcasters.

On the business side, bottom lines were good, with a bigger-than-ever infusion of new faces and money into the industry. Much of the FCC's energy last year was spent on its proposed repeal of its TV financial interest and network-syndication rules. Adopted in May 1970, the rules bar networks from engaging in domestic syndication and acquiring subsidiary interests in independently produced programs.

Last August, in a "tentative decision," the FCC proposed to abolish the financial-interest rule and gut much of the syndication rule. Limited syndication restraints would be in keeping with Department of Justice recommendations.

However, the Hollywood-financed Committee for Prudent Deregulation, which spearheaded opposition to repeal, earlier in 1983 had shifted much of its campaign to Capitol Hill. Representative Henry Waxman (D-Calif.), whose district includes Hollywood, offered a bill that would prevent repeal of the rules for five years. The bill would also prohibit the FCC from repealing the prime time access rule (also adopted in 1970) for five years. CPD felt repeal of the fin-syn rules would undermine PTAR.

The first big setback to the FCC came in October when the Senate Appropriations Committee, with later approval of the full Senate, attached an amendment to a fiscal 1984 supplemental appropriations bill forbidding the FCC from spending funds until May 31, 1984, to repeal fin-syn.

A possible coup de grace to the repeal effort may have been delivered earlier in November when President Reagan informed Congress that the White House supported legislation that mandated a two-year moratorium on changes in the rules to permit "further study" of an already drawn out issue.

In face of the pressure, FCC Chairman Mark Fowler told Congress that the commission would put off action on the issue until May 1984 to give the networks and the producers time to negotiate a settlement.

In 1983, the FCC also started actively to dismantle its multiple ownership rules. In a September notice of rulemaking, the commission made clear its intent to do away with as much as it could of the rule that limits broadcast ownership to seven AM's, seven FM's and seven TV's (no more than five of the last VHF's).

Comments on the rulemaking are due later this month (Jan. 19), but there appears to be no significant opposition to letting the big guns get bigger. Groups such as Media Access Project, the Telecommunications Research and Action Center and the National Association of Black Owned Broadcasters are expected to register objections, and concern has been expressed by some smaller broadcasters.

The question appears to be more whether the FCC will change numbers or eliminate them. Final FCC action is expected by mid-1984.

The FCC was able to get concrete results in other areas. In early spring, it gave the go-ahead to television stations to provide teletext services. But the commission declined to set a technical standard for the market-place and refused to give teletext must-carry status on cable.

Those refusals drew the ire of broadcasters, who saw the actions as a threat to the expansion, integrity and future of the new telecommunications service. NAB President Edward O. Fritts likened the lack of teletext standards to AM stereo, "where no marketplace consensus is in sight, and AM stereo may never become a reality."

The new technologies continued to make awesome time demands on the FCC staff. A prime example: When the FCC began accepting applications for multichannel multipoint distribution service (MDS) in September, it was swamped with an estimated 15,000 to 25,000 bids that will require months of processing before being identified in a public notice.

Arm wrestling on Capitol Hill for broadcast deregulation was a year-long event, with no decision. And, at yearend, the latest draft of a bill circulating among members of the House Telecommunications Subcommittee and their staffs contained tougher regulatory proposals than those in earlier drafts. It was written by aides to Subcommittee Chairman Tim Wirth (D-Colo.), who has felt a strong resistance to the draft by broadcasters as well as some subcommittee members.

A disappointed NAB President Fritts said "there is little in it we can support," and viewed the measure as a "trial balloon."

Among the more bitter pills of the draft is a mandate that the repeal of the comparative renewal process be contingent on stations meeting strict renewal standards and programming requirements.

The draft, the first to appear in legislative form, was released as Congress adjourned in late November. It is likely to serve as the framework for a markup.

Acrimony over broadcast deregulation in-
tensified early in 1983 when Wirth insisted that broadcasters pay a spectrum fee as quid pro quo for deregulation, a concept that immediately drew industry protests. In early May, that opposition was voiced by key subcommittee members and other congressmen, who began work on their own deregulation package over Wirth's protest. Leading the rebellion were Representatives Tom Tauke (R-Iowa), Billy Tauzin (D-La.), Thomas L. Luken (D-Ohio) and Al Swift (D-Wash.). Even Energy and Commerce Committee Chairman John Dingell (D-Mich.) endorsed the move for deregulation if it included a public interest standard.

The NAB launched a massive lobbying campaign, backing them and the dissidents' legislation that would not include spectrum fees.

After several weeks of legislative maneuvering, Wirth backed down on spectrum fees so as to retain control of the process in his subcommittee—rather than have the bill surface in the full committee as an amendment to an FCC authorization measure. Wirth took a different approach in seeking quantification of public interest standards as quid pro quo for deregulation.

It was a 1983 of transition and turbulence for the NAB. At the association's April convention in Las Vegas, Senator Bob Packwood (R-Ore.), long an ally of the electronic media, delivered a stinging rebuke: "You can't lobby your way out of a paper bag in the House." It came in a speech criticizing the NAB for its inability to persuade Wirth and others of the merits of broadcasters' legislative desires. Packwood also said he would not move forward on his own campaign to get full First Amendment rights for the Fifth Estate until the NAB showed more initiative and rid itself of a "can't do" attitude.

Subsequent events put Packwood in a more conciliatory mood two months later when he faced NAB joint board members in Washington. Referring to NAB's legislative push in the White House, he said, "I am proud of you." He also noted, "You can lobby your way out of a paper bag in the House."

At the April convention in Las Vegas, the NAB unwittingly sparked controversy with its announcements of a TV trends study that was conducted by McHugh & Hoffman for the association. In its preliminary form, the survey showed that while TV viewership is up, audience satisfaction is down. After months of criticism from the membership and a review by the NAB research committee, which claimed serious methodological and conceptual inadequacies in the study, it was decided that the findings would not be released in final form.

The study, along with lack of accord on NAB's handling of other TV matters, prompted 42 major TV group owners to establish their own Television Operators Caucus last summer. Organized principally by Outlet Co.'s David Henderson and Post-Newsweek's Joel Chaseman, TOC opened its membership in August to all TV group owners. Henderson made it clear that the association's function is not to undermine the NAB or any other association, but to pursue issues that specifically are TOC concerns.

Changing hands at the FCC. Out the door at midyear when the commission was reduced to five members were Frank Fogarty, after almost seven years of service, and Stephen A. Sharp, after just nine months as a commissioner. Both actions were in keeping with the 1982 Congressional mandate that the number of commissioners be cut from seven to five. But not so expected was the April announcement of Anne P. Jones that on May 31 she would relinquish her seat on the commission to go into private practice. She had served just over four years. Dennis Roy Patrick, former associate director of the White House's office of presidential personnel, was picked in October as her successor. Political maneuvering between Capitol Hill and the White House, however, stalled the confirmation hearing beyond the congressional recess in November. President Reagan then appointed Patrick on an interim basis.

The need to serve an increasingly diverse membership promoted the resurrection of a decades-old idea to restructure the NAB into a federation. The proposal generated some support in the beginning, but by mid-December an NAB committee was shooting it down as unnecessary.

The proposal for an umbrella association with separate operating divisions for radio and TV came from NBC's Peter Kenney as he retired in June after 21 years of unbroken service on NAB boards. Kenney envisioned strong common leadership and services, but with distinct entities for different lobbying efforts.

BROADCASTING editorially backed the idea for a National Federation of Broadcasters, saying: The transformation is a logical first step toward the Federation of the Fifth Estate that will emerge in the natural evolution of the media.

But last month, a specially appointed NAB structure study committee decided that the association's present form is just about right for its jobs. The committee's recommendations, which will be presented to the NAB joint board at meetings later this month, suggested the addition of two second- and lobbyists, one for radio and one for TV, and the creation of an executive policy council.

The inner turmoil also took its toll on the NAB staff. On Sept. 30, Steve Stockmeyer, senior vice president for government relations, abruptly resigned. The resignation followed a meeting the previous week between the new Television Operators Caucus and NAB officials. The NAB chief lobbyist cited his frustration: "I came to this job with my eyes open. I thought it [NAB] was 10 years behind the times. Now I realize its 30 or 40 years behind and that it's a waste of time to try to bring them up to date."

The touchy situation between radio and TV members of the NAB was reflected earlier when Forward Communications' Tom Bolger suddenly resigned his ex officio executive committee post. Bolger announced his decision to quit July 14 after a heated exchange with NAB's radio board chairman, Martin Beck of Beck-Ross Communications. Beck had said Bolger's continuing to serve in an executive capacity after the resignation of Bill Stakelin (to become president of the Radio Advertising Bureau) could lead to the composition of an executive committee that would favor television.

Bolger asserted the challenges to his position were "totally baseless." After eight years of service at the NAB, Bolger said, "I would not have selected this scenario to end my NAB career. But there comes a time in each person's life when principles outweigh personal pursuit."}

Radio Marti legislation, which had stalled in Congress in 1982, finally made it through the Senate and House in early fall. It was signed by President Reagan in October, though not in the form that the administration wanted. The President had originally backed a measure that would have created a separate radio station, Radio Marti, to beam uncensored news to Cubans in the island nation. However, the broadcast industry and the National Association of Broadcasters, fearful of Cuban retaliation in the form of jamming of established U.S. AM stations, successfully lobbied for a compromise. The legislation enacted provides for establishment of a Cuba service within the Voice of America.

In television, prime time honors, for the
fourth year in a row, went to CBS-TV, which won the 1982-83 season that closed April 17. Over the 29-week period, the network averaged an 18.2 rating/share in the Nielsen measurement. ABC-TV again placed second with 17.7/28 and NBC-TV was third with 16.5/24.

For CBS-TV it was a narrower win—half a rating point over ABC-TV, which it had topped by nine-tenths of a point in 1981-82.

ABC-TV had help from two record-setting mini-series, *Winds of War* and *Thorn Birds*, but got no help from the National Football League, whose strike in the fall of 1982 wiped out much of the network’s Monday Night Football.

CBS-TV got a big boost with a record-setter of its own, the two-and-a-half-hour extravaganza that concluded the long-running *M*A*S*H* series. That Feb. 28 show emerged as the most-watched program in TV history, averaging a 60.3 rating and 77 share.

ABC-TV turned up with a winner in November with *The Day After*, a two-hour-and-20-minute depiction of nuclear doomsday. It drew a 46 Nielsen rating and 62 share of audience. Though nowhere near the numbers for the *M*A*S*H* finale in February, *The Day After* made to the highest rated made for-TV movie and engendered massive national attention long before and after its presentation on ABC-TV.

Dallas-based A.H. Belo Corp. put a record buy in the books when it bought the six Corinthian TV stations from Dun & Bradstreet for $606 million in cash. The purchase was announced June 19, just six weeks after D&B announced it would bow out of TV and put the stations on the block. The agreement, signed by the FCC in December, surpassed the record before the: the $370-million merger of Combined Communications with Gannett in 1979.

Earlier, in April, the FCC Mass Media Bureau had approved the $245-million sale of independent KTLA-TV Los Angeles by Golden West Broadcasters to Golden West Television Acquisition Co., a firm formed by Kohlberg Kravis Roberts & Co. It was the largest price ever paid for a broadcast station up to that time—$25 million more than Metromedia paid for WCBS-TV Boston in 1981. However, the 1983 Los Angeles record was short-lived: When the Belo mass purchase was broken down in October, it was learned that the KHOU-TV Houston portion bore a $342-million price tag.

Kohlberg Kravis Roberts & Co. continued to make big trading news when, in September, it agreed to pay $842 million for Wometco Enterprises. Wometco is a Miami-based company, with broadcast stations, multiple cable systems and STV holdings, aside from extensive interests in the soft drink, vending and entertainment fields. Like the KTLA deal, the purchase will be structured as a leveraged buyout and the acquiring corporation will be owned by KKR and other investors. Simultaneously, Wometco Cable TV, an 85%-owned subsidiary of Wometco Enterprises, announced that KKR was acquiring the remaining 1.1 million shares of Wometco cable. By early December and the signing of definitive agreements for Wometco Enterprises and its broadcast stations, the KKR-Wometco transaction will be the largest since the 1979-80 $3.2 billion leveraged buyout of Tube Investments Ltd. by British entrepreneurs Richard Desmond and Richard Desmond Jr.

Wometco Cable TV, the total price had increased to more than $1 billion.

The purchase of group owner Outlet Co. by Rockefeller Center Inc. was consummated at year-end, following FCC approval last month. First announced in May and signed in August, it called for Rockefeller Center to acquire Outlet’s outstanding shares for $332.1 million, including assumption of debt.

But it remained for Metromedia’s John Kluge to make 1983’s major financial move last month. In a deal valued at $1.5 billion, Kluge, along with key Metromedia executives and outside business/media luminaries, offered to take the company private by buying back Metromedia’s publicly held stock. In a move, Metromedia’s outside board of directors, three senior vice presidents of Metromedia—Robert M. Bennett, George H. Duncan and Stuart Subotnick—teamed up with Kluge. They would be joined by a new venture capital firm called Boston Ventures Limited Partnership.

Investors in BVLIP include newspaper owner and DBS hopeful Rupert Murdoch, Warner Communications Inc., Embassy Communications and $370-million merger of Combined Communications with Gannett in 1979.

The Rev. Everett C. Parker, 70, dean of the citizen movement in broadcasting and an early user of the petition to deny broadcast license renewals, stepped down Aug. 31 from his post as director of the Office of Communication of the United Church of Christ. One of Parker’s more notable victories came in the mid-1960s when the Church of Christ, filed in behalf of Jackson, Miss., blacks who contended WLBV-TV there was ignoring their programming needs.

A subsequent ruling by the court of appeals, reversing the FCC’s renewal of WLBV’s license, held that citizens have a right to file such petitions. It began an era of more active participation by citizen groups.

In late October, Knight-Ridder staked its claim to the first commercial videotex service in the country with the launching of Viewtron in south Florida. Knight-Ridder’s subsidiary, Viewdata Corp. of America, said it planned to spend $29 million in the first 14 months on the service.

As broadcasters prepared for the 1984 elections, they saw the promise of more journalistic freedom in a November 1983 FCC ruling that clarified and broadened the so-called Aspen decision of 1975. Now, broadcasters can sponsor and cover political candidate debates without worrying about equal-time requests.
Growing strong

Dallas-based Satellite Music Network (SMN) is emerging as a strong competitor for ad dollars in network radio. It offers four 24-hour satellite-delivered music formats: StarStation (adult contemporary); Stardust (nostalgia); Country Coast-to-Coast, and Rock America—scheduled to be launched today (Jan. 2)—as well as around-the-clock newscasts. SMN has added over 40 new affiliates during the past two months—many located in major markets—bringing the total number of stations signed by SMN to approximately 470. The additions include three Viacom properties ("Closed Circuit," WKEH/FM New York, WMZQ/FM Washington and KKKN/HAM Houston (Country Coast-to-Coast affiliates)–as well as StarStation affiliates WGBR (AM) Cleveland and KLYX (FM) Dallas.

Although the 24-hour satellite-delivered signal via Satcom III-R is being provided to all affiliates, many of the recently added major market stations are initially clearing only commercial spots from SMN, with some looking to carry overnight and/or weekend newscasts later this year, said SMN Vice President Ellyn Ambrose. (SMN is currently sold to ad agencies and advertisers by Katz in combination with the Colorado Springs-based Transtar Radio Network, giving time buyers large audience penetration figures under the umbrella of the Katz Satellite Network.)

As for future plans, SMN will likely turn public by late 1984, SMN Chairman John Tyler told Broadcasting. "We are also looking for additional acquisitions, whether it be stations or other networks," added James Rupp, president and CEO, Midwest Communications Inc., Minneapolis. Rupp and Tyler formed the company two-and-a-half years ago, along with Kent Burkhart, chairman of Atlanta-based Burkhart/Axams/Michale/Douglass & Associates. The three men have remained principal partners in SMN.

Community minded

"We are positioning ourselves as the station for the community," say Ellen and Peter Straus, president and chairman, respectively, of family-owned WMCA(AM) New York. And to that extent, the station has delved into several new ventures, including "Cocktails & Conversations," a bimonthly event in which the station invites nearly 50 New York City dignitaries and personalities to the home of Isabelle Leeds, director of public affairs for WMCA, to discuss social issues pertaining to the welfare of the city. These guests are then invited to record a 60-second editorial for the station, expressing their viewpoints.

In addition, the station will soon establish the "WMCA Radio Rescue Fund" a nonprofit organization set up to match contributions from listeners during city emergencies. "Because we don't have a station to a national board of stockholders, we can better respond to the needs of the community," said WMCA Chairman Peter Straus, former director of Voice of America during the Carter administration. "Our responsibilities begin and end with the 17 counties in our coverage area," he said. WMCA currently has no network affiliation.

Changing hands

Fairbanks Broadcasting has sold Dallas-based FairWest, which offers radio stations products and services that include Al Ham's "Music of Your Life" nostalgia format and a live-assist adult contemporary service, "The Class Format." The buyers are: Jim West, current president of FairWest, George Johns, vice president, programing, San Diego-based SBI Inc., and Bill Yde, controller for Fairbanks. Although, the purchase price and terms were not disclosed, FairWest's assets are said to be well over $1 million.

Under the new management structure, West remains president, Johns becomes vice president-creative and is primarily responsible for the adult contemporary format, and Yde is vice president and controller. In addition, FairWest has opened a San Diego office, headed by Johns, and will shortly move into new headquarters in Dallas.

Audio visual

Talkradio WABC(AM) New York last week embarked on its largest ad campaign since it switched from top 40 to talk in May 1982. According to a station spokeswoman, the campaign involves local newspaper and magazine ads, television spots and subway billboards. The campaign, which uses as its theme, "People listen to people who listen to us," will address the benefits not only of listening to WABC but of the talk format in general, the spokesman noted. The new advertising blitz is expected to run through the first and possibly the second quarter of 1984.

In addition, WABC is planning to air a live six-hour remote broadcast from Sardi's restaurant in the Broadway theater district of New York on New Year's Eve (Dec. 31) from 9 p.m. to 3 a.m.

Classical dimension. Veteran radio announcers for classical music radio stations KPRC(AM-FM) in Houston, George Fromberg, left, and Don Linn, center, were honored with a mural as a Christmas present from station president George Fritzinger. Muralist Thomas Sully painted a scene on the side of the studios depicting each announcer with his favorite composer. Standing in front of the mural are announcers (l-r): Fred Crane, Carl Princi, Dick Crawford, Bill Carlson, Thomas Cassidy and Tom Franklin.
Now we’re really rolling.
Stations from coast to coast have made the decision for Motorola C-Quam\textsuperscript{®} AM Stereo. They range from clear-channel powerhouses to day-timers, with formats from MOR to C&W, throughout the U.S. and Canada.

The majority are already on the air, reaping the promotional benefits of being among the first with the beautiful sound of Motorola AM Stereo (and low-distortion mono). The others are scheduled for installation soon.

So, if you’re budgeting for new equipment, plan to join these stations soon. For price and installation information, contact Dick Harasek at (312) 576-2879, or Chris Payne at (202) 862-1549.

Make the call for your station today, and get a head start on your competition.

\textbf{MOTOROLA AM STEREO. THE WINNING SYSTEM.}
MGM/UA may become wholly owned by Kerkorian

Financier, who already owns 50.1% of stock of motion picture-TV production company, offers to buy remaining half of stock from shareholders; board to review his proposal but analysts believe they will approve the deal

Kirk Kerkorian, the reclusive financier who controls 50.1% of the outstanding stock of the MGM/UA Entertainment Co., came up with a new plan for the motion picture and television production company as 1984 approached: Take it private.

Kerkorian's Tracinda Corp. announced it was offering $665 million in cash ($240 million) and notes ($425 million) for the remaining 49.9% of the stock. The offer consisted of $9 cash and a $16 face value 20-year subordinated debenture, together the equivalent of $25 for each MGM/UA common share.

Analysts, however, tended to think the debentures—which would bear 14% interest a year, but not until after the fifth year—would have a present cash value in the $60-$11 range, reducing the package value per share to around $15 to $20, or $372 million to $496 million for all non-Kerkorian stock.

MGM/UA has approximately 49.7 million shares outstanding. Tracinda, which is owned by Kerkorian, owns 46% and Kerkorian himself owns 4.1%.

Even at $15 to $20 a share in present value, the offer would represent a gain for shareholders from the $12 a share at which the stock was trading on the New York Stock Exchange immediately before the offer was announced. Analysts appeared to think most shareholders would go for the deal—and some wondered how much say-so they could assert even if they opposed it, since Kerkorian already controls the company.

MGM/UA officials said a committee of outside members of the company's board of directors would review the proposal, probably with the assistance of an independent investment banking firm.

By last Tuesday (Dec. 27), eight days after the offer was announced, MGM/UA stock had climbed 2 7/8 points from its pre-announcement level, closing at 14 7/8.

Not included in the offer was the 15% of the MGM/UA Home Entertainment Group the company sold to the public last year.

Its stock, also traded on the New York Stock Exchange, closed Dec. 27 at 12 3/8, up five-eighths of a point since the announcement date.

Kerkorian's offer came at a time that MGM/UA stock was trading some $10 a share below its 1983 high of $22.25, reached last spring when the company's "War Games" and "Octopussy" theatrical hits were being released. Observers speculated that he felt he could get the remaining shares at a bargain price, particularly since the company has a seemingly strong lineup of theatrical releases for 1984, including another James Bond film; a sequel, called "1910," to "2001: A Space Odyssey," and "Rocky IV."

MGM/UA's revenues from both theatrical and television films declined in the company's last fiscal year, ended Aug. 31, 1983. Television program revenues dropped to $95.5 million from $116.4 million the year before, while theatrical film revenues dropped to $620.9 million from $668.9 million. Net income increased, however, to $41.9 million from $27.5 million, in large part through reduction of interest expense.

The company sold four programs to the TV networks for their 1983-84 prime time schedules: "Cutter to Houston and For Love and Honor," both one-hour dramas and both since cancelled; the half-hour "We Got It Made," on ABC. and "Empire," also a half-hour, which starts on CBS Jan. 4.

Magid firm jumps from ABC to NBC

Consulting organization hired for unnamed projects, although 'Today' show is likely to be one

NBC has broken a long association between Frank N. Magid Associates and ABC by hiring the consulting firm to help it with projects as yet unspecified but with the Today show expected to be at or near the top of the list.

Bill Rubens, NBC research vice president, who retained the Magid firm, said specific assignments had not been discussed with Magid and could not be until this month, because the consultant's contract with ABC extended through Dec. 31. However, Rubens said that 'I'd like to concentrate on early-morning television,' and he called Today "a good possibility" to get first attention.

Other NBC officials agreed. "Our own research shows Today is pretty good, but it's not making headway [in the ratings] against Number One, and we'd like to see if Magid has any ideas about that," one executive said.

"Number One" was an allusion to ABC's Good Morning America, a program with which the Magid firm has worked from time to time over the years—and which got to number one in its time period by outusing Today from what had once seemed permanent possession of that spot. Thus at NBC the consultants may find themselves trying to cross-counter some of their earlier counterpoints.

Rubens said that although no specific assignments had been decided upon, this much was definite: Magid would have nothing to do with NBC Nightly News. A published report that Nightly News might get the Magid treatment was described by other officials as "fantasy."

Magid has been retained by NBC-owned WRC-TV Washington for the past two years and has been widely credited with substantial improvements in the station's audience standing. Rubens said WRC-TV remains a Magid client but that no decision had been reached as to whether other NBC O&O's would also be served by Magid.

Magid, a widely known firm, is perhaps most prominently known for its work over the years with ABC's O&O television stations, whose news teams and fast-paced newscasts developed commanding ratings in many cases, although lately some of them have experienced reversals.

One of those, WABC-TV New York, is not renewing its contract with Magid, an ABC spokesman said last week. However, two other ABC O&O's, WXYZ-TV Detroit and KGO-TV San Francisco, were said to have renewed their Magid contracts (both of those are in cities where NBC has no O&O). The situation with WLS-TV Chicago and KABC-TV Los Angeles—both in cities where NBC owns stations—was described as unclear. NBC's owned stations in addition to WRC-TV are WNBC-TV New York, WMAQ-TV Chicago, KNBC-TV Los Angeles and WKYC-TV Cleveland.
NABET to begin bargaining with NBC next week

Despite expiration of contract last March, workers are still on job as negotiations continue; union trying to prevent members from losing jobs to new technologies

NBC and the National Association of Broadcast Employees & Technicians are scheduled to resume negotiations next Monday (Jan. 9) in the Washington suburb of Bethesda, Md., on a new contract to replace one that expired last March 31.

NBC and the union have been holding talks in various parts of the country since last Feb. 22 but have been unable to come to an agreement on issues related to new technologies. The union is apprehensive that hundreds of jobs will be lost to computers and other equipment unless the union is granted jurisdiction or is given some concessions that will help save jobs.

Neither the union nor NBC would discuss the issues and it could not be ascertained if the protected talks have placed a strain on discussions. But one source close to the discussions remarked: "At least they are still talking and there's been no noise from the union about a possible strike."

Approximately 2,700 members of NABET are affected by the talks, of which 1,400 are in New York. The three-year extension to an earlier pact expired at midnight, March 31, 1983, but work has continued as talks were held in San Diego, New York and Bethesda.

The points of contention between NBC and the union reportedly relate to jobs now held by engineers and technicians and to new jobs emerging from the introduction of new devices. The union is determined to resist reductions in job or shifting of posts to nonunion status. One area deals with radio, with NBC reportedly seeking approval for combination persons who would perform announcing duties and operate the board. NABET fears that if this practice spreads, it could lose 60 to 70 radio jobs around the country.

Another sore point with the union deals with retroactivity privileges. After months of negotiations in 1983, NBC issued a warning that unless an agreement was reached by June 25, it would not grant retroactivity provisions when a new contract was framed. That deadline passed without an agreement on the matter.

Still another irritant to the union is NBC's last salary offer. The majority of experienced engineers and technicians earn $625 per week and NBC reportedly proposed a $50 increase that would bring the base pay to $675. NABET negotiators were annoyed by the offer inasmuch as NABET engineers-technicians at ABC went up to $685 weekly last April 1. The spread may not be large but traditionally the wage scales at ABC and NBC have tended to be equal.

Intelsat: boosting business potential

Board of governors decides to expand scope of its newly formed International Business Service to include another new service, Vista, to serve rural areas

The International Telecommunications Satellite Organization is continuing to expand its horizons in the business field. The International Business Service, established in October, is being given increased flexibility—the range of connectivity options is being doubled, from two to four—and a new low-density Vista service, designed for rural areas of the world—has been established.

Both developments were the product of Intelsat's 57th board of governors meeting, held in Washington last month. It was the last board meeting at which Santiago As-train, a citizen of Chile who has led the 20-year-old organization since it was established in 1964, first as secretary general and then as director general, would lead the organization. He retired on Dec. 30, and was succeeded by an American, Richard Colino.

And Colino and Intelsat officials indicate he will provide the organization—confronted with the possibility of competition from new American companies for communications satellite service linking the U.S. and Canada—with a new burst of energy. Joseph Pelton, executive assistant to the director general, said Colino "sees video as a major area of innovation." Talking to reporters on Dec. 27 at a briefing on the board's actions, Pelton said, "We hope for exciting news next year."

Officials rejected suggestions that the increased activity in the business field is a response to the potential competition posed by the two would-be competitors, the Orion Satellite Corp. and International Satellite Inc. Their applications, now pending before the FCC, have raised a host of policy questions now being examined by the executive branch. "We announced features of the Vista service over the last two years," said Marcel Perras, director of the Office of Business Planning.

However, Vista offered Perras an opportunity to promote Intelsat. "Vista is directed to serve half the world not now adequately served," Perras said. "It's a vital service—the type of service Intelsat as a global service is designed to provide." Through Vista, Intelsat will make available to developing communities, such as those in the Pacific basin, Africa, South America, Asia and Greenland, low-cost telephone service on its satellites that can be accessed through small, low-cost earth stations.

The decision to double the number of connectivity options was taken to more closely tailor the options to users' requirements. IBS—which is fully digital and provides a variety of communications services, including video, teleconferencing, high and low speed facsimile and data, and electronic mail—was originally introduced with only basic and full connectivity.

The former service provides a one-way communications path employing a single downlink beam, and serves heavy-route trunking areas, such as the transAtlantic. The latter, which will be offered with the introduction of the specially modified Intelsat V-B satellite, will provide a multiple beam interconnection that will permit a transmission in one hemispheric or spot beam, East or West, to be received simultaneously in East and West hemispheric and spot beams at C-band and K-band.

Intelsat officials also reported a continuing increase in the number of countries leasing satellite capacity. They said 25 countries now lease a total of 38 transponders, and that a total of 40 are expected to be leasing capacity by 1988. Two leases approved by the board last month were signed with the United Kingdom and Italy.

The board had good news for Intelsat customers. Charges will remain at the 1983 rate throughout 1984. In fact, Intelsat has never raised its rates, and has reduced them 12 times in its 20-year history. The cost of a telephone circuit, allowing for inflation, is about one-eighth of what it was in 1965.

Charleston TV station airs photo of criminal suspect; four staffers arrested, then released

The dust has yet to settle completely, but on Dec. 21, 1983, obstruction of justice charges were dropped against four employees of WCSC-TV Charleston, S.C., following the station's broadcast of a photo of a suspect, Charles Blake—charged with at least 21 counts, including murder and rape and involving six victims—which the police asked not be aired.

Charleston county solicitor Charles Con-don, who had ordered the arrests, said that by dropping the charges, "I by no means condone their actions or believe that the First Amendment right of freedom of the press should protect such conduct..." He said it appeared that "a tremendous strain on
limited [prosecution] resources would occur if these First Amendment issues were pursued," and that the "publicity generated would... only work to prejudice the [Blake] case... It is our hope that the actions taken by this office and the Charleston county police department will at the very least cause WCSC-TV to re-examine its policies in light of the social responsibilities it owes to our communities."

But in a joint statement issued two days later, with WCSC-TV President John M. Rivers, Condon’s tone changed. He said much of the controversy had resulted “from an honest lack of communication,” and that recent criticism of WCSC-TV had “been unfair.” According to the deputy solicitor, Ralph Hoisington, Condon was attempting to diffuse mounting community emotions: WCSC-TV had received at least five bomb threats following the arrests and Rivers had received threats against his life.

According to station manager Mark Pierce—one of those arrested along with news anchor Bill Sharpe, news director Debi Chard and reporter Tim Lake—the police department held a press conference on Saturday, Dec. 17, announcing Blake’s arrest. On Monday, Dec. 19, the solicitor’s office asked that Blake’s photo not be used until witnesses could see a lineup.

Pierce said his news department “would have been flexible enough” to hold the picture for one or two days, but the solicitor “was telling us Jan. 3—maybe.” Pierce said the station weighed the solicitor’s charges that showing the photo would “severely damage” the case, against what Pierce called the station’s moral obligation to the community. In addition, Pierce said the station was told by the prosecutor’s office that three of the five witnesses were out of the state and that the station’s “First Amendment lawyer” assured him there “wasn’t a problem” with using the photo.

“No police authority,” Rivers said, "has the right to lock up somebody who disagrees with them.” He said that although it turned out to be “a very unpopular decision within the community,” the station did “nothing illegal," by airing the picture. He noted that no judicial order was issued prohibiting its broadcast. Rivers said on Dec. 23 that the solicitor had assured him “the action against our employees will not be repeated. It is now time for the community to calm down... As far as I’m concerned, this matter is now behind us.”

---

**Metromedia, Inc.** has acquired **KNBN-TV Dallas, Texas for $14,900,000 from National Business Network, Inc.**

We are pleased to have served as broker in this transaction.

---

**WHGI(AM)-WYMX(FM) Augusta, Ga.** Sold by Brier Creek Broadcasting Corp. to American Republic Communications Corp. for $1,840,000. **Seller** is owned by A. Mills Fitzner, who has no other broadcast interests. **Buyer** is division of Dallas-based American Republic Corp., commercial real estate syndicator and developer, and is headed by Richard E. Tomlinson, president. It recently purchased WHVN(AM) Charlotte, N.C., for $180,000 (see “For the Record,” May 16, 1983). WHGI is 5 kw daytimer on 1050 kHz. WYMX is on 105.7 mhz with 50 antenna and 83 feet above average terrain. **Broker:** Reggie Martin & Associates.

**WJBM-AM-FM Jerseyville, Ill.** Sold by Tri-County Broadcasting Co. to Jerseyville Broadcasting Inc. for $1 million cash. Sale is contingent on FCC approval of application to move FM transmitter and tower. **Seller** is majority owned by Janet A. Gorecki. Neighbor owns to other owners have other broadcast interests. **Buyer** is equally owned by Saul Rosenzweig and family, and Bernard Koteen (40%) and his wife, Shirley (10%). Rosenzweig is former vice-president of KPLR-TV St. Louis and president of Figgie Communications Inc., which recently sold WLIX-TV Onondaga, Mich., for $20.5 million (“Changing Hands,” April 8, 1983). Bernard Koteen is Washington communications attorney. WJBM is 500 w daytimer on 1480 kHz. WJBM-FM is on 104.1 mhz with 50 kw and antenna 380 feet above average terrain.

**WPDX-AM-FM Clarksburg, W. Va.** Sold by Rau Radio Stations to WPDX Inc. for $150,000 cash and $500,000 note. **Seller** is owned by six AM’s and six FM’s, has completed divestiture of its broadcast properties with this sale. It is principally owned by estate of Henry Rau, and headed by Rau’s daughter, Robin Henry, president. It also sold this year WATO(AM)-WETO(FM) Oak Ridge, Tenn., for $255,000 (“Changing Hands,” Sept. 19, 1983); WBBB(AM)-WCM(FM) Burlington, N.C., for $2,625,000 (BROADCASTING, Aug. 15, 1983); WNAY(AM)-WLM(FM) Annapolis, Md., for $2.8 million and WDOV(AM)-WSDS(FM) Dover, Del., for $2.3 million (both BROADCASTING, Sept. 5, 1983). **Buyer** is owned by Patrick Kelly, executive vice president of Rau Radio (76%), and Walker Trumble, general manager of WPDX-AM-FM (24%). WPDX is 1 kw daytimer on 750 kHz. WPDX-FM is on 104.9 mhz, 2.5 kw, and antenna 390 feet above average terrain.

**KXT(C)(AM) Nampa and KQZO(FM) Caldwell (Nampa), both Idaho** Sold by Hayes Broadcasting Co. to Boise Area Radio Stations Inc. for $485,000, including $325,000 in notes, and equipment lease. **Seller** is owned by John T. Hayes, who bought stations two years ago for $525,000 (“For the Record,” May 4, 1981). He also owns KAYT(AM)-KNAQ(FM) Rupert, Idaho. **Buyer** is owned by Ralph J. Carson and family, and Alan D. Hague. They also own KRSP-AM-FM Salt Lake City; KRRJ(FM) Elko, Nevada, and KSQK-FM Cottonwood, Ariz. **KXT** is on 1340 kHz with 1 kw day and 250 w night. KQZO is on 103.1 mhz with 3 kw.

**WADK(AM) Newport, R.I.** Sold by Key Stations Inc. to Spectrum Communications for cancellation of $500,000 indebtedness and release of all claims, plus half of station’s resale value above $500,000. Previous terms of sale between same two principals—for between $600,000 and $700,000 (incorrectly reported in “Changing Hands,” Oct. 10, 1983)—were renegotiated at request of
seller. Seller is principally owned by Peter Kuyper, president of ancillary rights division of MGM-UA, and Peter G. Mangone Jr., president and CEO of Telecrater Corp., Englewood, Colo.-based LPTV equipment supplier, programer and group owner. Buyer is publicly-held corporation headed by Harry Conlin, president. It also owns KYL (AM)-KZQO (FM) Missoula, Mont. It plans to immediately resell WADK to repay bank debt. WADK is a 1 kW daytimer at 1540 kHz.

WKSY (FM) Columbia City (Fort Wayne), Ind. Sold by Indiana Broadcast Associates to Kramer Communications Inc. for $435,000 cash and remainder of $54,000 real estate note. Seller is owned by Arnold Malkan and family. They also own WYMI (FM) Beaver Creek (Dayton), Ohio; KEYSS (AM) and majority of KZFM (FM), both Corpus Christi, Tex. Buyer is owned by Rudy J. Kramer, station's general manager (51%), and John C. Seybert, Fort Wayne, Ind., businessman (49%). Neither have other broadcast interests. WKSY is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain.

KSCR (AM) Renton, Wash. Sold by Dale A. Owens to Christopher H. Bennett Broadcasting for $400,000, including $320,000 cash. Seller is applicant for new AM station at Tigard, Ore. Buyer is owner and publisher of several Washington weekly newspapers and president of National Newspaper Publishers Association, a trade organization representing black-owned newspapers. He has no other broadcast interests. KSCR is on 500 w daytimer at 1420 khz. Broker: Montemeur Corp.


WLBTV-TX Jackson and WLBM-TV Meridian, both Mississippi. Eighty-four percent sold by 21 stockholders of TV-3 Inc. to Civic Communications Corp. for $12,765,000.

October 28, 1983

Sky Communications, Inc., a company formed by Foster Management Co.,
has completed the acquisition of the assets of radio stations

WSIX AM/FM
Nashville, TN
from
General Electric Broadcasting Co., Inc.

The undersigned assisted
General Electric Broadcasting Co., Inc. in this transaction.

THE TED HEBBURN
COMPANY
Cincinnati

November 28, 1983
Wendel. It also owns 50% of WATL-TV Atlanta and 100% of WRAN(AM) Dover, N.J.; WJB(AM)-Fort Pierre and WKL(AM) Middleton, both New York. It also recently bought WHMP-AM-Northampton, Mass., for $1.2 million ("Changing Hands," May 30, 1983). WOCB is on 1240 kHz with 1 kw day and 250 w night. WSOX-FM is on 94.9 mhz with 50 kw and antenna 245 feet above average terrain.

KNOX(AM)-KYTN(AM) Grand Forks, N.D. Sold by Billings/Lafayette Associates Ltd. to Red River Associates for $3 million. Seller is headed by Henry P. Slane. Slane and other principals also have interest in Peoria Journal Inc., publisher and group owner of KICT(AM) Wichita and KFRM(AM) Salina, both Kansas; KSSIAM(AM) Colorado Springs and KYRN(AM) Pueblo, both Colorado, and KEKE-(AM)-KXW(AM) Albuquerque, N.M. It also recently donated KRMY(AM) Billings, Mont., to Eastern Montana College ("Riding Gain," Oct. 24). Buyer is partnership, headed by John B. Babcock, broadcast consultant and former executive vice president and chief operating officer of Park Broadcasting Co., Lihitha, N.Y. It has no other broadcast interests. KNOX is on 1310 kHz fulltime with 5 kw. KYTN is on 94.7 mhz with 100 kw and antenna 325 feet above average terrain.

WDLV(AM)-WIOZ(AM) Pinehurst/Southern Pines,, N.C. Sold by 107 Inc. to Murfield Broadcasting Inc. for $1,040,000. Seller is owned by William R. Gaston, Marco Island, Fla. It has no other broadcast interests. Buyer is owned by C. Walker Morris, formerly general manager of KOWE-AM Chapel Hill, N.C. WDLV is daytimer on 550 kHz with 1 kw. WIOZ is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

WZIR(AM) Niagara Falls, N.Y. Sold by Butler Communications Corp. to Porter Broadcasting Corp. for $976,434. Seller, which also owns co-located WHLD(AM), has filed for reorganization under Chapter 11. Sale is part of reorganization plan and is also subject to approval by bankruptcy court. Seller is owned by Paul A. Butler, 42.57% and others; some of whom also have interest in WECK(AM) Cheektowaga, N.Y. Buyer is owned by Winslow T. Porter Jr., who also owns WMYR(AM)-WERZ(AM) Exeter, N.H., and WJTO(AM)-WIGY(AM) Bath, Me.

KZEE(AM) Weatherford, Tex. Sold by KZEE Radio Inc. to Crex Communications for $800,000. Seller is owned by Galen O. Gilber (75%) and Dave Solmonson (25%). They own KTXI(AM)-KWYX(AM) Jasper, Tex., and recently bought KYFM(AM) Fort Worth. Okla., for $1.1 million (BROADCASTING, April 11, 1983). Gilbert has majority interest in KDEX(AM) Sulphur Springs, Texas; KBNT(AM) Neosho, and KXEO(AM)-KWFR-FM Houston, both Mississippi. He also owns KPET-(AM) Lameuse, Texas. Buyers are Robert Griffin, independent financial consultant and formerly chief financial officer for New Orleans steamship company, and Curtis Sorrels, geophysicist. Sorrels is limited partner in United Cablevision, MSO with systems in Maine and Illinois. KZEE is daytimer on 1220 kHz with 500 w.

WEEF(AM) Highland Park, Ill. Ninety percent sold by Newweb Corp. to Gordon H. Winston and Myra M. Winston for $500,000 plus $150,000 noncompete agreement. Sale is subject to sale of second new antenna location for station. Seller is owned by Fred Eychaner, who has commercial printing interests. He also owns WPPR-TV-Aurora, Ill., and owns 3.5% of voting stock of Des Moines Register and Tribune Co., which he is permitted to KTVJ-TV Boulder, Colo. Buyers are husband and wife, Gordon Winston is CPA and management consultant for Eychaner. Myra Winston is real estate manager. WEEF(AM) is daytimer on 1430 kHz with 1 kw.

WHLT(AM)-WHUZ(AM) Huntington, Ind. Sold by Huse Radio Inc. to Group G Broadcasting Inc. of Indiana for $525,000. Seller is owned by Edwin Huse (70%) and wife, Helen (30%). They have no other broadcast interests. Buyer is headed by Timothy J. Ginrich, (professional name, Robert A. Sherman), radio consultant in Port Huron, Mich. WHLT is daytimer on 1300 kHz with 500 kw. WHUZ is on 103.1 mhz with 3 kw and antenna 377 feet above average terrain.

KWRT(AM)-KDBX(FM) Boonville, Mo. Sold by Big Country of Missouri Inc. to T & T Communications Inc. for $475,000 plus $50,000 noncompete agreement. Seller is jointly owned by Richard L. Billings and his wife, Patricia, who are applicants for new FM at South Jacksonville, Ill. Buyer is equally owned by Phillip W. Tremain and wife, Barbara J. Phillip Tremain was general manager of KSDK(AM) St. Louis. Barbara Tremain is housewife. They have no other broadcast interests. KWRT is daytimer on 1370 kHz with 1 kw. KDBX is on 99.3 mhz with 3 kw and antenna 285 feet above average terrain.

KKLR-FM Edmond, Okla. Sold by Mid America Media Co. to Oaks Broadcasting Inc. for $550,000. Purchase pre-empted auction of station that sellers had scheduled for Oct. 20. Seller is Louisiana partnership, headed by James A. Reeder, managing partner. It also owns KCOZ(AM)-KOKA(FM) Shreveport, La. Buyer is owned by Max W. Wells, Dallas banker, and Ken Fairchild, general manager of KRLD(AM) Dallas. KKLK is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

Kabled system in unincorporated area of Palm Beach county, west of city of Boca Raton, Fla. Sold by Paducuh (Ky.) Newspapers Inc. to Monroe Rifkin, Narragansett Capital Corp., and others for approximately $10 million (see "In Brief," Dec. 19, 1983).

Kabled system serving city of Owensboro and remaining areas of Daviess County, Ky. Sold by Owens in the Air Inc. to Century Owensboro Cable Corp. for $14.5 million plus $1.7 million for noncompetition and consultancy agreements. Sellers are Pauline H. Steele and brother, Robert H., trustee of estate of V.J. Steele Jr. They also sold WJIS(AM)-WSTOF(FM) Owensboro to president of buyer and his wife for $3,793,000 ("Changing Hands," Nov. 28, 1983). Buyer is subsidiary of Century Communications Corp., New Canaan, Conn.-based, MSO, serving 27 communities with 192,500 subscribers. It is equally owned by Leonard Tow, president, and Sentry Insurance Co. Owensboro system passes 26,000 homes, in franchise area of 28,000 homes, serving 17,000 basic and 9,000 pay subscribers with 250 miles of 30 channels. Broke: Kepper, Tupper & Co.

Cable system serving Derry and Decatur townships and borough of Millcbinburg, all Pennsylvania Sold by Derry-Decatur Television Line Inc. to Cable Management Associates Inc. for between $1 million and $1.5 million. Seller has no other cable interests. Buyer is Hershey, Pa.-based MSO serving 40,000 subscribers in Mid-Atlantic region. Derry and Millcbinburg system passes 2,900 homes with 64 miles of plant, serving 2,400 subscribers with 15 channels. Broke: Daniels & Associates.

Cable system serving St. Clair Shores, Fraser and Village of Grosse Pointe Shores, near Detroit Sold by Cox Communications Inc. to Comcast Cable Investors for $19 million. Seller is Atlanta-based MSO, auto auction and group owner. It has bought, subject to FCC approval, WKBD-TV Detroit, and is selling St. Clair Shores area system in keeping with FCC rules on crossownership. Buyer is Bala Cynwyd, Pa.-based, 18th-ranked, MSO which also has background music and retail merchandising services divisions. St. Clair Shores system is adjacent to other owned systems serving 60,000 subscribers. Comcast recently bought suburban Baltimore county system for $65 million ("Cablecastings," Aug. 22, 1983). St. Clair Shores system passes 28,000 of 33,000 homes with 278 miles of plant, serving 16,100 basic and 21,700 pay subscribers with 35 channels.
High hopes for FM translators attract filings

Or are they false hopes instead? McKinney warns that FCC has no plans to permit new FM translators-

Move over, low-power television and multichannel multipoint distribution service. FM translators have replaced you as the latest rage—at least in some application-filing boutiques.

James McKinney, FCC Mass Media Bureau chief, reports that the commission received 667 FM translator applications in October and November 1983. That's 45% more than it had expected for the entire 1984 fiscal year (which began Oct. 1).

McKinney, in remarks to the Association of Federal Communications Consulting Engineers in Washington, speculated that applicants may be hoping that the commission will create a low-power FM service along the same lines as LPTV; they may, in other words, be assuming that the commission will treat existing FM translators—which are currently restricted to rebroadcasting the programming of FM stations or other FM translators—to the same ground rules it devised for existing TV translators in its LPTV order. (Essentially, the commission permitted TV translators to change over to LPTV status—so they could start originating programming—simply by notifying the commission of their intention.)

But, according to McKinney, there's no reason for the FM siders to be entertaining high hopes. It's unclear that the FCC is going to approve an FM low-power service—and even if it does, it's not clear the commission would treat FM translators as it treated TV translators in its LPTV proceeding, McKinney said.

Foremark Communications Inc., a management and communications consulting firm based in Jupiter, Fla., has been attempting to get something going with FM translators—even though it says its plans don't anticipate the creation of a low-power FM service.

It approached the Ford Motor Co., encouraging Ford dealers to apply for FM translators for what Mark Manaf, Foremark president, describes as an opportunity to sponsor "electronic little leagues."

Ford bit. In a letter to all Ford dealers, Roger C. Olsen, Ford dealer advertising manager, lauded a Foremark offer "to own and operate your own limited-power FM radio station for use exclusively to advertise your dealership and its services," Olsen said.

The Foremark offer: $5,000 to cover the cost of market research, engineering and legal fees, FCC application preparation, and for filing and monitoring the application at the FCC. Upon being granted a license, an additional $7,500 would be required to cover the cost of the broadcast equipment and construction.

According to Foremark literature, the dealer would be able to "advertise your dealership once an hour every hour of every day, or approximately 700 times each month."

Manaf told BROADCASTING the company had run into a stumbling block. The FCC, he said, had challenged the propriety of the plan.

Manaf, who has interests in KLRR-AM-FM Leadville, Colo., said his company's original reading of the FCC translator rules was that airing one, 30-second spot an hour—as long as the dealers aren't selling those ads—didn't present a problem under FCC rules. But now that the concept has been challenged, Manaf said the company has put its plans on hold. He said he and his counsel planned to visit the FCC to discuss the matter further. If commission staffers still say the company's plans aren't right, "then we will not submit any applications," he said.

Mass Media Bureau officials, meanwhile, said they are returning more than 100 FM translator applications to a party identified as E. Kaye Johnson, who lists an address in Crossville, Tenn. According to the FCC, those applications originally were filed by Community Translator Associates, which is owned by Edward M. Johnson, president of a Knoxville-based consulting firm, Edward M. Johnson & Associates Inc. In amendments, the applications were changed over to E. Kaye Johnson, whom a Johnson & Associates source identified as Edward M.'s sister.

In a letter returning the first 31 applications, the FCC explained that they were unacceptable for filing because the applicant had not provided an assurance that it had the written authority from primary stations to retransmit programs. "The failure to certify in the affirmative that written retransmission consent has been received renders the application both incomplete and patently defective," the bureau said.

A bureau official said Edward M. Johnson had filed several hundred more applications under the names of Community Translator Associates and Low Power FM Radio.
### Stock Index

<table>
<thead>
<tr>
<th>Company</th>
<th>Closing Price</th>
<th>Change</th>
<th>Percent Change</th>
<th>PI Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boeing</td>
<td>37.3</td>
<td>0.3</td>
<td>0.8</td>
<td>1.05</td>
</tr>
<tr>
<td>Caterpillar</td>
<td>32.7</td>
<td>0.7</td>
<td>2.2</td>
<td>1.11</td>
</tr>
<tr>
<td>Chevron</td>
<td>105.8</td>
<td>2.5</td>
<td>2.4</td>
<td>1.21</td>
</tr>
<tr>
<td>ConocoPhillips</td>
<td>48.2</td>
<td>1.2</td>
<td>2.6</td>
<td>1.06</td>
</tr>
<tr>
<td>Caterpillar</td>
<td>32.7</td>
<td>0.7</td>
<td>2.2</td>
<td>1.11</td>
</tr>
<tr>
<td>Chevron</td>
<td>105.8</td>
<td>2.5</td>
<td>2.4</td>
<td>1.21</td>
</tr>
<tr>
<td>ConocoPhillips</td>
<td>48.2</td>
<td>1.2</td>
<td>2.6</td>
<td>1.06</td>
</tr>
<tr>
<td>Caterpillar</td>
<td>32.7</td>
<td>0.7</td>
<td>2.2</td>
<td>1.11</td>
</tr>
<tr>
<td>Chevron</td>
<td>105.8</td>
<td>2.5</td>
<td>2.4</td>
<td>1.21</td>
</tr>
<tr>
<td>ConocoPhillips</td>
<td>48.2</td>
<td>1.2</td>
<td>2.6</td>
<td>1.06</td>
</tr>
</tbody>
</table>

### Stock Market Capitalization

<table>
<thead>
<tr>
<th>Company</th>
<th>Market Capitalization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boeing</td>
<td>37.3 billion</td>
</tr>
<tr>
<td>Caterpillar</td>
<td>32.7 billion</td>
</tr>
<tr>
<td>Chevron</td>
<td>105.8 billion</td>
</tr>
<tr>
<td>ConocoPhillips</td>
<td>48.2 billion</td>
</tr>
<tr>
<td>Caterpillar</td>
<td>32.7 billion</td>
</tr>
<tr>
<td>Chevron</td>
<td>105.8 billion</td>
</tr>
<tr>
<td>ConocoPhillips</td>
<td>48.2 billion</td>
</tr>
<tr>
<td>Caterpillar</td>
<td>32.7 billion</td>
</tr>
<tr>
<td>Chevron</td>
<td>105.8 billion</td>
</tr>
<tr>
<td>ConocoPhillips</td>
<td>48.2 billion</td>
</tr>
</tbody>
</table>

---

Notes: A-A: ASE, N-NYSE, O-OTC and T-Toronto (Canadian dollars). Some bid prices by Shearson/AE, Wash. Common A stock unless otherwise noted. P/E ratios are based on S&P's estimated new year earnings. If no estimate is available, figure for last 12 months are used. * In P/E ratio is for deficit. ** Three-for-one split, effective Dec. 21. Montreal exchange was closed Monday and resumed trading Dec. 26 and 27. Price listed is previous Friday's closing price. *** First week on stock index New York production company is named after founder and president, Robert Haimi Sr. Its films are primarily for TV, but it also produced TV series, Nurse, which dropped last year after two seasons. Recent made for TV productions include Snowgirt, China Rose, and Cook & Peary, which has been given full-campus promotions, including Robert Haimi Jr., vice president, also has ready to go low-budget theatrical production, The Long Ride. Company recently completed offering of one million units; each unit having two shares and warrant to purchase additional share at $2 through Oct. 1986. Underwriters for offering were Prott, Bain & Turner, Inc. and Rowland & Co. Prices for common have, in past year, ranged from low bid of 23.32 during quarter ending March 31, 1983 to 31.84 during quarter ending June 30, 1983.
forces that objected to Senate measure are expected to resist House bill also. National League of Cities opposes measure because it curtails existing city authority to regulate cable television and telephone companies feel cable should not be able to provide same data delivery services as phone companies, free of state regulation that applies to telephone utilities.

Although NLC and National Cable Television Association reached compromise on Senate bill, which cleared both organizations' boards, dissident faction of NLC members, however, opposed compromise and struck out on their own to defeat measure. Also after Senate Commerce Committee cleared bill in April, by 15-2 vote, committee amended bill to meet AT&T's concerns. Amendment provides for deregulation of all data transmission services, including those of telephone companies, when services are effectively competitive—condition states would determine. But amendment was not to AT&T's liking.

Not long after bill, which embodied compromise, was reported from House Telecommunications Subcommittee, NLC withdrew its backing (BROADCASTING, Dec. 5, 1983). Even bill's author, Representative Tim Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, could not convince cities to stick with measure. Cities produced long list of revisions to bill, which would strengthen municipal authority over cable.

Nation's cities and telephone companies are not bill's only opponents. Bill is expected to face stiff challenge in Energy and Commerce Committee from Chairman John Dingell (D-Mich.), who has serious reservations with measure and is primed to fight it. House bill, unlike Senate measure, would establish equal employment opportunity quotas in cable industry (BROADCASTING, Nov. 21, 1983). It would also require cable systems to set aside some of their channels for lease to "unaffiliated" companies, ban co-located cable-newspaper and cable-broadcast television crossownership and guarantee systems access to potential subscribers in multiple-unit buildings. Like Senate bill, House version would free most cable systems from rate regulation; gives them discretion over license renewal, protects them from regulation as common carriers, and allows, in some instances, to renege on franchise promises. Both bills also place 5% cap on franchise fees.

Basic provisions in S. 65 would:

- Outlaw ceilings on public access channels and allow for set-asides for channels to be established by individual contract between cable operator and franchise authority.
- Limit franchise fees to no more than 5% of cable operator's gross revenues.
- Place control of rates systems charge subscribers for basic service in large markets, in hands of cable operator and allow operator to pass through total franchise fee on subscriber's cable bill as separate item.
- Establish franchise renewal test that prevents cities from arbitrarily refusing to renew franchises.
- Define basic service as lowest cost tier of service that includes retransmission of broadcast signals, public, educational and governmental programming, and any other programming service offered by cable operator.

Canadian border problems. Reagan administration has renewed its request to Congress for legislation mirroring Canadian tax law that denies tax deduction for Canadian advertising placed on American stations that reach Canadian audiences. Request echoed one sent to 97th Congress, which failed to act on measure. New request was made after administration officials and members of Congress became convinced efforts to resolve issue without pressure of legislation would fail.

Children's television. Discarding its 1974 policy statement on children's television, FCC has held that while commercial TV broadcasters still will be expected to serve needs of children, they will have broad discretion to determine how they do that. Commission made no attempt to mandate presentation of specific amounts (BROADCASTING, Jan. 2). FCC made that move on 3-1 vote. Commissioner Henry Rivera dissented, contending FCC's action constituted "rapture of 1974 policy statement." That statement said broadcasters were obliged to provide programming designed especially for children, to schedule those throughout week, to develop more educational and informational programs and to air programs directed at specific age groups. Under new policy, Rivera said broadcasters can meet their obligation with "virtually any kind of programming" which need not be presented regularly—or even frequently—and need not be designed to meet children's unique needs. Action for Children's Television said it would appeal. Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, has introduced bill (4097), that would require commercial television stations to carry quota of educational programming for children and could become enshrined in broadcast deregulation controversy (BROADCASTING, Nov. 21, 1983).

Communications Act. Broadcast industry's drive to achieve regulatory relief in 98th Congress may be slowing down. Despite gains made last spring, it now appears that broadcast deregulation bill may never surface unless members of House Telecommunications Subcommittee can reach consensus on legislation. Draft of consensus deregulation bill was circulated in November. It contains stiff renewal standards and programming performance standards in exchange for expedited franchise renewal process. Final version of bill is also likely to contain strong equal employment opportunity language (BROADCASTING, Dec. 5, 1983). Broadcast industry has stated strong reservations about draft and find little there it can support.

There is division, however, among subcommittee members over draft bill; chief issue is whether radio should be subject to semi-judicial programming standards. Members are also at odds over quantification—how standards will be set and by whom. Despite disputes, subcommittee members may reach compromise. But question of whether or not members can reach agreement is being posed. Meeting among members scheduled to take place in January will probably focus on that aspect of debate. Some members may ask to move forward with Wirth draft and hope to amend it during subcommittee markup and in parent Energy and Commerce Committee (BROADCASTING, Dec. 19, 1983).

Last year subcommittee members held 12-hour skull session on legislation along with several broadcast deregulation hearings (BROADCASTING, Nov. 30, Aug. 16, and Oct. 19, 1983). At first, prospects for passage of deregulation in House appeared dim. Subcommittee Chairman Tim Wirth (D-Colo.) stated strong reservations about measure and insisted that broadcasters pay spectrum fee as quid pro quo for deregulation. Concept of spectrum fees, however, met with stiff resistance from industry.

Surprising series of events last May changed legislative outlook. Key subcommittee members struck out on their own to begin serious work on broadcast deregulation package despite strong protest from Wirth. Consequently, NAB launched massive lobbying campaign backing them and their legislation, which did not include spectrum fee. Legislative aid against Wirth were Congressmen Tom Tauke (R-Iowa), Billy Tauzin (D-La.), Thomas Lukken (D-Ohio) and Al Swift (D-Wash.). Swift and Tauke are subcommittee members and Lukken and Tauzin sit on subcommittee's parent, House Energy and Commerce Committee.

Even Energy and Commerce Committee Chairman John Dingell (D-Mich.) was supporter of push for deregulation legislation if it included public interest standard. Dingell's support of legislation was considered key to its chances for passage. Group was planning to attach broadcast deregulation legislation as amendment to FCC authorization bill (H.R. 2755) scheduled for markup (BROADCASTING, May 9, 16, 1983).

Meanwhile, Wirth began counterattack to keep legislation from being attached to authorization bill. Wirth and allies started talking about offering their own amendments. Many of those amendments were aimed at pressuring broadcasters to drop their legislative initiative. For example, Congressman Henry Waxman (D-Calif.) was poised to attach Waxman-Wirth bill (H.R. 2250) to FCC authorization bill. That bill places five-year moratorium on any changes in FCC's rules that prohibit television networks from acquiring financial interest in programs they buy and excludes them from domestic syndication.
thwarting major effort of three networks to secure repeal of rules.

After several weeks of legislative maneuvering, with his grab for controls votes—rather than having bill surface in full committee as amendment to FCC authorization, instead of spectrum fee, with his new position and agreed to report bill no later than Oct. 31. With immediately scheduled hearing on issue for following week. Focus of hearing was on concept of quantification of public interest standard for radio and television (BROADCASTING, May 30, 1983).

After hearing, with decision to mail survey to 940 television and 1,200 radio stations asking them to provide data on radio and television programming. Data would be used by subcommittee to devise performance standards (BROADCASTING, July 18, 1983). Both NAB and National Radio Association requesting quantification for radio and television and objected to collection of data. Survey became center of debate between NAB and with association sent Mailgram to its members that seemed aimed at discouraging cooperation by TV licensees. Only small portion of stations have turned in replies, as TV licensees have been hindered replies (BROADCASTING, Aug. 29, 1983). At first CBS also refused to comply with data request, but after stern letter from on matter, CBS agreed to provide information (BROADCASTING, Sept. 26, 1983).

Swift, Tauer, Taulin and Luen have introduced bills codifying FCC's radio deregulation and passes on same deregulation to TV. It would, however, require FCC to establish quotas for local and information programming on radio and TV. It is Swift's bill that has become centerpiece for legislation expected to move from subcommittee.

Tauer-Taulin bill, H.R. 2382, like Swift bill, would eliminate comparative renewal process, codify FCC's radio deregulation and extend it to television. Several items considered by broadcasting industry most in line with what it is seeking. And NAB has launched major lobbying campaign to get majority of Congress to censure bill, which already has more than 150 co-sponsors. Luen bill (H.R. 2873) is almost identical to Senate deregulation bill, S. 55, except for its omission of cost-of-regulation fees.

Crossownership (television broadcasting-cable television; telephone company-cable TV). FCC's proposal to drop crossownership rule prohibiting television networks from owning cable systems has drawn strong support— and not just from networks themselves (BROADCASTING, Dec. 20, 1982). Department of Justice and National Association of Broadcasters supported repeal, and National Cable Television Association and Credit Line Inc. said they wouldn't stand in way FCC is expected to address proposal early this year.

Meanwhile, FCC Common Carrier Bureau has before it petition from United States Independent Telephone Association seeking repeal of telco-cable crossownership prohibition. Indications are, however, that bureau is permitting petition to gather dust (BROADCASTING, June 13, 1983).

Direct broadcast satellites. Satellite broadcasting became reality on Nov. 15 when United Satellite Communications Inc. began marketing multichannel service in central Indiana. It plans to expand to major markets in other parts by east throughout 1984. The programming now includes two proprietary movie channels, a video music channel and ESPN. USCI, which is backed by General Instrument and Prudential Insurance, broadcasts its service from the Canadian Anik C-II satellite, but will switch to GTE's DIRECTV (DIRECTV) Gordon-and-half-foot or three-foot earth station is needed to receive the service. To subscribe, must pay an lump sum installation charge of $300 and $39.95 per month.

USCI will not be alone in DBS market for long. Comsat's Satellite Television Corp. plans to launch five-channel DBS service in northeast via SBS IV satellite this fall. In early 1986, service will jump to STC's own high-power DBS satellite, service area will expand to cover eastern half of country and number of channels will increase to six. Comsat has confirmed that RCS may be partner in venture. STC has also announced that Alcatel-DEC Communications and Toshiba would supply equipment for system.

Home Box Office is threatening to make DBS business even tougher by getting other cable programmers and operators together to offer DBS service from Galaxy I. Programmers could use Hughes Communications satellite to deliver service with service to homes as well as to individual homes. Cable operators would install and service the earth stations.

The DBS has already had its first casualty: Skyband Inc. Backed by Australian media entrepreneur, Rupert Murdoch, Skyband had planned to offer nationwide five-channel service over small dish on channel 2382, like Swift bill, those bars are required to have 50% parity overall and in top four job categories, and stations will be required to have 50% parity overall and in top four job categories. Units with 11 or more full-time employees will be expected to have 50% parity overall and in top four job categories. On Capitol Hill, EEO language was included in cable deregulation bill, which was adopted by House Telecommunications Subcommittee in November. Similarly language is likely to appear in broadcast deregulation bill, if one arises. Series of hearings devoted to subject of minority participation in media (BROADCASTING, Sept. 26, 1983) and discussion of including EEO language in bills repeatedly cropped up last year.

Family viewing. Ninth Circuit of U.S. Court of Appeals in San Francisco has thrown out November 1976 ruling by Judge Warren Ferguson that the former Federal Communications Commission's concept unconstitutional (BROADCASTING, Nov. 19, 1979). And Supreme Court denied petition for review (BROADCASTING, Oct. 13, 1980). Appeals court ruled that Ferguson erred in concluding that U.S. district court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of a separate case to be completed before the FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its action. Commission last month absolved then-chairman Richard E. Wiley and commission of wrongdoing in case, and held that NAB and were valid and constitutional. In 1975, when they adopted family viewing policy. Report was filed with district court for its review. And in December, Hollywood plaintiffs asked district court to reinstate its original decision, contending that commission's report "provides no basis for reviewing any of the court's previous findings of fact or conclusions of law.

Federal Trade Commission. Congress failed to act last year on authorizing legislation for Federal Trade Commission but FTC in mean time re-
ceived $63.5-million appropriation for fiscal 1984. House Energy and Commerce Committee reported bill last May that authorizes agency for three years and it is now pending before Rules Committee. It includes redefinition of agency's "reasonable" standard for defining programing practices but does not exclude advertising industry from jurisdiction under standard. It also clarifies jurisdiction of FTC and states over professional groups. Committee rejected proposal for redefinition of agency's "deceptive" advertising standard. Bill sets ceiling of $70.7 million in fiscal 1984, $72.9 million in FY 1985, and $71.1 million in FY '86. Senate Commerce Committee passed FTC reauthorization measure (S. 1714), which would redefine commission's unfairness standard and partially exempt advertisers from jurisdiction under standards in all rulemakings except on case-by-case basis (Broadcasting, Aug. 8, 1983). Senate bill sets FTC funding levels of $71.1 million in FY 1984, $71.1 million in FY '85 and $72.4 million in FY '86.


Five years ago, FCC adopted policies aimed at easing minorities' path to station ownership (Broadcasting, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broad- cast license applications were by minority enterprises (Broadcasting, Nov. 13, 1978). In private sphere, National Association of Broad- casters has raised about $10 million from net- works and other broadcast organizations for its non-profit Broadcast Capital Fund (BROADCAP) through which it hopes to raise $45 million for direct loans and loan guarantees to minority broadcast owners (Broadcasting, Jan. 1, 1979). Fund's subsidiary MESBIC (minority enterprise, small business investment corp.) has invested $5 million in 17 radio and television ventures. Value of stations funded through MESBIC investment now totals $24.3 million. BROAD- CAP board of directors recently voted to ex- pand management training programs to include executives from cable and other technologies as well as broadcasting.

Multichannel MDS. FCC received 16,499 appli- cations for multichannel multipoint distribution service (Broadcasting, Sept. 19, 1983). New service provides two four-channel multipoint distribution services per market. It was created with eight microwave channels reallocated from instructional television fixed service (Broadcast- ing, May 30). Under FCC order, all ITFS chan- nels that had been authorized or applied for, as of May 25, 1983, were grandfathered. No further ITFS applications will be accepted on eight channels reallocated, but ITFS licensees will be able to lease, for predetermined capa- bilities on their channels. Under minimal rules adopted, no operator will be able to control both four-channel blocks in market, and all applications were accepted on one day only. Sept. 9. FCC has proposed to use lotteries to choose among appli- cants (Broadcasting, Oct. 11, 1983).

Multiple ownership. FCC has adopted notice of proposed rulemaking aimed at eliminating- or at least loosening—its rules of seven, which limits broadcast ownership to seven AM's, sev- en FM's and seven TV's (no more than five VHF's) (Broadcasting, Sept. 28). Although vote broke 3-1 (with Commissioner Henry Riveria issuing vigorous dissent), majority left little doubt that it is prepared to hack rule as much as it can. Com- ments are due Jan. 19: reply comments are due Feb. 21. Representatives Mickey Leland (D-Tex.) and Pete Stark (D-Calif.) have introduced bill aimed at preventing FCC from repealing ownership rules for period of five years, but that bill has not been filed anywhere (Broadcasting, Nov. 28, 1983).

Music licenses. All-Industry TV Stations Music License Committee, unable to come to terms with Broadcast Music Inc. and American Soci- ety of Composers, Authors and Publishers on
new music licenses for TV stations filed class action in U.S. District Court in New York 1978, charging ASCAP and BMI licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 14, 1982). ASCAP also has charged (Aug. 31, 1982). ASCAP and BMI appealed, and U.S. appeals court in New York heard oral arguments Nov. 1, 1983 (BROADCASTING, Nov. 7, 1983). Each side said if it lost it would seek Supreme Court review. Meanwhile, district court had ruled that during appeal, one of at least one year, ASCAP and BMI could continue to offer TV blank licenses, but at prices approximately 25% lower than in 1982 (BROADCASTING, Dec. 20, 1982). SEC, although not involved in lawsuit, agreed to roll back estimated 24% increase in its TV station music rates pending final decision on legality of ASCAP and BMI blanket licenses ("In Brief," June 27, 1983).

In radio, similar all-industry committee and ASCAP reached tentative agreement in principle in November 1983 on new ASCAP radio station music licenses, and hoped to reach final agreement in January 1984. Old licenses expired Dec. 31, 1982, but were kept in force on interim basis pending outcome of negotiations on new ones. All-Industry Radio Stations Music License Committee also began negotiations with BMI, late in 1983, on new BMI radio music licenses. Old ones expired Dec. 31, 1983, but also are on interim basis while negotiations proceeded.


Noncommercial broadcasting rules. In effort aimed at helping FM broadcasters make more money (BROADCASTING, April 11), FCC has amended its rules to permit commercial and noncommercial broadcasters to use their subcarriers for all kinds of communications purposes on a for-profit basis. At same time, commission increased FM baseband from 75 to 99 khz (except within 200 miles of Mexican border), move that will permit broadcasters to offer two subcarrier services instead of one, to which they have been restricted in past. FCC has also composed to permit noncommercial television stations to offer subscription TV services (BROADCASTING, July 19, 1982). Comments were mixed, but many commenters thought restricted STV offering would be acceptable (BROADCASTING, Nov. 22, 1982).

Prime time access rule. FCC dismissed petition by Chronicle Broadcasting Co. to delete prohibition against use of nonnetwork programming during prime time access (BROADCASTING, Nov. 16, 1982). FCC said that although there might be "common carrier" potential, proposal should be considered in context of review of entire prime time access rule which it said might be addressed when commission takes up staff recommendations stemming from FCC's network inquiry. Chronicle petitioned FCC to repeal section of PTA that restricts off-network programming on network-affiliated stations in 50 largest TV markets (BROADCASTING, July 27, 1981), arguing that it was unconstitutional, ineffective and gave stations not affected by rule competitive advantages. NBC, filing comments, urged that proceeding be expanded to consider repeal of entire prime time access rule, arguing that rule presented “barrier” to expansion of its Nightly Vues to 60 minutes (BROADCASTING, Aug. 17, 1981). NBC's proposal to expand proceeding was strongly opposed by Chronicle and all network affiliates' associations (BROADCASTING, Aug. 31, 1981). ABC has stated publicly that it won't seek repeal of PTA without consent of its affiliates (BROADCASTING, March 21, 1983). Networks first appeared to back off on drive to weaken PTA, then reestablishing their energies to lobby for repeal of financial interest and network syndication rules, (see "Financial interest," page 87). Network affiliates have agreed to support networks in that endeavor, but have linked their support to retention of PTA (BROADCASTING, Dec. 13, 1982).

Public broadcasting. Corporation for Public Broadcasting received authorization of federal funding for 1985 and 1986 at $17.65 million for 12 ghz band. U.S. has sought eight, but three of those assigned to it are in less desirable locations than called for in its proposal. And U.S. felt obliged to take reservation on question of satellite power; U.S. wanted standard providing for more power than conference approved. Nevertheless, Ambassador Abbott Washburn, who headed U.S. delegation, said U.S. had achieved its principal objectives (BROADCASTING, July 4, et seq.).

Regional Administrative Radio Conference. U.S. obtained eight orbital slots at conference of western hemisphere countries that met in Gene-

va in spring 1983 to plan direct broadcast satellite service use of 12 ghz band. U.S. had sought eight, but three of those assigned to it are in less desirable locations than called for in its proposal. And U.S. felt obliged to take reservation on question of satellite power; U.S. wanted standard providing for more power than conference approved. Nevertheless, Ambassador Abbott Washburn, who headed U.S. delegation, said U.S. had achieved its principal objectives (BROADCASTING, July 4, et seq.).

Teletext. Mixing some good news for broadcasters with some bad, FCC authorized television stations to offer teletext services (BROADCASTING, April 4, 1983). It refused, however, to select technical standard or to give teletext must-carry status on cable. In order, FCC defined teletext as "ancillary" service—thereby exempting it from fairness doctrine and equal-time obligations. Broadcasters offering teletext as broadcast offering—that is, by offering mass media services—can launch or drop those without notifying FCC. Those whose offerings resemble private or common carrier offerings will have to notify commission first, however. Also under rules, noncommercial broadcasters may offer teletext on for-profit basis.

By deciding not to set standard, FCC touched off marketplace battle between incompatible World System Teletext, developed by British broadcasters and electronics manufacturers, and North American Broadcasting Teletext Specification. Commission developed through compromise of Canadian, French and U.S. teletext and video- text interests. WST proponents are now led by Taft Broadcasting, which is broadcasting WST-based service, Electra, in Cincinnati over WZIK/WRZ-FM, and also by plan to introduce $300 decoder compatible with its late-model sets in Cincinnati. NABTS proponents are led by CBS-TV and NBC-TV, but low-cost NABTS decoders are still 18 months to 24 months away from market.
New stations

**Actions**

**AM's**

- Window Rock, Ariz.—Navajo Nation granted 660 khz, 50 kw. Major environmental action under section 11035.
- Rock, Ariz. 86515. Principal is Indian Nation.
- Salt Lake City, Utah—Salt Lake City Broadcasting Co. granted 1580 mhz, 5 kw. Action Oct. 21.
- Petaluma, Calif.—KSPN-TV granted 940 mhz, 0.5 kw. Action Oct. 21.

**FM's**

- Palm Desert, Calif.—Clairidge Corporation granted 96.7 mhz, 540 w. HAAT: 630 ft. Action Dec. 2.
- Golden, Colo.—Haynes Communications Corp. granted 96.5 mhz, 100 kw. HAAT: 1,672 ft. Action Nov. 9.

**TV's**

- San Francisco, Calif.—Marin County Television Dist. granted 98.5 mhz, 1 kw. Action Oct. 21.
- Miami, Fla.—The Harbour Broadcasting Co. granted 331 mhz, 400 kw. Action Nov. 9.

**TV's**

- Marigam, Fla.—Marigam Television Inc. granted for ch. 34. Action Oct. 21.

**New TV's**

- Golden, Colo.—Haynes Communications Corp. granted 96.5 mhz, 100 kw. HAAT: 1,672 ft. Action Nov. 9.
Ownership changes

Applications

KWFM(FM) Tucson, Ariz. (92.9 mhz, 48 kw, HAAT: 357 ft) seeks assignment of license from Sandusky Newspapers Inc. to Sun-Com limited Partnership and Behren Broadcasting for $4.2 million, including $1.1 million non-contingent agreement. Seller is Los Angeles-based group of four AM's, seven FM's and owner of daily newspapers in Ohio, Michigan and Tennessee. It is represented by Duffel A. White, chairman. Buyer, based in Tucson, is headed by Dennis Behan, president, who owns 39% of general partner, Behren Broadcasting Company, which also controls the Sandusky group. Buyer is also owner of KLMR(FM)-KSCF(FM) Lamar, Colo., and co-located KCEC(FM) Tucson. It recently sold KCEY-AM(KMKS(FM)) Turlock-Modesto, Calif. ("Changing Hands," Sept. 16, 1983), but has no other broadcast interests. Buyer is represented by James O'Reilly, executive account at CBS's KXAN(AM) Los Angeles, Calif., and has no other broadcast interests. Filed Dec. 2.

WPUL(FM) Bartow, Fla. (1130 kHz, 2.5 kw-D) seeks assignment of license from Deco Broadcasting Corp. to Thomas, Thompson, Deason, and Walker, by agreement of John Locke, who bought station out of receivership for about $310,000 ("Changing Hands," Sept. 28, 1981). Locke also owns WKBK(FM) Macclenny, Fla., and is co-owner of WPSI(AM) Naples, Fla. Buyer is general manager of WIPC(AM) Lake Wales, Fla., and has no other broadcast interests. Filed Dec. 5.

WYSE(AM) Inverness, Fla. (1500 kHz, 5 kw-D) seeks assignment of license from Fealk Broadcasting Co. to Duke Roberts Broadcast Consultants Inc. for $350,000. Buyer is owned by John O'Donnell (51%) and Loren Zimmermann (49%). Seller is owned by Robert D. Storby, who is consultant for WQFI(FM) (formerly WYW(FM)) Tampa, Fla. He sold WAPR(AM) Avon Park, Fla., two years ago for $300,000 ("Changing Hands," AM) Manchester, N.H. Filed Dec. 5.

WECA-AM Tallahassee, Fla. (ABC, ch. 27, 1416 kw, HAAT: 867 ft) seeks transfer of control from Allen Communications Inc. to Tallahassee-27 Limited Partnership for $5.8 million. Seller is owned by E.C. Allen, Tallahassee businessman, who has no other broadcast interests. Buyer is owned by University Communications Group, general partner, and five limited partners, who will own up to 90%. Owner is Allen Communications Corp. of Washington, D.C. (43%), Washington attorney and former U.S. senator (D-Md.); Mitchell S. Cutler, Washington attorney, and Louis Frey, president of Florida East Coast Industries Inc. (32%), who is owner of Robert P. Clayhorne (25%), who is former president, media group, for Atlanta-based group owned by James L. Baker. Frey has 96% interest in WMEC(AM) Columbia, South Carolina, and Janes is limited partner in three TV's. Filed Dec. 8.

WFTL(AM) Fort Lauderdale, Fla. (1400 kHz, 1 kw-D 250 w-u) seeks assignment of license from WFTL Broadcast Co. to Channel Communications Inc. for $1,520,000. Seller is headed by Joseph C. Amurro, president. It is also selling WQY(FM) Fort Lauderdale (see above). Buyer is being organized by Mark Witkin and Arnold Bloom, assistant attorneys, who will seek additional investors. Witkin is one of hosts of Sports Huddle show on WQY(FM) Fort Lauderdale. Bittin and Bloom also have interest in WKBK(AM) Macclenny, Fla. Filed Dec. 10.

WKBK(FM) Macclenny, Fla. (92.9 mhz, 3 kw, HAAT: 315 ft) seeks assignment of license from John Locke to Ninety-Two FM Inc. for $342,623, including assumption of $312,623 note. Seller is owned by John Locke who also was majority owner of WPUL (AM) Bartow, Fla., recently sold for $230,000 ("Changing Hands," Feb. 19, 1983). Locke is also seeking assignment of license for WPUL as well. They were bought by Locke purchased WBKF two years ago for $400,000 ("Changing Hands," Feb. 15, 1982). Buyer is owned by Bruce Sundlun, president. The station is co-owned with Locke (20%) of WPUL. Filed Dec. 13.

WTAJ(AM)-WLWV(FM) Melbourne, Fla. (1560 kHz, 5 kw-D; FM: 107.1 mhz, 3 kw, HAAT: 303 ft) seeks assignment of license from Cape Canaveral Broadcasting Inc. to Silberman Broadcasting Corp. It is currently owned by John Donahay (65%), Pat Yaturo (25%) and Al Richards (10%). It has no other broadcast interests. Buyer is owned by Gary Hoy (25%), William Lanham (25%), who is co-owner of WAMC(AM)-WGBR(AM) in Toledo, Ohio, and partner in the Silberman group. Hoy is also owner of WYMI(AM)-Beecker Creek (Dayton, Ohio). Buyer is also owner of KJZK(FM)-KZFM(FM), both Corpus Christi, Texas, and is represented by general partner (51%), and John C. Seyfried, Fort Wayne, Ind., businessperson (49%). There are no other broadcast interests. Filed Dec. 8.

WCVY(TV)(CP) Evansville, Ind. (ch. 44, 1.31 kw, 200 ft), recently sold for $1.5 million (999 ft) -seeks transfer of control from Claude H. Bates, William J. Wheeler, Charles R. Wheeler, Ricky D. Van Dusen and Bill Miles. Buyer is represented by Van Dusen and Wheeler, who has no other broadcast interests. Cunningham's parents are applicants for new FM's at Presto and Sacramento, Calif. Cunningham is father in WNT-TV Crossville, Tenn. Filed Nov. 30.

WLCB Buffalo. Ky. (1430 kHz, 500 w-D) seeks assignment of license from Lincoln Broadcasting Inc. to LaRue County Broadcasting Inc. for $85,000 plus accounts receivable. Buyer is owned by James L. He has no other broadcast interests. Buyer is equally owned by James D. Cantrell, Keith Reising and Billy Brown. Buyer is affiliated with James L. They have no other broadcast interests. Buyer is owned by Charles M. Miller, who is also owner of seven TV's and six FM's. Buyer is represented by James L. Miller. They have no other broadcast interests. Buyer is represented by James L. Cunningham's parents are applicants for new FM's at Presto and Sacramento, Calif. Cunningham is father in WNT-TV Crossville, Tenn. Filed Nov. 30.

WISAP-FM Paintville, Ky. (1490 kHz, 1 kw-D, 200 ft), recently sold for $98,939, segment assignment of license from Loomis Broadcasting Co. to S.I.P. Broadcasting Co. for $1,036,000. Seller is owned by Paul G. Fitte, who has no other broadcast interests. Buyer is owned by Stephen L. Howie, and is affiliated with James L. Buyer owns WJZ(V) Springfield, Vt., and WAIN-FM Columbus and WHIC-FM Harrodsburg, both Kentucky. Filed Nov. 29.

WILP(AM) Paris, Ky. (1440 kHz, 1 kw-D) seeks assignment of license from Mutual Broadcast Co. of Ky. to Mega Broadcasting Corp. for $125,000. Seller is owned by David C. and Ellen M. Oley, who has no other broadcast interests. Buyer is owned by James L. Holder, and David C. Holder. Both are affiliated with James L. Buyer is owned by WJZ(V) Springfield, Vt., and WAIN-FM Columbus and WHIC-FM Harrodsburg, both Kentucky. Filed Nov. 29.

WQSY(FM) Columbia City, Ind. (106.3 mhz, 2 kw, 300 ft) -seeks assignment of license from Indiana Broadcasters to Kramer Communications Inc. for $435,000 cash and completion of $54,000 real estate note. Seller is located in Fort Wayne, Ind. Buyer is also owner of WYMI(AM)-Beecker Creek (Dayton, Ohio). Buyer owns KJZK(FM)-KZFM(FM), both Corpus Christi, Texas, and is represented by general partner (51%), and John C. Seyfried, Fort Wayne, Ind., businessperson (49%). There are no other broadcast interests. Filed Dec. 8.

WELV-TV(CP) Evansville, Ind. (ch. 44, 1.31 kw, 200 ft), recently sold for $1,500,000 (999 ft) -seeks transfer of control from Claude H. Bates, William J. Wheeler, Charles R. Wheeler, Ricky D. Van Dusen and Bill Miles. Buyer is represented by Van Dusen and Wheeler, who has no other broadcast interests. Cunningham's parents are applicants for new FM's at Presto and Sacramento, Calif. Cunningham is father in WNT-TV Crossville, Tenn. Filed Nov. 30.

WTCV Kansas City, Mo. (ch. 4, 17 kw, 1,084 ft), recently sold for $1,500,000 (999 ft) -seeks transfer of control from Douglas L. Cross, Thomas W. Moos and Charles J. May. Buyer is owned by WJZ(V) Springfield, Vt., and WAIN-FM Columbus and WHIC-FM Harrodsburg, both Kentucky. Filed Nov. 29.

WQSY(FM) Columbus City (Fort Wayne), Ind. (106.3 mhz, 2 kw, 300 ft) -seeks assignment of license from Indiana Broadcasters to Kramer Communications Inc. for $435,000 cash and completion of $54,000 real estate note. Seller is located in Fort Wayne, Ind. Buyer is also owner of WYMI(AM)-Beecker Creek (Dayton, Ohio). Buyer owns KJZK(FM)-KZFM(FM), both Corpus Christi, Texas, and is represented by general partner (51%), and John C. Seyfried, Fort Wayne, Ind., businessperson (49%). There are no other broadcast interests. Filed Dec. 8.

WBZ-FM Providence, R.1. -seeks assignment of license from Widmark Broadcasting Co. to the Providence Journal Group for $1,500,000 (999 ft) -seeks transfer of control from Claude H. Bates, William J. Wheeler, Charles R. Wheeler, Ricky D. Van Dusen and Bill Miles. Buyer is represented by Van Dusen and Wheeler, who has no other broadcast interests. Cunningham's parents are applicants for new FM's at Presto and Sacramento, Calif. Cunningham is father in WNT-TV Crossville, Tenn. Filed Nov. 30.
new FM (95.7) mhz at Duluth, Minn. Steinmetz is sales manager at WCCO-FM Minneapolis-St. Paul. Filed Nov. 23.

KONY-TV(CF) Thief River Falls, Minn. (ch. 10, ERP: 241 kw, v., 2.41 kw awr., HAAT: 447 ft. 39 above ground) is owned by Northern States Broad- castings Inc. to Community Broadcast Inc. for $25,000. Seller is Dale R. Olmstead was granted CP April 21, 1982. ("For the Record," May 17, 1982). He also owns KDON, Moorhead; KANS, Kogalmiton, and KANS, Minneapolis. Owner is John T. Wolfer, who is agent for eight LTV's in Minn. He is permittee of LTV's in Bemidji, Minn. and Grand Rapids, Mich. Buyer: Joel Malec, station manager. Owner also owns 80% of CP for TV at Pembina, N.D. Filed Nov. 25.

KOSC-FM Marshall, Mo. (104.9 mhz, 3 kw. HAAT: 120 ft.)-Seeks assignment of license from Doublebury Broadcasting to Robinson Broadcasting for $4.5 million. Seller is new owner of two AK's in St. Louis area in company headed by Gerald Burgess, president. It recently bought WMET(FM) Chicago ("Changing Hands," March 7, 1983). Buyer is majority owner by Larry Robinson, chairman of J.B. Robinson Jeweters, a subsidiary of WBCN-FM-AM, Boston. Owner also owned and operated WBBM(AM)-WMJF(C) Cleveland. Filed Nov. 29.

Middletown, N.Y.—Silberman Morrow Broadcasting Group, owner of four of AM's, four FM's and half of WATT, New York, is seeking a new ownership of group and control. Company is owned by Robert F. Silberman and Bruce Morrow (37% each), and Howard Tytle and Gerald Wendel (12.96% each). Company proposes to buy either of Morrow's shares for $467,000. Tytle and Wendel will also surrender some shares; number of shares outstanding would be reduced from 1,333 to 900. After transaction, ownership would be Silberman 55.5%, Tytle and Wendel (16.8% each) and Morrow 12.5%. Morrow would also become consultant to company for six years with four-year renewal clause. Filed Dec. 15.

WVCB(AM) Shaltirete, N.C. (1400 kHz, 500 w-d) —Seeks assignment of license from Shaltiete Broadcasting Co. to John G. Wurzel for $30,000. Seller is owner of estate of Rufus D. White Jr. (50%), Alvin East Miliken and Aubrey E. Dutton (25% each). Miliken also is permittee for co-owned WAEM(FM). Buyer has no other broadcast interests. Filed Nov. 23.

WHSL(AM) Wilmington, N.C. (97.3 mhz, 100 kw) —Seeks assignment of license from Jeffers-Houston Broadcasting Co. to WHMF Inc. for $1 million. Seller is subsidiary of Jeffers-Pilot Corp., Greensboro, N.C., insurance company and mother of group owning four of AM's, four FM's and two TV's. It is also selling co-located WWL(AM) (see below). Buyer is 80% owned by Carolina Bottler, Inc., a Colgate-Palmolive company, equally owned by Dorothy R. Waddy, Carl B. Craven, R. B. Burress, Lee W. Hauser and H. Brenton Blizka (10% each). Hauser is former manager at WCHL(AM) Chapel Hill, N.C., Blizka owns Wilmington lighting store. Buyer earlier this year bought co-located WMFD(AM) for $500,000 ("Changing Hands," Feb. 21, 1983). WHSL is on 97.3 mhz with 100 kw and automatic directional antenna. Filed Dec. 13.

WWL(AM) Wilmington, N.C. (1490 kHz, 1 kw, 250 w-D) sold byJeffers-Pilot Broadcasting Inc. to Echo Broadcasting Corp. for $450,000. Seller is subsidiary of Jeffers-Pilot Corp., Greensboro, N.C., insurance company and mother of group owning four of AM's, four FM's and two TV's. It is also selling co-located WHSL(AM) (see above). Buyer is owned by James Capers Jr., who in turn owns WJBF(AM)-WJBF(FM) Augusta, Ga., and owner of WCHR(AM)-WCHR(FM) Wilmington and Greensboro, N.C., radio properties. WWL is on 1490 kHz with 1 kw day and 250 w night.

WCRQ(AM) Johnstown, Pa. (1320 kHz, 1 kw, 250 w-N) sold by Locar of Century License from Broadcast- ing of Pennsylvania to Hamilton Broadcasting Inc. for $210,000. Seller is located by Henry Gladding, who is former announcer at WORAM(AM) New York. None of owners have owned WCRQ. Seller is married to Joan B. (Hamilton) (70%) and James London (30%). Hamilton is national music director for RKO Radio and operations manager at Wenna-FM Los Angeles. London is North Hollywood, Calif., home commentator. Filed Nov. 28.

WADK(AM) Newport, R.I. (1540 kHz, 1 kw) —Seeks assignment of license from Key Station Inc. to Spectrum Communications Inc. for cancellation of $500,000 indebtedness and release of all claims, plus half of station's resale value, which are both average two principal—(for between $600,000 and $700,000 and incorrectly reported in "Changing Hands," Oct. 10, 1983)—were managed or purchased at request of seller. Seller is principally owned by Peter Kuyper, president of ancillary rights division of MGM-UA, and Peter G. Mangione Jr., president and CEO of Telecarrier Corp., Englewood, Colo.-based LPV equip- ment manufacturer. Buyer is publically held corporation headed by Henry Conlin, president. It also owns KLTY(AM)-KZQQ(FM) Missoula, Mont. It will immediately resell WADK to bankrupt debt estate. Filed Nov. 28.

WLF(FM) Cayce (Columbia) S.C. (620 kHz, 1 kw-D) —Seeks assignment of license from Southouth Inc. to Midlands Broadcasting Co. Seller is equal owners by Donald Cavell and Robert Liggett Jr. Cavell is station's general manager. Liggett also owns co-located WCYC(AM)-WCTY(FM) Westerville, Ohio. Buyer is general manager of AM's, FM's and two TV's. Seller is owned by James R. Thomas and William R. Wolf, both of Charleston, W.V. Filed Nov. 29.

WPX(AM) Mt. Pleasant, S.C. (1500 kHz, 250 w)—Seeks assignment of license from East Cooper Communica- tions Inc. of Orangeburg, S.C., for $150,000. Seller is owned by General Manager. Buyer is also 80% owner of group's WFLY(AM)-WCTY(FM) Charleston, S.C. Buyer is also group owner of two app's for FM's in New. Seller is equally owned by Deborah B. Carter, general manager of WPX, her father Phillip E. Backus, program director, and John C. Good, operations manager. Filed Dec. 12.


WIXR(AM) Kinston, N.C. (1640 kHz, 45 kw)-Seeks assignment of license from East Cooper Communica- tions Inc. of Orangeburg, S.C., for $125,000. Seller is owned by James R. Thomas and William R. Wolf, both of Charleston, W.V. Buyer is also general manager of WPX, her father Phillip E. Backus, program director, and John C. Good, operations manager. Filed Dec. 12.

WKCE(AM) Harriman, Tex. (1230 kHz, 250 w-D)—Seeks assignment of license from Morgan Broadcasting Co. to Harriman Public School System for $150,000 including 10,000 new work; Cole Lorette Sr., announcer and producer at WATM(AM) Winsboro, S.C.; Cole L. Lorette Jr., an- nouncer and producer at WATW(AM) Columbia, S.C.; and James C. Parker, announcer at WPAT(AM) Charleston, S.C. Filed Dec. 12.

WJLT-FM Lexington, Conn. (ch. 11, 316 kw v., 63 kw; HAAT: 640 ft.; on height above ground 496 ft.) —Seeks assignment of license from Tennessee State Board of Education to public school district for $40,000. Seller is nonprofit. Buyer is associated with Ministry of Tabernacle Baptist Church at Greenville, S.C. Dr. Harold B. Slighter is pastor. Filed Nov. 28.

WKLY(AM) Huntsville, Ala. (3160 kHz, 10 kw-D)—Seeks assignment of license from Central Alabama Compre- hensive Health and Human Service Authority for $450,000. Seller is owned by Central Alabama Community College, a public education institution. Buyer is owned by James W. Johnson, interim director of college and school. Buyer is also group owner of WMB(AM)- WMB(FM) Bessemer, Ala. Filed Dec. 12.

WLLL-FM Huntington, Ind. (1300 kHz, 50 kw-D; FM: 101.3 mhz, HAAT: 377 ft.)—Seeks assignment of license from Radio Broadcasting Co. Inc. to Group B Broadcasting Inc. (70%) for $100,000. Buyer is owned by Edwin Huse (70%) and wife, Helen (30%). They have no other broadcast interests. Buyer is group owner of WDRB-FM Louisville, Ky.; WTRA-FM Richmond, Ind.; and WLBN(AM) Westmoreland, Ind. Buyer is also group owner of WVLN(FM) Laconia, N.H.; WTMAM(AM)-WSSX(FM) Charleston, S.C., and WRKR(AM)-KPK(FM) Kansas City, Kan. Buyer is principally owned by Robert F.X. Siller.
Summary of broadcasting as of October 31, 1983

Service On Air CP's Total

Commercial AM 4,726 16,482 18,208

Commercial FM 3,490 426 3,916

Educational FM 1,104 181 1,285

Total AM 9,330 1,707 11,037

Commercial VHF TV 538 519

Commercial UHF TV 334 200 534

Educational VHF TV 107 5 112

Educational UHF TV 172 172

Total TV 1,149 246 1,395

VHF LPTV 179 80 259

UHF LPTV 66 71 137

Total LPTV 245 151 396

VHF translators 2,331 206 2,537

UHF translators 1,650 342 1,992

RTFS 250 114 364

Low-power auxiliary 824 0 824

TV auxiliaries 7,430 205 7,635

UHF translators/boosters 6 0

Experimental TV 5 8

Remote pickup 12,388 53 12,441

Aural STL & intercity relay 2,836 166 3,002

* Includes off-air licenses.

Facilities changes

Broadcast actions announced Sept. 23, 1983, ("For the Record," Oct. 3) inadvertently contained following item:
which should be deleted—KBLQ-FM Logan, Utah (92.9 m.).—Granted to change ERP to 75 kw; increase HAAT to 72 ft. Action Dec. 6.

* KNNB (88.1 m.) Whitewater, Ariz.—Granted for changes in ant. sys.; make changes in ant. sys.; change ERP to 75 kw; and change HAAT to 122 ft. Action Nov. 28.

KGO (660 kHz) San Francisco, Calif.—Granted for mod. of CP (BP-280915AH) to change ERP to 75 kw and HAAT to 172 ft. Action Dec. 6.

* KEZQ (100.3 m.) Jacksonville, Ariz.—Granted for CP to change HAAT to 504 ft. MEA under section 11305. Action Dec. 7.

* KEBR (89.9 m.) Le Grand, Calif.—Granted for mod. of CP (BPED-820810A) to make changes in ant. sys.; change HAAT to 452 ft. Action Dec. 7.

KUBB (96.3 m.) Mariposa, Calif.—Approved for waiver of section 73.120(B)(2) of rules to identify as “Kubb, Mariposa-Merced.” Action Dec. 8.

KRJ (92.7 m.) Paradise, Calif.—Approved for waiver of section 73.120(B)(2) of rules to identify as “Paradise-Coffeyville, Calif.” Action Dec. 8.

KBUL (107.1 m.) Brush, Colo.—Returned for app. for CP to change in ant. sys. and increase HAAT to 111 ft. Action Dec. 1.

KGBS (96.1 m.) Greeley, Colo.—Approved for waiver of section 73.120(B)(2) of rules to identify as “Greeley-Fort Collins” Greeley, Colo. Action Dec. 13.

KTUS (103.9 m.) Snowmass Village, Colo.—Granted for mod. of CP (BP-8108117A) to change SL Action Dec. 13.

* New(91.5 m.) New Port Richey, Fla.—Granted for CP to change in ant. sys.; specify new trans. and ant. sys., and increase HAAT from 180 to 193 ft. Action Dec. 1.

WEDR (99.1 m.) Miami—Returned for app. for CP to change to 770 k., and increase power to 2.5 kW. Action Dec. 14.


KQWB (1550 kHz) Faygo, N.D.—Granted for CP to augment nighttime standard pattern. Action Nov. 25.

KDOV (1230 kHz) Taleo, Ore.—Granted for CP for change in city of license; change frequency to 1230 k.; change hours of operation to unlimited by adding 250 W-N and make changes in ant. sys. MEA under section 11305. Action Dec. 14.

WRNA (1140 kHz) China Grove, N.C.—Returned for CP for change in frequency to 770 k. and increase power to 2.5 kW. Action Dec. 14.

WPLW (1590 kHz) Carnegie, Pa.—Returned for CP for change in frequency to 660 k.; change power to 250 w. and change to 1180. Action Dec. 14.

WIV (780 kHz) Vieques, P.R.—Disapproved for CP to change to D and N power 50 k.; install DA-2; change freq. from 1370 k. to 780 k., and change TL and SL. MEA under section 11305. Action Nov. 29.

WALD (1080 kHz) Waterboro, S.C.—Granted for CP for change in frequency and increase power to 2.5 kW (CH). Action Nov. 29.

KXXR (1000 kHz) Sioux Falls, S.D.—Disapproved CP for changes hours of operation to unlimited by adding 2.5 kW-N; increase power to 2.5 W-N; install DA-2; change TL and make changes in ant. sys. MEA under section 11305. Action Dec. 13.

WNPC (1060 kHz) Newport, Tenn.—Returned for app. for CP for change in frequency to 1180 k. and power to 10 k. Action Nov. 29.

WBLB (1340 kHz) Pulaski, Va.—Granted for CP for change in ant. sys. and reduce day radiation efficiency. Action Dec. 8.

KTAC (850 kHz) Tacoma, Wash.—Granted for CP to modify power by changing dir. pat. by adding augmentation. Action Nov. 30.

WHSM (910 kHz) Hayward, Wis.—Returned app. for CP for change in hours of operation to unlimited by adding 500 w-N and make changes in ant. sys. MEA under section 11305. Action Dec. 13.

WGNW (1370 kHz) Sussex, Wis.—Granted for CP to change city of license; change hours of operation to unlimited by adding 500 W-N; install DA-2, and make changes in ant. sys. Action Dec. 14.

FM actions

* KOPO (98.3 m.) Marana, Ariz.—Granted app. for mod. of CP (BP-801222AF, as mod.) to change TL and increase HAAT to 300 ft. Action Dec. 5.

KULO (101.7 m.) Menza, Ariz.—Granted for CP to make changes in ant. sys.; change ERP to 295.2 ft., and change to C.P. ant. Action Dec. 15.

*KADO-FM (107.1 m.) Tucumcari, Ariz.—Granted app. for mod. of CP (BP-820401AD, as mod.) to make changes in ant. sys.; increase ERP to 0.977 kw, and increase HAAT to 485 ft. Action Nov. 29.

KNDE (99.5 m.) Tucson, Ariz.—Granted app. for mod. of CP (BPH-820915AH) to change ERP to 75 kw and HAAT to 172 ft. Action Dec. 6.

KWV (870 kHz) Boulder, Colo.—Granted for CP for change in ant. sys.; increase ERP to 20 kw; and change HAAT to 111 ft. Action Dec. 6.

WPCH (103.1 m.) Eastwah, Tenn.—Granted for mod. of CP to change TL. Requested waiver of section 731125(B)(2) of the rules. Action Dec. 5.

WZEE (92.9 m.) Nashville—Disapproved CP to make changes in ant. sys. Action Nov. 30.

KNOK-FM (107.5 m.) Fort Worth—Returned app. for mod. of CP (BP-820330AL) to change TL. Action Dec. 6.

KLSP-FM (105.3 m.) Memphis, Tenn.—Granted app. for mod. of CP (BP-810601AA, as mod.) to make changes in ant. sys.; change ERP to 10 kw, and change HAAT to 463 ft. Action Dec. 6.

WVWG-FM (95.3 m.) Pearlsall, Tex.—Approved for CP to change to 100 kw, and change HAAT to 1 ft. Action Dec. 12.

WCP-H-FM (103.1 m.) Etowah, Tenn.—Granted for mod. of CP to change SL. Requested waiver of section 731125(B)(2) of the rules. Action Dec. 5.

TV actions

* KNXV-TV (ch. 15) Phoenix—Granted app. for CP to change ERP to 1,084 kw vis., 108.4 kw aud. Action Dec. 8.

*KABC-TV (ch. 7) Los Angeles—Granted app. for CP to change ERP to 1,415 kw vis., 28.9 kw aud.; change TL, and change HAAT to 3,213 ft. Action Dec. 12.

* KXRM-TV (ch. 21) Colorado Springs—Granted app. for CP to change ERP to 1,054 kw vis., 105.4 kw aud.; change TL to 2,085 ft., and change ant. and TL Action Dec. 12.

* WBBS-TV (ch. 60) West Chicago, Ill.—Granted app. for CP to change ERP to 161.4 kw vis., 16.14 kw aud., and change HAAT to 1,581 ft. Action Dec. 27.

* WFDG (ch. 28) New Bedford, Mass.—Granted app. for CP to change ERP to 2,754 kw vis., 275.4 kw aud., and change TL. Action Dec. 9.

Kirkville, Mo.—Review Board granted app. of KTVO Inc. to modify facilities of KTVO-TV ch. 3, by changing ERP and increasing HAAT, and increasing HAAT. (BC 82-236). Decision of Dec. 5.

* WRDG (ch. 16) Burlington, N.C.—Granted app. for CP (BPTC-810209KK) to change ERP to 2,525 kw, 252 kw aud.; and change HAAT to 837 ft., and change ant. and TL Action Dec. 12.

* KDOR (ch. 17) Bartlesville, Okla.—Disapproved app. for CP (BPTC-820712KKL) to change ERP to 103.4 kw vis., 10.3 kw aud., and change HAAT to 538 ft. MEA Action Nov. 30.

In contest

KGNVS-TV Laredo, Tex.—Commission indifferently granted app. of Laredo Broadcasting Co. for CP to operate at new location. Granted app. of Gulf Coast Broadcasting Co. to Burke Broadcasting Co. of Laredo. It has rescinded grant. Action Nov. 2, 1983.

Commission renewed licenses of 16 stations despite opposition from National Black Media Coalition and others. Those renewed were WCMJ(M)-WJRNFMEF Elkhart, Ind.; WAKY(AM)-WVEFM Louisville, Ky.; WDEF-
Rayville, La.—ALJ John Fyrsik granted agreement; dismissed app. of John T. Hunt; granted app. of Delta Communications Ltd. for new FM at Rayville, and terminated proceeding. (MM 83-181-2). MO&O adopted Nov. 23.

Camen, Mr.—ALJ John Fyrsik granted agreement; dismissed app. of Camden Broadcasters Inc.; granted app. of Argonaut for new FM at Camden, and terminated proceeding. (MM 82-849-50). MO&O adopted Nov. 29.

Potomac-Cabin John, Md.—ALJ Walter Miller granted agreement; dismissed app. of Celebrity Broadcasters Inc.; granted app. of Seven Locks Broadcasting Co. for renewal of license for WCTN at Potomac-Cabin John, and terminated proceeding. (MM 83-667-8). MO&O adopted Nov. 21.

Northville, Mich.—ALJ John Fyrsik granted agreement; dismissed app. of Mid Shore Resources Inc.; granted app. of Norwell Broadcasting Co. for new TV at Norwell, and terminated proceeding. (MM 83-434-5). MO&O adopted Nov. 23.

Madison Heights, Mich.—Mass Media Bureau granted, pursuant to Section 0.283 of commission’s rules, petition for special relief requesting 5% franchise fee, filed July 30, 1981, on behalf of City of Madison Heights, Mich. (CSR-1980). Action of Nov. 23.

Kansas City, Mo.—Commission renewed licenses of KPRS Broadcasting Corp. for KPRT(M)-KPRS-FM Kansas City, condition upon its submitting programs/issues list for each station within 30 days. Commission rejected petitions to deny filed by Kansas City Black Media Coalition and others. (FCC 83-533). MO&O adopted Nov. 23.

Defiance, Ohio—ALJ Thomas B. Fitzpatrick granted app. of Community Television Associates for new non-commercial UHF television station on ch. 65 at Defiance and denied competing app. of Craig Broadcasting Co. (BC 82-652-53). Initial decision issued Dec. 1.


Bay City, Tex.—ALJ James Tierney granted joint request for approval of agreement; dismissed app. of Bay City FM Inc.; granted app. of Margaret E. Saldin for new FM at Bay City, and terminated proceeding. (MM 83-618-9). MO&O adopted Nov. 29.

569).
Call letters

Applications

Call

Sought

New AM's

KAAU

Jerrell E. She ponder. New Hampton, N.H.

KDJO

Melinda Boucher Read. Dishman, Wash.

New FM's

KBCS

Central Arkansas Christian Broadcasting

KKEB

Jan-Ori Broadcasting Inc. ., Fridley, Colo.

KPRH


WCY

John P. Noble. Gibson City, Ill.

KRZ

Red River Broadcasting Corp., Fargo, N.D.

KJLP


New TV's

KJUD-TV

Pine Butte Broadcasting Inc.. Pine Butte, Ark.

WETG

Arch Communications Corp., Harrisport, Pa.

WMSW-TV

Center City Broadcasting Co., Madison, Wis.

Existing AM's

WZDR

WEM Sonic. Inland, Fla.

WMXM

WGOQ Ormond Beach, Fla.

WXQK


KDLP

KOKY Bayou Vista, La.

WJUE

WGSO New Orleans

KTLK

KWAZ Lubbock, Tex.

KMMO

KMO Merelk, Tex.

Existing FM's

KYUU

KYNR Pueblo, Colo.

KZFY-WFM Gordon, Ga.

KZ MG Derby, Kan.

WOF

WOMU Ann Arbor, Md.

WMKR-FM

WGEA-Baum Beach, Mont.

WLTE

WCCW-FM Minneapolis

WXKZ

WNYT Binghamton, N.Y.

WH WK

WEAU Shattiele, N.C.

WSSB-FM

WICM-FM Orangeburg, S.C.

KQDO

KGPR, S.D.

KGAR

KTXI Memphis, Tex.

KZDL-FM

KFMK Sherman, Tex.

KJUJ

Advance, Utah

Existing TV's

WKNR-TV

WNFE Nashville

Grants

Assigned to

WGRB

Mobile Broadcasting Service Inc., Pineland, Ala.

WJN

Sound Radio Inc., New York, N.Y.

WKGM

Stephan M. Gliozzoli. Ohio City, Pa.

KLOI

RSL Broadcasters. Grover City, Calif.

KHDR

Haitamakt Broadcasting. Pauhau. Hawaii

WKZ

The Fifth Estate Inc., Honolulu, N.H.

KDAK-FM

Carrington Broadcasting Inc., Carrington, N.D.

WLLX

South Hills Christian Communications Inc., Spearfish, S.D.

WJMC

Prospect Communications. Minor Hill. Tenn.

WCTV

Radio 96 Inc., Christians, St, Croix, Virgin Islands

WCAJ


KPAJ


Existing AM's

KQPO

KCN Don Diego

KCJO

KJFL Fou Moulton, Idaho

WY LC


WSQK

WNVJ New York.

WPKY

WPXN Rochester, N.Y.

WHPX

WKCV West Hazelton. Pa.

KSSA

KFJZ Fort Worth

KBBE

KKAM Lubbock, Tex.

WKEJ

WKAJ Charleston. W.I.

Existing FM's

KZAM

KRKN San Francisco

WKPE


WKX


KANA-FM

KAAA Bethany Mo.

WPKYF

WPTF Rochester. N.Y.

WKXW

WKEJ-FM Marietta. Ohio

WHTF


WQBE

WQBE Charleston, W.Va.
HELP WANTED MANAGEMENT
KOPD-FM, Ogden/Salt Lake City, Utah, is currently in the process of making a change in internal operations director. Must have a successful track record of marketing, management, and sales. Please send your resume to: Radio, P.O. Box 9256, Ogden, UT 84409, 801-621-8200, EOE.

Christian radio group owner seeks management professional with demonstrated successful administrative management experience. Must be highly motivated, with proven success in sales, administration, and promotion. Must understand the dynamics of the Christian community and must be a no-nonsense organizer, advance planner. Must be results-oriented. Our company is 20 years old, and growing fast. We know our market and our mission. We're looking for an experienced manager/administrator who understands how to make things happen and get things done. Age is not important—but past experience and performance record is very important. No amateurs, please! Excellent salary and benefits. Send resume and salary history. Dick Bott, President, Bott Broadcasting Company, 10841 East 28th Street, Independence, MO 64052.

Proven sales manager for new FM CHR. Rich but competitive Texas market of 250,000. EOE. Dick Fields, 915-293-7236.

General manager—Northwest AM/FM. Medium market needs experienced sales oriented manager. Must have a solid industry track record and previous strong community involvement. Join a solid group operation in a great community. Send resume and earnings history to Box H-107.

Opa director—100K FM, Las Vegas. Great place to live, KMZQ-100, great place to work, seeks hands-on manager for syndicated A/C. T & R to GM, 1555 E. Flamingo, L.V., NV 89109.

Classical: greater Tulsa’s fine arts station seeks music director who knows classical music, Top to bottom operation, produce and announce. Please mail resume to KCMA, Owasso, OK 74055.

Sales manager—FM station, Miami, Florida. Seeks self motivated, independent individual who has previous radio sales experience (or commensurate with experience) plus 15% commission. Immediate opening. Send your resume to: Fred C. Jacob, 325 East 28th Street, Saginaw, MI 48638, or call 616-452-3111, EOE/DF.

Research director. Leading AM/FM combo in Southeast needs aggressive and experienced research director to do upgrade and expand call-out research. Compensation based upon experience. Incentives based on ability to generate additional call-out research clients. Growth company. Send resume and salary history to Box J-13. Position open now. EOE/MF.

Florida Gulf Coast - station manager, strong on personal local sales, sales management and community involvement. Small-medium size single station market. County population: 65,000; retail sales $235 million. K is non-directional, nice facility. Almost too good to be true. Ideal resume for person who wants to make big money now, and long term security. Good sales track record (long or short) a must, plus excellent credentials. We can become a big community and county station (2,000 sq. ft.) and other real estate, all new stereo equipment, and a very aggressive sales staff. We want to be able to bring a No. 1 station to the community. Send resume to: Box J-21.

Sales manager: top 25 Sunbelt market AM/FM combo seeks creative sales manager to guide, direct and lead sales staff to new horizons. Must have exceptional understanding of all phases of agency and retail sales. Salary, override & car. Send resume to Box J-25. All inquiries will be kept confidential.

HELP WANTED SALES


We offer an outstanding opportunity for persons with excellent radio sales background to join our new and rapidly growing company. You will be selling our unique service to radio stations within your state and will work on a continuing basis with each of the client stations to fully develop our exclusive co-op reporting system. Stations applying our system to their operation can expect billing increases of up to 30% from overall retail cap. Your personal efforts will yield $40,000 gross income for you in the first year, $60,000 the second year. If qualified, please call Bob Manley, 806-372-2229.

Sales manager for growing Northeast AM/FM close to NYC. Successful sales managerial experience is important. Job entails selection, training, supervision of salespersons, developing sales promotions, selling major local/regional accounts. Compensation package open, but the resume and references, compensation desired to Box H-89, EOE.

SE Alaska group seeks experienced radio salesperson. High income potential/benefits. Send resume to: D. Egan, 3161 Channel Drive, Juneau, AK 99801.

SE Alaska group seeks experienced radio salesperson. High income potential/benefits. Send resume to: D. Egan, 3161 Channel Drive, Juneau, AK 99801.

Sales seminars: Attend late January or mid-February sessions. Professional radio sales training techniques $250 for 5 days. White Results Radio, Box 741323, Dal- las, TX 75374-1323.

Suburban top 50: Upstate NY contemporary country seeks aggressive salesperson to join expanding, aggressive sales team. Excellent growth opportunity. Resumes & references to Box 374, Plantation, NY 10024.

Grand Rapids, Michigan — regional format station needs a strong, independent individual, who is a street salesperson (or commensurate experience) plus 15% commission, immediate opening. Send your resume to: Fred C. Jacob, 325 East 28th Street, Saginaw, MI 48638, or call 616-452-3111, EOE.

Small market FM acquiring medium market AM seeks for professional, hard working sales person who aren’t afraid to make money! Set and break sales goals in team atmosphere. Opportunity for advancement. Call Jim, 616-796-7000.

Northern California: KREO, Santa Rosa’s #1 rated radio station, is seeking to fill 3 sales positions. 2 years minimum radio sales experience a must. Active account list, guaranteed and company benefits. Inquiries confidential: KREO is an affirmative action/equal opportunity employer. Send resume to: General Manager, KREO, 1150-D Coddington Center, Santa Rosa, CA 95401.

FM, Miami, Florida - net experienced salesperson who wants to become the sales manager. Definitely not a desk job. Salary (commensurate with experience) plus commission. Send resume to: Fred C. Jacob, 325 East 28th Street, Saginaw, MI 48638, or call 616-452-3111, EOE.


HELP WANTED ANNOUNCERS
Immediate openings for experienced newscaster and entertainers announcer. Full/part time possibilities. Recent tapes to WCNA, John Parid, Box 359, Minneapolis, MN 55440, 612-722-5000.

Small—medium market FM/AM contemporary country station in the Midwest looking for an experienced morning drive announcer. Must be a adult communicat- or. Salary $14,000 plus to start. Send complete resume only with references to Box H-96, EOE.


SE Alaska group seeking experienced drive and day-time personalities. Good $ and benefits. Adult contemporary. Send resume and tape to D. Egan, 3161 Channel Drive, Juneau, AK 99801.


Mornings: Top 25 market. Your chance to move up with an excellent group-owned midwestern A/C station in need of a personality or team with tremendous one-on-one skills. Must be fun, witty, topical, and adult. Voices and phones are great. We promote a top competitive income and complete support. Your talent will be intensely promoted to make you a household name. No background calls will be made without your approval. Send resumes to Box H-98.


Small market FM acquiring medium market AM needs you! Kids, drugs, burnouts stay away! Mature people wanting future with growing chain are encouraged to call Jim, 616-796-7000.

You’re a totally cool, sharp top 40/CHR person. You’re more than a one-line joke someone. You’re looking for the new fun cooker in the Sunbelt. Then your resume should be on its way to Box J-8, EOE.

Personality/MOR station. Lots of community involvement. No TNT. Emphasis is on personality. Tape to Box. KMET, Box 11710, Reno, NV 89510.

HELP WANTED TECHNICAL
Chief engineer needed by top market ten market adult contemporary FM. If you have at least 5 years radio maintenance experience, know top quality, competitive sound, and how to get it consistently, and can run a clean technical operation, we would like to hear from you. This position requires first-rate management and technical skills. We are a major market group broad- caster operating in nine markets. We offer an excellent salary/benefits plan and future growth opportunities. Qualified applicants will be asked to send their resume in confidence to Box H-85, EOE.

Chief engineer. Responsible for maintenance and supervision of Lamar University’s NPR radio station, non-broadcast television lab, and electronic media equipment. Prior experience necessary. Must have ability to diagnose, troubleshoot and repair electronic equipment, Salary: competitive and negotiable. Fringe bene- fits. Resume to: George Beverly, Lamar University, Box 10064, Beaumont, TX 77710, prior to January 31, 1984. Lamar is an EEO employer.

Chief engineer for modern radio facility. Strong background, sales and sales experience, refer- ences, and salary history to: WIZE Radio, PO Box 1104, Springfield, OH 45501. Equal opportunity em- ployer.

Chief engineer. Major MidWest market 5 KW AM/50 KW FM. Excellent salary/benefits. Major group owns, opportunity for advancement. Resume and references to Box J-6.
**HELP WANTED NEWS**

**Assistant newspaper in aggressive, information oriented, small market station.** Call Kyle Brown, Powell, WY, 307-754-2251

**Executive producer.** 15-station satellite-interconnect network seeks experienced radio journalist. Produces/anchors nightly statewide news show. Must be able to file live, work from remote locations. Salary open. Send resume to General Manager, Radio Station WPOC, 5000 Ala., Columbia, MD-21044.

**SITUATIONS WANTED**

**Need a sales manager? No, you don’t—you need more. There’s a better way. Let me share the new direction.** Call Adam, 703-619-0707.

**Broadcast services graduate looking for entry level position at station which serves adult contemporary market.** I was taught by the best, but am always willing to learn more. Steven Ynbcn, 394 W Loos, Hartford, WI 53027 414-673-2472.

**SITuations wanted by**

**DJ working midwest medium-large market. Go anywhere. Experienced PB, good copy production, news, interest in sales. Experience outside radio. Mike, 319-391-8291.**

**Talk show host: 20-year internationally known pro seeking relocation. Prefer major market, but will consider smaller. Good character, personality plus wide audience appeal. Wizard on the phones. Excellent interviewer with great chops. Need the best to boost ratings & profits! Write Box H-91.**


**Radio and writing. DJ, talk, interviews too. Authoritative to Zany. Call a winner. Adrian, 201-773-3492.**

**Jack of all trades. Strong play-by-play, news, announcing. Seeking Midwest position. Mark Dildit, 512-493-2815.**

**DJ at medium - large Midwest market. Excellent PB production. Go anywhere. Any format. Perfect for your station. Jeff, 319-381-4702.**

**HELP WANTED**

**PRODUCING AND OTHERS**

**Corporate program/production director needed by Christian radio group.** Bott Broadcasting Company is looking for someone with edge, experience. Must be highly motivated, committed to quality and very creative. Must have ability to manage others and control overall sound of each station. Must be team player. Experience with multi outlet planning, sales, management including all entertainment aspects. Send resume to Dick Bott, President, Bott Broadcasting Company, 10841 East 28 Street, Independence, MO 64052.
Maintenance
Marra. General Manager, WVVATelevision, Inc., manager. Must be able to ADI guide underdog new growth plan under new ownership. AGgressive person should be the right person. Only the most highly motivated sales representative. National, regional and local sales manager. Small-market, group-owned, ABC affiliate, Midwest, seeks knowledgeable TV sales professional who can lead, teach, and motivate. Minimum three years TV sales experience required; previous management experience desired. Send resume to Box J-1. Equal opportunity employer.

Fast growing sports network needs aggressive, self-motivated sales representative. National or network experience preferred. Generous travel and competitive benefits include profit sharing. Draw against commissions. Must be willing to relocate in Southeast. Send resume and letter of application to Box H-67.

Chief engineer—major group broadcaster in Sunbelt market is seeking chief engineer for a growing television station. Thorough management and technical background needed. Send resume and letter of application for the right person. Only the most highly qualified people should apply. Please send resume to Box H-78. EOE, M/F.

Chief engineer for new UHF station and production facility in Tucson, Arizona. Contact David Polan, 312-677-8300.


TV studio engineer position (re-activated). 3 years experience in maintenance required. Excellent opportunity for the right person. Most only the highly qualified people should apply. Please send resume to Box H-78. EOE, M/F.

TV studio maintenance engineer (position reactivated). 5 years experience in maintenance required. Excellent opportunity for the right person. Most only the highly qualified people should apply. Please send resume to Box H-78. EOE, M/F.

Transmitter/microwave supervisor. 3-5 years UHF experience required. Do you have at least one year television news experience required. Previous applicants need not reapply. No phone calls, please. Resume, writing samples, and salary history to Terry Bynum, News Director, WTVJ-TV Box 11064, Richmond, VA 23230. EOE, M/F.

Move up to chief engineer - new small market TV near Nashville. Great opportunity for motivated individual with a basic knowledge of all equipment. Great opportunity for staff engineer to move up to chief. Write Box H-104.

Editor/technical director is needed as a team member to solve complex video and computer animation challenges. Must be able to manage production experience with 1'SMPTE computer editing, ADO, motion controlled camera equipment and/or advanced video graphics systems. Non-smoker preferred for this high profile position. Send resume and salary history to Arma, General Manager, WVVATelevision, Inc., RT. 460 By-Pass, Bluefield, WV 24701. Position available approx. 6/18. EOE, M/F.

Local sales manager. Small-market, group-owned, ABC affiliate, Midwest, seeks knowledgeable TV sales professional who can lead, teach, and motivate. Minimum three years TV sales experience required; previous management experience desired. Send resume to Box J-1. Equal opportunity employer.

HELP WANTED TECHNICAL

Assistant chief engineer. 20th ADI TV station has opening for asst. chief engineer. Requires FCC license and studio maintenance ability. UHF transmitter experience a plus. Send resume to ENG Engineer, KCSG-TV, P.O. Box 3669, Modesto, CA 95352.

Broadcasting technician—The New York bureau of a foreign broadcasting organization needs a broadcasting technician. A thorough understanding of broadcast operations is required. No college degree or technical institute required. Send resume to BROADCASTING'S Classified Advertising.

Maintenance technician. 5 years experience of television broadcast equipment and 1st class or general class FCC license to work in major market (top 10) in NE. U.S. Write Box J-24. EOE.

HELP WANTED NEWS

Producer—must have superb writing skills and solid news background. Good people skills are essential. Two years producing experience preferred. Send resume and letter of application for the right person. Only the most highly qualified people should apply. Please send resume to Box H-78. EOE, M/F.

Our meteorologist is leaving for a top 10 market. We are a news leader in the Southeast with a modern weather center and the latest in equipment including graphics, color radar, satellite, etc. If you are a meteorologist, creative, and have at least one year experience at a commercial TV station, let us hear from you. Resume to Box H-103. EOE.

News-director/anchor: Experienced professional who can motivate/direct news staff. #1 rated news. Send resume and letter of application for the right person. Only the most highly qualified people should apply. Please send resume to Box H-78. EOE, M/F.

Co-anchor: medium size market Midwest ABC affiliate needs co-anchor person for early and late news. Will do some weekends. Send resume and letter of application for the right person. Only the most highly qualified people should apply. Please send resume to Box H-108. EOE, M/F.

TV news reporter, with anchor potential, for major market network affiliate. Must have experience in journalism with on-air reporting experience. Resume and writing samples to Box H-86. EOE, M/F.

Reporters: The South's first television station needs a general assignment reporter! At least 1 year television news experience required. Previous applicants need not reapply. No phone calls, please. Resume, writing samples, and salary history to Terry Bynum, News Director, WTVJ-TV Box 11064, Richmond, VA 23230. EOE, M/F.

Primo People, Inc., now accepting tapes and resumes of entry-level and seasoned reporters, 116, Old Greenwich, CT 06870. 203-637-0044.

Weekend sports anchor/reporter. Must be able to shoot and edit with ENG. Send tape and resume to Jeff Lenzen, Sports Director, WXOW-TV, P.O. Box 128, La Crosse, WI 54602-0128.

Weeknight anchor. Aggressive CBS affiliate in southeast, looking for dynamic weekend anchor. Send tape and resume to News Director, KTVI, P.O. Box 2008, Idaho Falls, ID 83403.

For Fast Action Use

BROADCASTING'S Classified Advertising

Sports director. Award winning news team in 100's market seeks another winner with dynamic delivery, strong writing, editing skills, & well-paced show for No beginners. Jack Keefe, 815-987-5348, EOE.

Sports director. Anchor weekshow and supervises three person staff. Must be personable in delivery, creative in packaging, aggressive in coverage, and comfortable in expanded role. Send resume, writing sample, and references to News Director, WATE-TV, Box 2349, Knoxville, TN 37901. EOE.

HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

WSMV-TV is accepting applications for a management position to head up the newly created department of production and support services. This individual will supervise, direct, and motivate all production and engineering operations personnel, and will supervise support services functions of the station. Local, network, and syndicated programming experience is desirable, but good people-handling skills and management experience are required. Qualified applicants should submit a resume, and brief written description of why you should be considered for the position, to Erskine Lytle, Personnel Coordinator, Box 4, Nashville, TN 37202.

Television director: to direct 6 & 10 p.m. newscasts. supervises newsroom, edit room, producer, engineering, and news desk in producing station and prog. promotes. Minimum one year experience; editing helpful. Send resume and tape to Randy Manoney, P.O. Box 4529, Victoria, TX 77903.

Producer/director — for production of commercials, promotion, etc. Minimum three years experience. EOE. Send tape and resume to Ken Dick, WTVI Television, Inc., Rt. 460 By-Pass, Bluefield, WV 24701.

Feature producer - WTVJ-TV. We are looking for a dedicated creative writer/producer that knows what it takes to find and develop memorable human interest stories in the South Florida area. Our PM team of producers/creators needs the kind of person that is both competitive and team player - someone that will contribute to our high expectation of quality at WTVJ. Send reel and resume to Employment Manager, WTVJ, Box 2008, Miami, FL 33128. If you happen to have cold damp feet as you read this, you may want to apply today. Minority applicants are encouraged to apply. Equal opportunity employer.

Director: PBS station seeks director with videography experience. Must be able to direct multiple productions. (News experience preferred). Resume and salary requirements to Ron Ciampeletti, Director of Broadcasting Operations, P.O. Box 393, Southbridge, MA 01550.

Hand-on producer/director for growing TV production department. Responsible for remote and studio production of commercials, promotions and local programs on all videotape, formats. We are looking for a teacher with a minimum 3 years experience in switching, editing, shooting and Chyron operation. Suites and salary requirements to Bob Gregilion., Director of Broadcast Operations, 2912 34th St., New Orleans, LA 70130. No calls please. A Tribune Broadcasting station. Equal opportunity employer.
SITUATIONS WANTED TECHNICAL


 Technician/assistant engineer. TV or radio. First class phone, AA degree in electronics, tech school grad. Trained hands-on studio & transmitter operator & maintenance. Some work experience operation, maintenance & installation. Lawrence Vie, 3574 Brook St., Lafayette, CA 94549. 415-283-8540.

 SITUATIONS WANTED NEWS


 Female anchor. 9 yrs. professional experience. Looking to return to the business after sabbatical. Call Cheryl, 916-827-2094.


 5 yrs. radio and 1 year TV experience as reporter/anchor in Los Angeles, San Francisco, and Rome, Italy. Sharp and attractive writing, editing, and delivery. Let's talk! Christopher, 213-897-5409. 7989. 7989.

 Experienced producer/reporter: features, mini-docs, special projects. Strong writing and field production. Some experience with high news quality or magazine program. Reply Box J-16.

 SITUATIONS WANTED PROGRAMMING PRODUCTION OTHERS


 Production position sought by recent college graduate. Strong background in talk, network, community affairs. Call Victor. 201-379-9582. Will relocate.

 ENG photographer, editor, videotape operator seeks full-time position. Seven years TV-radio experience. Charles Resievers. 615-722-4825.

 Creative workaholic looking for producer-director job in top 100 market. Contact Sasa. 301-319-4168. Will relocate.

 ALLIED FIELDS

 HELP WANTED INSTRUCTION

 Telecommunications - Kutztown University located an hour from Philadelphia in southeastern Pennsylvania, is seeking an assistant professor to teach undergraduate and graduate courses in an established, professionally oriented program. Tenure track position. Ph.D. preferred. Teaching experience required. Should be able to teach audiovisual technology in an established, professional oriented program and one of the following: writing, law, programming, management, cable or new technologies. Salary competitive. Applications due January, 1984. Applicants will be accepted until the position is filled. Send resume, transcripts and three letters of recommendation to Search Committee, Telecommunications, Kutztown University, Kutztown, PA 19530. Kutztown University is an affirmative action/equal opportunity employer.

 Tenure track position in broadcast production and direction, Ph.D. preferred, MA required. Experience in television production. Must show potential as teacher and researcher dependent upon qualifications. Deadline for application is Jan. 13, 1984. Send letter of application and curriculum vita to: Dr. Carl Stites, Department of Communications, Loyola University, New Orleans, LA 70118. Loyola University is an equal opportunity/affirmative action employer.

 Graduate assistant — position to study for MA in communications. Full time positions paid $7,700/year. Summer session 8 weeks, then fall/spring terms 14 weeks each. Position requires a commitment of approximately 20 hours of work per week. Widely held, free computer and office supplies. Send resume, three references, and an official transcript to: Chairperson, Department of Communication, University of Dayton, Dayton, OH 45469. An AA/EEO employer.

 Broadcasting: assistant professor in broadcasting and mass communication. Tenure track, 9 month appointment. Salary range: $15,000 to $20,000. Teach both production and non-production courses. Work toward Ph.D. preferred; MA required. Teaching and professional experience required. Evidence of research interest and ability required. Submit letter of application, vita, and names and addresses of at least three references by January 31, 1984, to: Don B. Morlan, Chairman, Department of Communication Arts, University of Dayton, Dayton, OH 45469. An AA/EEO employer.

 THIS PUBLICATION IS AVAILABLE IN MICROFORM

 University Microfilms International
 300 North Zeeb Road, Dept. RR, Ann Arbor, MI 48106

 Broadcast teaching position, instructor/assistant professor, beginning August 15, 1984. Ten month tenure track position. Successful teaching and professional experience desirable. Teach courses in two or more of the following areas: broadcast writing, corporate media, television production, mass media effects, media management, international broadcasting. Other areas possible. Supervise students in preparation of programs for closed-circuit TV operations. Advising/committee work. State-of-the-art broadcast level color facility and equipment; 2 TV studios; 5 radio stations fully open to students. Marquette University is an affirmative action/equal opportunity employer. Deadline: February 15, 1984. Send letter of application and curriculum vita to: Chairperson, Department of Speech. Marquette University, 1131 W. Wisconsin Ave., Milwaukee, WI 53233. Marquette University is an affirmative action/ equal opportunity employer.

 The Department of Mass Communications, St. Cloud State University, is seeking a person to fill full-time nine-month, tenure track position beginning with 1984-1985 academic year. Successful teaching and professional experience desirable. Radio-TV-film and other mass communications courses and will assist in related media activities where appropriate. Student advising, committee work, masterate assistantships possible. Be of normal load. Hall-time (45%) radio station manager's responsibilities will include daily management of university radio station, programming and administrative duties, organizing and directing fund raising, training and supervising student staff and chairing the station's community advisory board. B.S. in communications or related field required. Send letter of application, vita, and references to: Stardt College of Speech, Marquette University, 1131 W. Wisconsin Ave., Milwaukee, WI 53233. Marquette University is an affirmative action/equal opportunity employer.

 RENTAL TEST GEAR


 Add ESP2000 still store. 2 disc drives, 2 control panels. Artin SW-2 weather satellite signal processor In/Out. 4 disc memory. David Layne, KCNY-TV 503-830-6426.


 16 mm film chain telecommunication island plus multi-plater, containing Eastman video film projects. ACG 200 color camera, Concord 13-in monitor. (tube type) RCA slide projector. Total $6000. KOPM-TV, 501-785-2400.
Help Wanted Management

THE ARBITRON RATINGS COMPANY

A rare opportunity...

... with Arbitron in our Chicago office, as Central Division Manager. As one of three Division Managers, you will be reporting to the VP of National Radio Sales. You will be working in an exciting environment, calling on major market broadcasters and group heads, handling the day-to-day challenge of your regional sales staff, while maintaining contact with your Southeast regional manager in Dallas.

Prior management experience a must. The person we are seeking should have at least 3 + years experience as a radio sales manager and/or general manager. You should be a self starter, possess good management skills, be ready to travel, committed to hard work, and ready to meet the challenge of a competitive environment.

We offer an excellent salary plus incentive plan, generous and comprehensive fringe benefits, and an atmosphere conducive to professional advancement. To explore this rare opportunity, send your resume to:

Richard Lamb
THE ARBITRON RATINGS COMPANY
A Control Data Company
1350 Avenue of the Americas
New York, NY 10019

An affirmative action employer.

Help Wanted Technical

STAFF ENGINEER

Temple University is seeking a Staff Engineer to maintain the daily operation of the University's radio station WRTI-FM.

The Staff Engineer has primary responsibility to maintain and repair studio equipment at the broadcast site. He/she also should be prepared to work with our consultant engineer at the transmitter site. The position also has responsibility for all engineering and operations records as required by the Federal Communications Commission. The applicant should also be experienced with working with volunteers and/or students in order to design formal or informal seminars to insure that all operators of studio or remote equipment are qualified to do so. The successful candidate should have a 1st Class operator's permit, bachelor's degree and at least 2 years engineering experience in public radio, preferably as a paid professional.

We offer competitive salary and excellent fringe benefits including tuition plan. Send resume and salary history to: TOM KUPNIEWSKI, Personnel Recruiter.

Rm. 203 Univ. Svcs. Bldg. 1601 N. Broad St. Phila., PA 19122

Equal Opportunity Employer

Help Wanted Announcers

TRIVIA EXPERT

Need immediately; a contemporary creative trivia expert game show host. Should have facility with entertainers and sports trivia, and be a good communicator. No beginners. Send resume and tape to:

Operations Manager

WERE

1500 Chester Ave.
Cleveland, OH 44114

Situations Wanted Management

EXPERIENCED RADIO GM

A professional with unique record now available. Stations are now #1 & 2 and most profitable in the market. I'd like to do the same for you. Midwest preferred, but will consider all offers. This is a real opportunity for the right company! Write Box J-18.

TELEVISION

Help Wanted Management

MANAGER RF SYSTEMS

KNXT, a CBS station in Los Angeles, is looking for an experienced manager of RF systems.

Individual will manage KNXT and KKhR transmitter operations, ENG remote microwave, and two-way radio facilities. Qualified applicants must have a minimum of ten years experience. Should have familiarity with the design, installation, and maintenance of airborne and terrestrial microwave systems, radio communication systems, and other state of the art RF technologies.

Send resume and salary history to:

CBS Placement Office
7800 Beverly Blvd.
Los Angeles, CA 90036

Men and women from all races desired.
Help Wanted Management Continued

ASSISTANT GENERAL MANAGER
Programming and production. KUON-TV and Nebraska ETV Network. Responsible for all programming and production operations for both KUON-TV and the statewide Nebraska ETV Network. Supervise program scheduling, information, production and operation departments and four major program production units. Serve on Network Management Council. Requires Master's in telecommunication or adult education plus six years TV programming and three years TV production experience, including five years administrative/supervisory experience. Additional experience may substitute for Master's degree. Send resume by January 22 to Paul Fow, Search Chair, KUON-TV/Nebraska ETV Network, Box 83111, Lincoln, NE 68501. AA/EOE.

IMMEDIATE LOCAL SALES OPPORTUNITY
New independent TV station needs dynamic, aggressive local salespeople with proven track records. All candidates must have local sales experience in independent TV Ground floor operation with tremendous benefits. Fabulous growth opportunity. Contact: Ed Perl, Local Sales Manager, P.O. Box 50989, New Orleans, LA 70150-0069. 504-525-3838. EOE/M/F.

Help Wanted Sales

LOCAL SALES MANAGER
Sunbelt network affiliated station in major market. Looking for experienced television sales manager with ability to direct sales staff, good management skills, and communication must. Send all details in first letter. Confidentially assured. Equal opportunity employer. Write Box H-61.

GENERAL SALES MANAGER
Goal oriented individual needed for executive level general sales manager position in top market station. If you're equipped with superior sales skills, organizational and motivational abilities, and you seek an outstanding opportunity with an aggressive company, send resume and letter detailing sales management credentials to Box J-12. EOE.

Help Wanted News

SPORTSCASTER
New York City network TV sports opportunity for experienced on-air talent. Must have solid history of both studio & feature work. Strong knowledge of national sports scene required. Journalistic background a strong plus. Beginners need not apply. Send resume and non-returnable cassette to: Sportscaster, P.O. Box 825, Gracie Station, NY, NY 10018. An equal opportunity employer. Female candidates encouraged to apply.

TOP 20 WEATHERCASTER
Weathercaster/AMS Seal holder for top rated morning newscast. Science/health reporting also possible. Send resume and tape to KBTV, 1089 Bannock, Denver, CO 80204.

Help Wanted News Continued

NEWS DIRECTOR
Top 20 market. Desirable Sunbelt location. Opportunity for aggressive, innovative, top quality journalist with large newsroom experience to lead the news operation of a network affiliated in a highly competitive market. Candidate must be an excellent administrator and possess a thorough understanding of promotions. Resume with references to Box J-7. EOE. M/F.

Help Wanted Technical

VIDEO MAINTENANCE TECHNICIAN
Miami area cable company seeks full-time maintenance technician to install, maintain and repair all studio associated equipment. Knowledge in Sony BDU A 200's, 800's, 50's. Also Sony 5850's, 5800's, 4800's, 4' inch studio tape systems. Knowledge of studio systems and associated equipment along with cable production van. Also knowledge needed in both studio and ENG Telecamera systems. Send resume in confidence to Robert PALMER, P.O. Box 969, Providence, RI 02901. EOE.

TELEVISION MAINTENANCE ENGINEERS
WTBS/CNN
The leading news and sports satellite communications network has career opportunities for broadcast maintenance engineers. Openings are now available in Atlanta for engineers experienced in studio and ENG equipment maintenance. Turner Broadcasting System offers an excellent benefit and compensation program. Interested maintenance engineers may call 404-898-7000 between 9 A.M. and 5 P.M. EST Monday-Friday, or send resume in complete confidence to: TURNER BROADCASTING SYSTEM, INC. 1050 Techwood Drive Atlanta, GA 30318 Attn: Jim Brown, Corporate Engineering TBS is an equal opportunity employer.

Help Wanted Programing, Production, Others

FIELD PRODUCER
Highly rated, award winning program is accepting applications for creative, enthusiastic person who demonstrates skill at producing and writing compelling and exciting features. Minimum 3 years experience producing magazine format segments necessary. Send tape/ resume to: Pat Ahl, Executive Producer, WOMH-TV, P.O. Box 4, Columbia, OH 43216. No phone calls, please. EOE. M/F.

Help Wanted Programming, Production, Others Continued

EXPERIENCED DIRECTOR
Visually take charge of a daily, live, in-studio audience talk/infomercial program. Should have the ability to be visually sensitive. Send resume to Box J-3. Equal opportunity employer, M/F.

Situations Wanted News

EXPERIENCED GENERAL ASSIGNMENT TV NEWS REPORTER
Whether reporting a spot news story on deadline, or developing an in-depth series, I know how to get the facts, and the pictures to match.

Visually interesting, understandable news stories, backed up with solid reporting.

If you want substance with the professional packaging, I am ready to help.

Box J-2.
ALLIED FIELDS
Help Wanted Management

LAW PARTNERS WANTED

Small, long established AV rated law firm wishes to expand communications practice via new partners and associates. Some business required. Excellent opportunity. Replies held in strictest confidence. Please write Box J-20.

ADVERTISING MANAGER
BROADCASTING EQUIPMENT

Broadcast Electronics seeks a creative individual to direct the company's total space advertising/promotion/trade show program. Position reports to VP/Marketing.

Minimum requirements: 2 years' industrial product/ad merchandising experience & BS or MS degree, preferably in journalism. Applicant must possess good writing skills, in addition to creativity & management ability. No exceptions to minimum requirements.

Salary commensurate with experience, education, and abilities. Exceptional benefit package includes profit sharing plan. We are an equal opportunity employer. Please send resume in strictest confidence to:

Director of Personnel

BROADCAST ELECTRONICS INC.
4100 N. 24th ST., P.O. BOX 3638
OCCITY, ILL 62265
(217)722-9400, TELEX: 25-0142

Radio Programing

WHAT ARE YOU DOING AFTER NEW YEAR'S?

Radio programmers and sales managers ... Fight post-holidays slump with MINUTE MAGAZINE, an income-producing, advertising-building daily program that's years at no expense, informative, entertaining, customized to sound like you produce it. MINUTE MAGAZINE fits your format and attracts prestige advertisers. Time barter you'll never pay a dime except for the phone call to get all the details and hear sample show.

Call (212) 889-2160 (24 Hours)

Help Wanted Instruction

MEDIA MANAGEMENT

Emerson College, located in Boston's Back Bay, is seeking an assistant or associate professor in media management. The candidate will coordinate courses at the graduate level and teach management, law, and programming courses. A Ph.D. is preferred, but extensive experience managing a broadcast station or cable system will be considered. This position is available immediately.

Send applications to Dr. Frances Plude, Chair, Mass Communication, Emerson College, 100 Beacon St., Boston, MA 02116. AA/EEO.

EMERSON COLLEGE

Consultants

DO YOU REALLY WANT TO SELL?


8453 BAYRIDGE RD.
CLAY, NY 13041

Employment Service

10,000 RADIO JOBS

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Dust jackets, newspapers & program directors. Small, medium & major markets, all formats. Many jobs require state or no experience. One week computer list, $3. Special bonus: 6 consecutive weeks only $14.95 — you save $2! AMERICAN RADIO JOB MARKET, 6215 Don Gasper, Las Vegas, NV 89108.

RADIO, TV, AGENCY JOBS

Up to 500 openings every week. DJ's, news, P.O.'s, eng., sales. In Australia, Canada, U.S., all markets. for beginners to experienced. Introductory offer: One wk. computer list $8.00, or save $9.95. 7 consecutive wks. for $17.95. A.C.A. Job Market has thousands of jobs yearly in 3 countries. A.C.A. Job Market, 452 W. Dearborn St., Dept. B, Box 945, Englewood, FL 33603.

Miscellaneous

THE BEATLES ARE BACK!!

The "Beatle Hideaway" is a custom-built mobile home, built and decorated to the Beatles specifications, and used as their living quarters and stage home during part of their 1964 American tour. All decorations and fixtures, even lower, dishes, and accessories, are original. This vehicle has been featured worldwide on radio and TV, in newspapers and magazines. It would be ideal for a radio station remote studio, or traveling promotional exhibit, attracting big crowds everywhere. For information, please contact:

FLAGSHIP COMMUNICATIONS, INC.
11916 Glen Valley Rd.
Cleveland, OH 44141
216-526-6017

OLDIES ON TAPE

A/C CHR/TOP 40 COUNTRY

Write: Burkhart Abramis/Michaels/Douglas and Associates, Inc., 6550 River Chase Circle, East Atlanta, Georgia 30328

Wanted To Buy Equipment

AM/FM PRODUCTION & BROADCAST EQUIPMENT

needed for new 10,000 watt missionary radio station in Liberia, Africa. Tax deductible receipt available from Baptist Mid-Missions, Inc. Call Clarence Brueckner, 805-485-7777.

For Sale Equipment

FOR SALE OR LEASE

Ikagami/HK-312E studio camera/composite with Fujinon H16x7570 lens, Viewem Mark IIIA head, tripod and dolly TV-81 camera. Also, Ikagami HK-302 studio camera w/Canon 15-135 lens. Both in excellent condition. Also, Ampex VR-20 $1 portable VTR w/TC, FS13, and batteries and Ikagami 1TC-730 color cameras. Call Jim Landy, 609-424-4660 or Brad Reed, 617-877-9570.

Business Opportunities

ONE INCH PRODUCTION FACILITY

Located in major SE market (top 20). Full blown production company/facility Computerized editing with DVE & CG. Small remote truck. Grossed $600K last FY. Owner's health forces sale. Asking $800K. Write Box H-87.
For Sale Stations

W. John Grandy
BROADCASTING BROKER
1029 PACIFIC STREET
SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 * RESIDENCE 805-544-4502

TOP-RANKED C&W STATION
In metro GA market. Priced for quick sale at $450,000
Call Bob Thorburn, 404-458-9228.

MIDWEST FULLTIME AM
Regional class III facility covering an attractive small Midwest city. 1983 revenues $760,000.
Long history of profitability. Outstanding owner/operator opportunity. Asking price $1,250,000; terms considered. Qualified principals only. Please write Box H-92.

DOMINANT AM-FM COMBO
Carolina coastal, growth recession area. 3 kW AM, 1 kW day AM, limited competition. Excellent opportunity for person wishing to leave big city pressures for leisure lifestyle and profit. $1,500,000, $300,000 down, large assumption for qualified buyer. Box E-178.

For Sale Stations Continued

Media Investment Analysts & Brokers
Bob Marshall, President

Fulltime AM in excellent growth area near top 75 metro market in Southeast. Well established facility with good equipment and real estate. Nice cash flow $650,000, with $150,000 down payment. Good terms.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29926 803-681-5252
808 Corey Creek - El Paso, Texas 79912 915-581-1038

H.B. La Rue, Media Broker
ASSISTANT TV-CITY APPRAISER
West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104
415-434-1750

East Coast:
500 East 77th Street, Suite 1903, New York, NY 10021
212-298-0737

DOMINANT, PROFITABLE
AM/FM—BY OWNER
Dominant, long-established, highly respected 1,000 watt daytime AM and class C FM radio stations. 35 years' service to vast prosperous regional agri-business area of 8 counties in S. Minnesota. $1 million sales, profitable, excellent staff, good equipment, ample land. Pioneers in Minnesota broadcasting with impressive record in community involvement over wide area. Inquiries invited from qualified buyers. Box H-95.

Wilkins and Associates
Media Brokers

<table>
<thead>
<tr>
<th>State</th>
<th>AM/FM</th>
<th>Price</th>
<th>Downpayment</th>
</tr>
</thead>
<tbody>
<tr>
<td>NJ</td>
<td>$500,000</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>WV</td>
<td>$550,000</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>IN</td>
<td>$500,000</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>MI</td>
<td>$310,000</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>AL</td>
<td>$350,000</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>OR</td>
<td>$35,000</td>
<td>downpayment</td>
<td></td>
</tr>
<tr>
<td>CO</td>
<td>$30,000</td>
<td>downpayment</td>
<td></td>
</tr>
<tr>
<td>MS</td>
<td>$30,000</td>
<td>downpayment</td>
<td></td>
</tr>
<tr>
<td>NC</td>
<td>$7,500</td>
<td>downpayment</td>
<td></td>
</tr>
<tr>
<td>KY</td>
<td>$50,000</td>
<td>downpayment</td>
<td></td>
</tr>
<tr>
<td>MO</td>
<td>$50,000</td>
<td>downpayment</td>
<td></td>
</tr>
<tr>
<td>FL</td>
<td>Class C FM</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

P. O. Box 1714
Spartanburg, SC 29304 803/585-4638

CENTRAL OHIO CLASS A
Columbus suburban, small but well equipped & maintained. Priced less 2x gross, $425K cash. Financials first letter. WWWJ, Box 373, Johnstown, OH 43031.

For Fast Action Use
BROADCASTING's
Classified Advertising

For more information:
The President's Commission on White House Fellowships
712 Jackson Place, N.W.
Washington, D.C. 20503
(202) 395-4522
BROADCASTING’S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, D.C. 20036.

Payable In advance. Check or money order. Full & correct payment MUST accompany ALL orders.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. NO credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday 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 number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwárdrable, & 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: $5 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, COO, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.
Robert Sutton, president and chief administrative officer, WXFL-TV Tampa-St. Petersburg, Fla., named president and chief executive officer for parent, Media General Broadcasting Group, comprising WXFL; WCBD-TV Charleston, S.C., and WJKS-TV Jacksonville, Fla. William B. Faber, chairman and chief executive officer, WXFL, named chairman of Media General Broadcasting Group.

Paul Gilmor, president and general manager, WHBC-AM-FM Canton, Ohio, retires. William Chambers, VP and director of operations, WHBC-AM-FM, succeeds Gilmor.

Frank Roberts, executive VP, WREG-TV Memphis, and director of sales for parent, New York Times Broadcast Group, assumes additional duties as general manager of station.

Sy Yanoff, executive VP and general manager, WNEW-TV Boston, named president and general manager.

Tony Lupo, VP and general manager, WCCG(AM) Coral Gables, Fla., named executive VP of parent, Statewide Broadcasting.

Dennis Ryan, national-regional sales manager, WIBX(AM)-WIBQ(FM) Utica, N.Y., joins WWIN(AM)-WFPG(FM) Atlantic City as general manager.

William Hoverson, station manager, KPGO(AM) Fargo, N.D., named general manager.

Barry Bruce, station manager, WQXA(FM) York, Pa., named general manager, WNOW(AM)-WQXA.

Dan Morris, general manager, WCOL(AM)-WXGT(FM) Columbus, Ohio, joins WBBY(FM) there in same capacity.

Michael Eigner, VP, general sales manager, KTLA(TV) Los Angeles, named VP, station manager.

Ed Sander, general sales manager, Taft Broadcasting's WTVN(AM) Columbus, Ohio, named station manager at Taft's WDAO(AM) Tampa-St. Petersburg, Fla.

Cynthia Winning, manager, marketing services, Daniels & Associates, Denver, named director of marketing services.

Brenda Monaco, from Group W Satellite Communications, Stamford, Conn., joins Essex Group, Greenwich, Conn.-based operator of 53 cable systems in eight states, as administrator.

William O'Toole, director, operations, Manhattan Cable TV, New York, named VP, field operations.

Diane Sass, VP, research and marketing, Metromedia-owned WNEW-TV New York, named VP, research, for Metromedia Television division there.

Paul Myer, director of government relations, ABC, Washington, named VP, director, government relations.

Adriane Gaines, director of administration, Unity Broadcasting Network, New York, named VP.

Ed Argereow, office manager, Knight Quality Group Stations, Boston, named VP, director of accounting services.

Sheri Germain-Stambaugh, business manager, Metromedia's KRLD(AM) Dallas, joins co-owned KBVN-TV there in same capacity.

Jeffrey Rosen, general attorney, employment practices, ABC, New York, named senior general attorney, employment practices.

Richard Hockman, general attorney, network governmental regulation, ABC, New York, named senior general attorney, network governmental regulation.

Bob Betts, member of staff, Milwaukee School of Engineering, named general manager of its noncommercial WSME(AM) Milwaukee.

Susan Betts, account executive, KWIZ-AM-FM Santa Ana, Calif., joins noncommercial KLON(AM) Long Beach, Calif., as marketing director.

**Marketing**

John J. Morrisey, chairman, Kenyon & Eckhardt, New York, left firm Dec. 31, at termination of five-year contract. No successor has been named.

Ronald Ricca, account supervisor, N W Ayer, New York, named VP.

Bette Golirad, account supervisor, Cunningham & Walsh, New York, named VP.
Robert Wadsworth, senior VP, management supervisor, SSC&B, New York, named executive VP.

Douglas McClure, Ford division advertising manager, Ford Motor Co., Dearborn, Mich., named advertising director, marketing staff.

Dave Donelson, VP, general sales manager, Avery-Knodel Television, New York, joins Katz Television Continental there as member of bronze sales team.

Steve Shifman, from WJKS-FM New York, joins Katz radio and television sports sales as account executive.

Debra Ann Schwartzbauer, media estimator, Creamer Inc., Pittsburgh, named assistant broadcast buyer.

Anna Fountas, supervisor, media research, Campbell-Ewald, Warren, Mich., named manager of media information services.

Elaine Womack, account executive, Tacher Co., Seattle-based representative firm, named VP, radio sales.

Robert Belviso, VP, creative director, Al Paul Lefton Co., Philadelphia, joins Quinn & Johnson, Boston, as senior VP, executive creative director. Peter Justinius, VP, Teaman Lehman Associates, Norwalk, Conn., research firm, joins Quinn & Johnson, as director of research.

Gerry Linda, regional director, marketing, planning and research, Marsteller Inc., Chicago, named senior VP, director of business and human resource development.

Donald Jones, from Eaton Corp., Henderson, Ky., joins Keller-Crescent Co., Evansville, Ind., as planning associate, marketing services division.

Appointments. Adam Young: Mark Goldschmidt, sales manager, independent division, to national sales manager, same division; Joann Kelleher, account executive, Katz American Television, Chicago, to independent sales manager, Chicago, and Faith Oakes, assistant to local sales manager, wnew-TV New York, to research analyst, New York.

Chris Miller, from McCann-Erickson, Atlanta, joins Burton-Campbell there as VP, director of media.

Robert Albright, from Lotus Reps, Dallas, joins Katz Radio, Atlanta, as account executive, Margaret O'Keefe, payroll assistant, Katz Communications, New York, named payroll manager.


Elizabeth Ewing, from Katz Communications, New York, and Angela Pumo, from Eastman Cable Rep, New York, join Warner Amex Satellite Entertainment Co. there as account managers, advertising sales, Nickelodeon.


John Jones, local sales manager, KTLA(AM) Los Angeles, named general sales manager, succeeding Michael Eigner, named VP, station manager (see "Media" above).

Katy Elliott-Atteberry, from Metromedia's KTTV(AM) Los Angeles, joins co-owned KNBN-TV Dallas as VP and general sales manager.

Wanda Lewis, local sales manager, WTVR-TV Richmond, Va., named general sales manager.

John Rineh, from WWJ(AM) Detroit, joins CKLW(AM)-CKJY(FM) Windsor, Ontario, as general sales manager.

Juhree Ayres Fletcher, Eastern sales manager, KNX(AM) Los Angeles, named general sales manager.

Paul Garvin, senior account executive, KMGK(FM) Des Moines, Iowa, named sales manager.

William Horn, sales manager, WONY(FM) Ithaca, N.Y., joins WCBS(AM) Rocky Mount, N.C., in same capacity.

Dave Bunnell, regional sales manager, KOHU-TV Houston, joins KTUL-TV Tulsa, Okla., as national sales manager.

Eileen Johnson, from WCPX-TV Orlando, Fla., joins KSAE-TV San Antonio, Tex., as national sales manager.

Leslie Glenn, associate director of research, King World Productions, Summit, N.J., joins WCIX-TV Miami as research director.

Grier Kimbrel, general sales manager, WYGC(AM)-WYOR(FM) Coral Gables, Fla., joins WCIX-TV Miami as regional sales director.

Stan Levy, sales manager, WBCT-TV New York, named to newly created position of manager of sales development.

Paul Shakeshaft, from KYUUF(M) San Francisco, joins KBIG(FM) there as account executive.

Steve Ramirez, from KSWF(AM) Seattle, joins KNBQ(FM) Tacoma, Wash., as account executive.

Mark Mariani, from WPLP(AM) Chicago, joins WWBM-TV there as account executive.

Nancy McKinley, from Major Market Radio, New York, joins WNYN(FM) there as account executive.


Programing

Donald March, independent producer and former president, CBS Theatrical Films, joins HBO Premiere Films, New York, as senior VP.

Louis Israel, VP, WW Entertainment, New York, named senior VP, sales.


Dalton Danon, executive VP, sales and marketing, Polygram, Los Angeles, joins Lorimar Syndication there as VP, feature film syndication.


Robert Gumer, associate director of business affairs, Columbia Pictures Television, Burbank, Calif., named director, business affairs.

Jeffrey Carroll, regional manager, Continental Cablevision, Boston, joins ABC's Tele First Entertainment Recording Service, Chicago, as general manager.

Grace Palmer, from Total Communications Systems, New Kensington, Pa., joins Century III Teleproductions, Boston, as assistant to producer.

Jody Crabtree and Douglas Holloway, from Time Inc.'s defunct TV-Cable Week, New York, join USA Cable Network, Glen Rock, N.J., as account directors.

David Ogren, communications representative, Entertainment and Sports Programing Network, Bristol, Conn., named senior program acquisitions specialist.

James Augustine, advertising sales manager, Warner Cable, Pittsburgh, joins Total Communications Systems, Kensington, Pa.-based television sports programing producer, as sales manager.

Claudia Gillespie, manager of acquisitions, ON TV, Oak Media Corp., Los Angeles, named director of acquisitions.

Barbara Cline, manager of programing services, NBC Sports, New York, named program services director. Carolyn Skinner, production associate, NBC Sports, New York, named associate producer.

Fred Hift, VP, marketing, worldwide, Almi Distribution Corp., New York, named VP, marketing, for parent Almi Group there.

Sales managers, syndication sales, Fox Telecommunications, named VP's: David Skillman, Los Angeles; Dennis Juravich, Chicago; Al Shore, Irving, Tex.; Tony Bauer, Atlanta, and Jim Puffer, New York.

Jerrold Solowitz, from Cannon Releasing, Los Angeles, joins MGM-UA Entertainment there as director of worldwide tape services.

Daniel Blugerman, from Michigan Trade Exchange, Detroit, joins Metro Traffic Control, Baltimore-based provider of traffic information to radio and television stations, as regional manager. Detroit and Cleveland.

Marrick Sayers, manager, management services department, The Burbank Studios, Burbank, Calif., named director of management services.

Jeffrey Clarke, manager of news and current affairs, noncommercial KETC-TV St. Louis, joins The New Tech Times, series produced by noncommercial WHA-TV Madison, Wis., and
distributed to 260 public stations nationwide, as executive producer.

Dave Shafer, operations director, WCZY(FM) Detroit, joins CKLW(AM) Windsor, Ontario, as program director.

Bill Castieman, program manager, WKB-D-TV Detroit, joins KNBR-TV Dallas as program director.

Brian McNeal, operations manager, Stuart Broadcasting, Lincoln, Neb., joins KGK(GAM) San Bernardino, Calif., as program director.

Alan Popkin, producer-director, Valley Cable TV, Encino, Calif., named manager of video production.

Pamela Browne, from Group W's WBZ-TV Boston, joins co-owned KYW-TV Philadelphia as producer, People Are Talking.

Cari Yastrzemski, retired baseball player with Boston Red Sox, joins WNEV-TV Boston as sports reporter. He will also be active in station's public service, community relations and marketing efforts.

Gary Gillis, freelance sports anchor-reporter, WBZ-TV Boston, joins WNEV-TV there as sports reporter.

Rod Luck, from WWDB(FM) Philadelphia, joins WPX-TV there as sports director.

Andy Leopold, from KTTV-Los Angeles, joins WCIX-TV Miami, as sports director.

Peter Meade, assistant VP, Warner Amex Cable Communications, Boston, joins WBZ(AM) there as air personality.

Steve Esposito, sports director and air personality, WMOH(AM) Hamilton, Ohio, joins KTS-M-TV El Paso as sports anchor.

**News and Public Affairs**

Joseph Alan Saitta, VP and executive director of news and special programming, Metromedia's KTTV-Los Angeles, named VP, news, Metromedia Television. He will continue to supervise KTTV's news operations, and remain based in Los Angeles.

Kathy Lavinder, director of news, ABC Entertainment Radio Network, New York, named general manager, news programming, ABC Radio. Don Durphy, manager, news advisory service, ABC-TV, New York, named director, syndicated news service.

Tom Doerr, from WSB-TV Atlanta, joins KTUL-Tulsa, Okla., as news director.

Jan McDaniel, news assignment manager, CBS, Washington, resigns.

Bruce Kanner, regional sales executive, United Press International, Chicago, named national manager, group broadcast sales.

Brian Peterson, news director, WBAY-TV Green Bay, Wis., joins KMKG-TV Honolulu in same capacity. Thomas Mccarey, assistant news director, WBAY-TV, succeeding Peterson.

Bob King, acting news director, WXFL(TV) Tampa-St. Petersburg, Fla., named news director.


John Price, news director, WWA(AM)-WCP(FM) Wheeling, W. Va., joins WTRF-TV there in same capacity.

Kenneth Middleton, assistant news director, WJLA-Washington, joins WTSP-TV Tampa-St. Petersburg, Fla., as news director.

Patrick O'Donnell, news director, KGWN-TV Denver, joins group owner, KSN Television Group, Wichita, Kan., as executive news director, succeeding Al Sandibure, resigned. W. Richard Nelson Jr., chairman of broadcast journalism department, University of Missouri (Columbia), joins KSN Television's KSNW-TV Wichita, as news director.

Hank Silverberg, assistant news director, WTCI(AM) New Brunswick, N.J., joins WHQ(AM)-RBPM(FM) Kingstown, N.Y., as news director.

Jim Rieger, from KIQQ-FM Atascadero, Calif., joins KPFL(AM)-KFQY(FM) Fresno, Calif., as news director.

Vic Heman, director of news operations, KABC-TV Los Angeles, named executive producer, early news.

Phyllis Quail, news producer, Storer Communications' WJBK-TV Detroit, joins Storer's WIKW-Cleveland as executive producer, 6 p.m. news.

Victor Rocha, from KOLP-TV Springfield, Mo., joins KTV(C) there as news producer.

Paul Threlfall, news manager, KAKE-Wichita, Kan., retires after 29 years with station. He will remain as consultant to station.

Sean Mallory, director, Saturday Magazine, WDIV-TV Washington, named director, 6 p.m. news.

Appointments, KRON-TV San Francisco: Bob Hodierne, city editor, San Jose (Calif.) Mercury, to associate news director, coverage; Darryl Compton, news operations manager, to associate news director, operations, and Ian Pearson, news director, KHOU-TV Houston, to associate news director, programs.

Named broadcast editors, Associated Press: Mike Richardson, operations manager, KOKK-FM Austin, Tex., to head of Texas AP Network, new statewide radio news network, based in Dallas; Chris Dahi, from AP's sports department, New York, to Hartford, Conn.; Len Hwasky, from Bismarck, N.D., bureau, to Albany, N.Y., and David Staats, from Columbia University, New York, to Portland, Ore.


**W. Frank Harden, president, State Telecasting Co., Columbia, S.C., retired Dec. 31, but remains on the board of parent, State-Record Co., and continues to serve in a consulting capacity. Harden has formed his own firm, Performance Inc., based in Columbia, to represent corporate clients in meeting and convention management.**

Steve Sabato, from defunct Satellite News Channel, Stamford, Conn., joins WTNH-TV New Haven, Conn., as news producer. Tom Noel, from WHTM-TV Harrisburg, Pa., joins WTNH-TV as reporter.


Appointments, WTHR(TV) Indianapolis: Don Ellison, anchor, KSTP-TV Minneapolis-St. Paul, to weeknight late news producer; Pamela Riesmeyer, from WIREM, to night assignment editor and associate producer, and Doug Blake, from WFE-TV Evansville, Ind., to photographer-editor.

Appointments, WPLG(TV) Miami: Tana Carle, anchor, WIKW-Cleveland, same capacity; Laura Sweeney, promotion director, WQAM(AM) Miami, to news archival video producer; Richard Aucrher, news photographer-editor, WSVN(TV) Miami, and Barry Zuckerman, news photographer-editor, KWTX(TV) Oklahoma City, same capacity.

Susan Mauntel, from KLTA-Los Angeles, joins KCWS(TV) Glenwood Springs, Colo., as co-anchor.

Wayne Fariss, anchor-reporter, WSN(TV) Miami, retires after 25 years with station.

Tom Silen, news director-anchor, KTZQ(TV) San Francisco, joins KTIC-AM-FM San Rafael, Calif., as morning news anchor and air personality.

Stan Stovall, from WBAL-TV Baltimore, joins KSDK(TV) St. Louis as 6 and 10 p.m. anchor. Jennifer Blake, morning and noon news anchor, KSDK(TV), named 5 p.m. anchor.

Margaret Justus, weekend reporter, KLDH-TV Topka, Kan., named reporter and morning anchor.

Joe Cioffi, from KRIS-TV Corpus Christi, Tex., joins WUUETV New Orleans as weekend weather anchor.

Thomas Earl, from WSEE(TV) Erie, Pa., joins
wpXl(TV) Pittsburgh as weather anchor.

Tim Scholten, from WREX-TV Rockford, Ill., joins WJR-TV there as news photographer.

Norm Fankell, from KDLH-TV Duluth, Minn., joins WIPR-TV as weekend weather anchor.

Dave Rose, news director, KN2Z-TV Staff Flagstaff Ariz., joins KOAA-TV Colorado Springs as reporter.

Tom Stringfellow, from WSAZ-TV Huntington, W.Va., to WVEU-TV New Orleans as reporter.

Michael Seidel, from WMOR-TV Salisbury, Md., joins WYFF-TV Greenville, S.C., as weekend meteorologist.

Joseph Conway, from KTLX-TV Sacramento, Calif., joins WKCY-TV Cleveland as weather anchor.

Bryn Hazell, news director, KTVL(ITU) Medford, Ore., assumes additional duties as public affairs director.

---

**Technology**


Thomas Mayes, controller, John C. Nordt, Cedar Grove, N.J.-based precious metals firm, joins Tele-Measurements, Clifton, N.J., as chief financial officer.

Crawford (Mac) McGill, director of engineering, technical operations, NBC-TV and NBC-owned WRC-TV Washington, named VP television program production operations, NBC, New York.

Peggy O'Keefe, from broadcast equipment division. RCA, St. Louis, joins Townsend Associates, Westfield, Mass., as Midwest regional sales engineer, television transmission systems.

Donald Haight, manager, Cupertino, Calif., operations, Ampex Corp., named to newly created position of director of business management, audio-video systems division. Robert Wilson, from Wheelabrator-Frye, Pittsburgh, joins Ampex, Redwood City, Calif., as controller, audio-video systems division.

Mark Elden, engineering director, Group W Satellite Communications, Fairfield, Conn., joins Showtime/The Movie Channel, Los Angeles, as director of engineering.


Mark Guttman, operations crew chief, NBC affiliate WNYT(ITU) Albany, N.Y., joins NBC-TV, New York, as on-air technical manager.

---

**Promotion and PR**


Edward Mahlman and A. Thomas Tebbens Jr., account supervisors, Lewis, Gilman & Kynett, Philadelphia public relations firm, named VPs.

Jamie Padnos, program publicist, Showtime/The Movie Channel, New York, joins USA Network, Glen Rock, N.J., as publicist.

Mary Harz, publicity manager, Ballantine/Del Rey/Fawcett division of Random House, New York, joins United Media Enterprises there as manager, licensing promotion.

Arthur Anderson, director of public relations, HBO/Siefel Advertising, New York, joins Beatrix, Nolan Group, New York-based public relations firm, as VP.

Charles Glenn, executive VP, advertising, publicity and promotion, MCA-Universal, Los Angeles, resigns.

Rob Carpenter, from Salt Lake City-based Bonneville Broadcasting System, joins CBS Radio, New York, as manager, affiliate-program promotion.

Joan Loque-Henry, director of public relations, Unity Broadcasting Network, New York, named VP.

Maggie Day, commercial coordinator, WNBC-TV New York, joins co-owned WNYW(FM) there as advertising and promotion coordinator.

---

**Allied Fields**

Peter Dalton, president, KLM Electronics, elected president, Society for Private and Commercial Earth Stations, New York.


Larry Campbell, VP and general manager, The Research Group, Seattle-based radio research firm, named senior VP.

Ann McIntosh, producer and consultant, Boston Community Access and Programming Foundation, Boston, joins Machanich & Popkin, Cambridge, Mass.-based communications consultants, as partner. Name will be changed to Machanich, Popkin & McIntosh.

James Loper, president, noncommercial KETTV(ITU) Los Angeles, joins Academy of Television Arts and Sciences there as executive director, succeeding Tricia McLeod Robin, resigned.

Elected officers, Ohio Association of Broadcasters, Columbus, Ohio: Clark Poilock, Nationwide Communications, president; George Joachim, WMEN-AM-FM Marion, vice president, and Neil Pugh, WHIO-TV Dayton, corporate secretary.

Jill Buckley, political media consultant, J. Buckley & Associates, Washington, named media consultant for Democratic Party's 1984 Democratic State of the Union, to be offered for live broadcast following President Reagan's State of the Union address.

Harry Way, director of media, Colgate-Palmolive, New York, joins Ad-Supported Television Association as executive director.


---

**Deaths**

Weston C. Pullen, 66, retired VP, broadcasting operations, Time Inc., New York, and former president, defunct Time-LifeBroadcasting, died of complications from stroke Dec. 16 at his home in Old Lyme, Conn. He is survived by his wife, Mary, son and daughter.

William J. Kaland, 68, radio and television producer, director and writer, died of complications from Parkinson's disease Dec. 25 at his home in New York. Kaland was with Group W for 19 years (1955-1974) as national program manager, director of program development and executive producer for radio and public affairs. Among his awards were Peabody in 1973 for radio series, Breakdown. Since 1974, Kaland had served as consultant to Group W and others. Survivors include his wife, Claire, manager of business operations, Television Information Office; daughter, and two sons.

Marion Woodward, 81, former international division chief, Common Carrier Bureau, FCC, Washington, died of heart attack Dec. 15 at Arlington hospital. He is survived by his wife, Edna, and son.

William T. Bradley, 39, manager of marketing, Comsat General, Washington, died of cancer Dec. 16 at his home in Reston. Survivors include his wife, Eudvigos, and three daughters.

R. David Riley, 39, bureau chief, Associated Press, Portland, Ore., died of heart attack Dec. 19 following stomach surgery. He is survived by his wife, Chris, son and daughter.

Don Butler, 41, executive producer and co-host, Northwest Illustrated, KOIN-TV Portland, Ore., died Dec. 2 of cerebral edema due to lack of oxygen while climbing Mount Everest on vacation in Nepal. He is survived by his wife, Laura.

John Vivyan, 65, television actor whose credits included featured role in Mr. Lucky in 1959, and appearances on I Love Lucy and 77 Sunset Strip, died of heart disease Dec. 20 at Santa Monica (Calif.) hospital.
Taufe and Tauzin: the A team for broadcast dereg

Last year, when the National Association of Broadcasters began its search for some one to lead the charge for broadcast deregulation in the House of Representatives, it found two some two instead: Republican Tom Taufek of Iowa (a member of the Telecommunications Subcommittee) and Democrat Billy Tauzin of Louisiana (who sits on the parent Energy and Commerce Committee). So far, the pairing of the high-spirited Cajun, Tauzin, and the earnest Midwesterner, Taufek, has proved fruitful for broadcasters. Together they have succeeded in attracting more than 220 co-sponsors for their broadcast deregulation bill, H.R.2382, and have managed to keep the subcommittee’s attention focused on the issue.

The Taufek-Tauzin bill is modeled after a bill introduced by then-Congressman James Collins [R-Tex.] in the 97th Congress, and would codify the deregulation of radio that the FCC has written into law. They have managed to keep the subcommittee’s attention focused on the issue.

The first signs of their success came last spring, when the two junior House members decided to tackle an impediment to broadcast deregulation in the form of Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.). Wirth was willing to deregulate radio and later on television, if broadcasters agreed to pay a fee for their use of the spectrum; the revenue would be used to help subsidize public broadcasting. NAB found Wirth’s spectrum fee proposal unacceptable, so did Tauke and Tauzin. They were instrumental in forcing him to back down on the issue.

Wirth continued to negotiate with the NAB and the Senate Commerce Committee over the fees, but they were deadlocked. Enter Tauke and Tauzin, who decided to try to attach their bill as an amendment to the FCC authorization bill pending before the subcommittee (BROADCASTING, May 9, 1983, et seq.).

It was a gutsy move. Bypassing a subcommittee chairman is not an easy task. However, they enlisted the aid of a key subcommittee member, Democrat Al Swift from Washington, author of a broadcast deregulation bill that would quantify the public interest standard in terms of non-antitrust programming.

After several weeks of intensive behind-the-scenes negotiations, even the full committee chairman, John Dingell (D-Mich.), appeared sympathetic to the roll-Wirth movement. The chairman ultimately persuaded Wirth to drop the spectrum fee idea and conditionally required that the subcommittee report out a broadcast bill by Oct. 15 (BROADCASTING, May 30).

A bill never emerged and the debate over legislation dragged on until Congress adjourned in November. Tauke and Tauzin hung tough and devoted numerous hours with Wirth and others discussing the issues but were unable to resolve their differences. Quantified programing standards had become the centerpiece of the new legislation and while neither Tauke nor Tauzin could muster much enthusiasm for the concept they remained willing to work out a compromise. This month they are expected to pick up where they left off.

Swift is full of praise for the pair. “They are both eminently rational people with whom you can talk things out. I see them as problem solvers. When Tauke and Tauzin offer an amendment, people automatically take it seriously. They are not gadflies. If they are working it they are working it hard,” says Swift.

He describes their style of leadership as nonconfrontational. It is a style, he adds, that gains respect.

Despite their “nonconfrontational” head-on collision with Wirth, there is "no bad blood" between them, say staff members. “They are both well respected and well liked,” said a Wirth aide. In the past Tauke and Tauzin have been valuable Wirth allies on energy and common carrier issues, and Tauke and Wirth were united in the effort to defeat the administration’s Radio Marti bill (a working relationship described by a Wirth aide as “superb”).

Born and raised in Dubuque, he is a “loyal Iowan,” says Reid Crawford, who served with Tauke in the Iowa House. “He’s remained active in the Dubuque community and people appreciate that,” says Crawford.

One indicator of Tauke’s political success lies within his congressional district. Iowa’s second district traditionally voted Democratic. That is, until 1978, when Tauke upset incumbent Representative Michael Blouin, capturing 52% of the vote.

During his tenure in Congress Tauke has earned the respect of his party’s leaders. Says Representative James Broyhill (R-N.C.), ranking minority member of the Energy and Commerce Committee: “He’s my right arm. When you’re the leader on a committee like this and there are so many controversial issues, and when you are outnumbered, you have the man who is on the Republican side, who is our real bulldog in the Senate. He is a force to be reckoned with.”

For the 33-year-old Tauke, now serving his third term in Congress, politics has consumed most of his adult life. His interest in politics surfaced in high school when he became involved in a teen-age Republican group and later escalated when he worked as a legislative reporter for the Telegraph Herald in Dubuque, covering the Iowa state legislature in 1970. The cub reporter also was attending classes at Loras College, but says he found journalism the more demanding and apparently more attractive: “I attended classes one day a week, usually, and skipped the others [although he still found time to be the newspaper’s sports editor]. It was a terrific education for me.”

While he enjoyed journalism, Tauke decided to pursue a legal career. “In part,” he says, “because I felt a law degree would leave other options open to me.”

For Tauzin, born and raised in Louisiana’s bayou country, politics was a family affair. Both grandfathers were parish representatives. In college Tauzin campaigned for state senator Harvey Peltier Jr. He must have impressed Peltier: for the next four years Tauzin served as Peltier’s legislative aide. He also attended law school, graduating from Louisiana State University in 1967.

Those years in the Louisiana state senate left a lasting impression on Tauzin, and fueled his own political ambitions. In 1971 he officially threw his hat in the ring, and was handily elected, serving Louisiana House of Representatives, serving there until 1979.

Taufke was on a fast track, and his years in the state legislature were marked by success. He was made chairman of the powerful House Natural Resources Committee, an unusual appointment for someone who had served in the legislature for fewer than four
Fifth-Ester

years. And from 1974 to 1979 he served as chief floor leader for then governor Edwin Edwards.

During his years in the Louisiana House, Tauzin also practiced law—a general practice, which included some criminal law. But criminal law was an unpleasant experience. "I didn't enjoy criminal work. It was very excruciating and I tended to carry a lot on my own shoulders. You're not supposed to do that. I was appointed to defend a guy and I did and I got him acquitted. And later found out he was guilty. The fellow went on to commit a very violent crime and I was deeply affected. I thought he was innocent at the time."

Meanwhile, Tauke, like Tauzin, was making a name for himself in politics. He became chairman of the Dubuque county Republican party at age 22, the same year he graduated from college. And only a year after he finished law school, in 1974, he was debating on the floor of the Iowa General Assembly.

Originally, Tauke felt he might enter politics later in life. "I thought of politics as something I might do when I was 55 and established and could afford to do that kind of thing." But when the party was looking for a candidate to run for the general assembly, Tauke's name came up and he agreed to run. He lost that race, but ran again only a few months later in a special election for the same seat. This time he won.

During his four years in the state legislature, Tauke was a partner in the law firm of Curman, Fitzsimmons, Schilling & Tauke. "It was difficult because I was serving in the Iowa legislature in Des Moines, 200 miles away, and trying to practice law in Dubuque."

But neither Tauke nor Tauzin appears to have any difficulty doing several things at once. Their energies, explains one lobbyist familiar with the pair, are "inexhaustible."

The 40-year-old Tauzin was elected to represent Louisiana's third district in 1980. He won the seat during a special election, when Republican David Treen gave up the post to become governor. Tauzin's victory signaled the return of the district to Democratic control.

Congressman John Breaux (D-La.), who attended law school with Tauzin, finds him to be one of the brightest individuals in Congress. "I can say that without any hesitation," says Breaux, who sponsored Tauzin's appointment to the Energy and Commerce Committee. "He doesn't need a lot of preparation to grasp issues. He can pick up a bill and find things that have gotten by the staff attorneys who wrote it," Breaux says.

To broadcasters, Tauke and Tauzin have become the "dynamic duo." They are unique, says one lobbyist. "Not only are they sensitive to the needs of the industry but they are able to translate those needs." Their combined talents have proved handy during the debate over broadcast deregulation. "I think Tauzin sees things early, and Tauke has the ability to seize the moment at hand," says another lobbyist.

One thing their union has produced is mutual respect and admiration. Tauzin says he was keenly interested in the broadcasting deregulation issue, but he also looked forward to working with Tauke. "One of the incentives to going forward with the bill was a chance to work very closely with Tom," says the Louisiana Democrat.

"I like Billy," says Tauke. "He is a wonderful person to work with. Certainly it helps to have someone from the opposite side of the aisle," says the Iowa Republican. In addition, he says, the Tauke-Tauzin merger has "great alikeness."

Tauzin sat on the Telecommunications Subcommittee in the last Congress but did not return. He was extremely displeased when the chairman (Wirth) failed to renew his membership on the subcommittee last year. "I had really found an area of interest that made my being in Congress worthwhile. I don't want to be here if I can't contribute something. Tim recognized that and he very graciously offered to allow me to sit in on any hearings and allow me to input into the process," says Tauzin. Little did Wirth know just how active a role Tauzin would take.

It seems certain that this role will increase when the lawmakers meet in January to continue their negotiations over a broadcast bill. "We are about at the point where either we fish or cut bait," Tauzin says. "Tom and I have notified Tim that one concluding meeting would be desirable. At that meeting we would decide that we either have agreement or we don't," says Tauzin.

Tauke agrees. "Obviously, the fact is that we are two months behind the Oct. 15 deadline and we apparently are at a substantial distance from reaching a conclusion that would represent a consensus. And I have a few more ideas I want to explore with the parties. But I think it is fair to conclude that there needs to be a change in the negotiating process, or a conclusion to that process."

While they share the same views on broadcast deregulation, the pair doesn't always hold the same opinions. Tauzin is a conservative Democrat who joined with his southern colleagues, the so-called Boll Weevils, to support major Reagan programs in 1981. And Tauke, a moderate Republican, tends to side with liberal Democrats in foreign policy but primarily remains conservative on economic issues.

What lies ahead for the two? "I think there's a point in a person's political career when he knows it is time to hang it up and move on to something else. That point is, if I can gauge it from my Baton Rouge experience, when you reach that stage when you feel like you've made some significant contributions and that a lot of what you are doing now is beginning to be rehearsed and you've run out of fresh ideas. Those are signals that it's time to move on. I am not anywhere near that here. I am just beginning to have some job satisfaction, and feel like I am doing some things," Tauzin says.

Tauke, a bachelor, doesn't see politics as a life-long career. "Today when I look at members who have served in Congress 30 or 40 years, I admire them greatly, but I really have a difficult time seeing myself in that position." He would like to try his hand at a few other things. "First of all I would like to practice law in a serious way. Second, I would like to start a business. I think that would be a tremendous challenge. I very much like the academic life and would like to be a college professor or, better yet, a college president.

"Congress has been for me an unexpected and a wonderful opportunity. It has given me an opportunity to tackle issues and encounter personalities that I could never have been expected to experience. It has made my life much richer in many ways."

Tauzin, who lives with his wife, Gayle, and five children in suburban Virginia, also finds life on Capitol Hill rewarding. But, the avid hunter and fisherman misses the bayou. "I'd take the Capitol and the work I do here, which I love, and move it on the bayou somewhere and I would be in absolute heaven."
National spot radio advertising for November jumped 15.4% over same period in 1982, with billings totaling $61,112,000. Year-to-date, spot is up 11.8%, to $640,468,200. Meanwhile, network radio sales for November dipped 1.3% to $20 million with year-to-date up 19% to $237,576,070. Spot data comes from Radio Expenditure Reports Inc. (RER) which relies on financial information supplied confidentially by 15 rep companies. Network figures are collected from six broadcast companies (ABC, CBS, NBC, Mutual, RKO and Sheridan) by accounting firm of Ernst & Whinney.

ABC Video Enterprises's option to acquire 8.5% interest in ESPN from Getty Oil expires tomorrow (Jan.3). ABC Video spokesman said last Thursday that no decision had yet been made, but sources indicate that ABC will exercise option, permitting it to acquire late this year up to 49% of Getty's interest in cable programming service, which now stands at 85%. Under option agreement, ABC has been pouring money—as much as $20 million, according to some estimates—to service for past year. Should it decide not to exercise option, it will get substantial portion back.

Mobil Showcase Network has lined up ad hoc network of 56 stations to carry three specials set for first half of 1984, Granada Television's King Lear (Jan. 25), Tara Productions' Two By Forysthe (Mar. 28) and Thames Television's Voyage Round My Father (April 19). Lineup, which will reach potential 70% of U.S. television homes, includes eight ABC, five CBS and 12 NBC affiliates, 25 independents and 6 PBS stations.

WABC-TV New York's weekly late night music video show, Hot Tracks, may be syndicated nationally by Golden West Television, which would pay WABC-TV fee for producing 30-minute show and which would distribute it on its own, six minutes for national advertising and offering 12 to stations. Final decision, likely to be made next week, is being held up while ABC Entertainment evaluates possibility of developing program into vehicle for ABC-TV.

Registration at two major upcoming industry trade shows appears to be running both hot and cold. At Association of Independent Television Stations annual meeting in Los Angeles Jan. 14-18, registration at present is about 770, although INTV notes registrations are still coming in and figure is bound to go higher with sign-ups at door. Last year INTV attracted 750 attendees, including door registrations. At 21st annual NATPE International conference in San Francisco from Feb. 9-14, registration is expected to hit 6,000 mark, including walk-ins, according to Phil Corvo, NATPE executive director. Last year's figure was about 5,900, which included over 2,000 registrations at door. Corvo said to date about 180 exhibitors have signed up for booths on floor, down from previous year's 249 exhibitors. Corvo attributed drop to fact that this year is first NATPE has required all exhibitors to be in one hall, plus some smaller companies are not able to buck higher costs and others feel it's not worth exhibiting since they have no new product. Also, Corvo noted that about 10 companies will be selling out of their own suites at Fairmont hotel and not joining exhibitors on floor.

Broadcasting industry is well on its way toward stereo television sound. Multichannel (television) Sound (MTS) Subcommittee of Electronics Industries Association, meeting in Washington two weeks ago, recommended MTS transmission on Fifth Radio, Glenview, Ill., and complementary companding (noise reduction) system of dbx Inc., Newton, Mass. Subcommittee will submit the recommendation by Jan. 30 to FCC, which has indicated its willingness to adopt systems as national standards. In addition to stereo sound, MTS system can be used to broadcast auxiliary audio service such as foreign language sound track. Although it's likely the FCC will adopt systems and authorize MTS broadcasting, how quickly broadcasters will move to provide new services is uncertain. Some may perceive new service as a costly enhancement that will increase neither audiences nor advertising revenues. But television set manufacturers would like to see the broadcasters move to stereo as quickly as possible, since stereo sound would encourage people to buy new sets with MTS capability.

NBC-TV is adding new daily game show, Hot Potato, to its daytime lineup, beginning at noon (NYT) on Jan. 23. Half-hour series, from Barry & Enright Productions, replaces Got! Series involves competition for cash prizes by two three-member teams of individuals with similar professions or interests.

Charles Z. Wick, director of USA, acknowledged last week that he occasionally tape recorded his telephone calls without informing other party but stopped practice after his staff expressed concern about it. Wick's acknowledgement came in statement read by USA spokesman Jim Bryant that responded to story on tapings that appeared in Wednesday's New York Times. Newspaper said it had obtained transcripts of conversations Wick taped in 1982 with Senator Mark O. Hatfield (R-Ore); Kenneth L. Adelman, director of Arms Control and Disarmament Agency's Walter H. Annenberg, former Ambassador to Great Britain, and actor Kirk Douglas. Wick said he taped calls only to assure accuracy and facilitate

San Francisco, Feb. 9-14, registration is expected to hit 6,000 mark, including walk-ins, according to Phil Corvo, NATPE executive director. Last year's figure was about 5,900, which included over 2,000 registrations at door. Corvo said to date about 180 exhibitors have signed up for booths on floor, down from previous year's 249 exhibitors. Corvo attributed drop to fact that this year is first NATPE has required all exhibitors to be in one hall, plus some smaller companies are not able to buck higher costs and others feel it's not worth exhibiting since they have no new product. Also, Corvo noted that about 10 companies will be selling out of their own suites at Fairmont hotel and not joining exhibitors on floor.

Broadcasting industry is well on its way toward stereo television sound. Multichannel (television) Sound (MTS) Subcommittee of Electronics Industries Association, meeting in Washington two weeks ago, recommended MTS transmission on Fifth Radio, Glenview, Ill., and complementary companding (noise reduction) system of dbx Inc., Newton, Mass. Subcommittee will submit the recommendation by Jan. 30 to FCC, which has indicated its willingness to adopt systems as national standards. In addition to stereo sound, MTS system can be used to broadcast auxiliary audio service such as foreign language sound track. Although it's likely the FCC will adopt systems and authorize MTS broadcasting, how quickly broadcasters will move to provide new services is uncertain. Some may perceive new service as a costly enhancement that will increase neither audiences nor advertising revenues. But television set manufacturers would like to see the broadcasters move to stereo as quickly as possible, since stereo sound would encourage people to buy new sets with MTS capability.

NBC-TV is adding new daily game show, Hot Potato, to its daytime lineup, beginning at noon (NYT) on Jan. 23. Half-hour series, from Barry & Enright Productions, replaces Got! Series involves competition for cash prizes by two three-member teams of individuals with similar professions or interests.

Charles Z. Wick, director of USA, acknowledged last week that he occasionally tape recorded his telephone calls without informing other party but stopped practice after his staff expressed concern about it. Wick's acknowledgement came in statement read by USA spokesman Jim Bryant that responded to story on tapings that appeared in Wednesday's New York Times. Newspaper said it had obtained transcripts of conversations Wick taped in 1982 with Senator Mark O. Hatfield (R-Ore); Kenneth L. Adelman, director of Arms Control and Disarmament Agency's Walter H. Annenberg, former Ambassador to Great Britain, and actor Kirk Douglas. Wick said he taped calls only to assure accuracy and facilitate
appropriate follow-up, and that he often advised caller of tapping. However, because of haste, he added, "I did not do this consistently."

When his staff raised "concerns" about tapping, Wick said, he realized he "may have been insufficiently sensitive to concerns some may have about the practice of recording telephone conversations" and that, as result, he discontinued practice. Left unclear was when calls were taped. While Times said recordings it obtained were made in 1962, Wick said he began practice in January 1983 and continued it "for several months." Wick's statement apparently is not putting issue to rest. Staff of Senate Foreign Relations Committee is looking into circumstances of tapping.

On Jan. 1, Public Broadcasting Service started new division, PBS Enterprises, to oversee PBS revenue generating projects, with emphasis on new technologies. Neil Mahler, PBS senior VP for marketing and development, is executive director of enterprises, which could become wholly-owed subsidiary of PBS.

Procedure FCC has proposed for filing of new low-power television applications could easily be extended to other mass media services. So said James McKinney, FCC Mass Media Bureau chief, in remarks to Association of Federal Communications Consulting Engineers in Washington. He was referring to notice of proposed rulemaking that FCC adopted last month (Broadcasting, Dec. 19, 1983). Under the commission proposal, applications for all new LPTV's would be accepted only during specified number of days. No more would be accepted after that "window" was closed. Familiar cut-off list would be eliminated and there would be no opportunity to crossfile. One advantage: New procedure would prevent pirates from stealing applicant's engineering for competing applications. "If any of this works and gets support out there, we'll propose to do it across the board," McKinney said.

ABC is approaching its 100th consecutive week as leader in early morning ratings with Good Morning, America. According to ABC research, GMA achieved 5.8 rating/27 share for week ended Dec. 16—its highest rating since May, 1983. For same week, NBC's Today scored 4.0/20 and CBS Morning News recorded 3.6/17. For first 12 weeks of fourth quarter, GMA led Today by 9/10 of rating point, ABC said, and CBS Morning News by 1.1 rating points. In daytime programming for first 12 weeks of fourth quarter, ABC leads 6.9/24, followed by CBS with 6.6/24 and NBC with 4.6/17.

Playing games. Warner Communications Inc.'s Atari unit and competitor Activision have joined hands to form company to distribute video games over subcarrier channels on FM stations. The yet-to-be-named joint venture would broadcast video games and eventually other electronic software to homes outfitted with special SCA receivers that plug into video computer systems, according to sources. In a joint statement, the two companies said the proposed service would license software from a variety of suppliers, including Activision and Atari. Test service is expected to begin first half of this year with commercial launch to follow in second half. Atari has sent out letters to select medium-size market FM stations requesting to negotiate leases for their SCA subcarriers. According to one general manager at FM station that Atari has contacted, joint venture is seeking the entire SCA band, from 54 kHz to 99 kHz, to transmit digital audio information. In addition, Atari and Activision have reportedly signed multi-million dollar agreement with Regency Electronics, Indianapolis-based manufacturer of radio and electronic equipment, to design and build special SCA receiver for service (Regency manufactures SCA receivers used by DataSpeed, service which provides real-time market quotations). Spokesman for joint venture said service initially would be compatible with Atari's VCS/2600 Video Game System, but would eventually be adaptable to other video game systems as well as personal and home computers. At present, Atari's 2600 model accounts for 14 million units out of a total of 20 million home video game systems in U.S., spokesman said.

Directors Guild of America has filed class action suit against Columbia Pictures International, charging studio with employment discrimination against racial minorities and women and violations of 1964 Civil Rights Act. Action was taken last month in U.S. district court in Los Angeles after discussions between guild and Columbia broke down Oct. 20. Union claims no women were hired as directors during last three quarters of 1982 and that 96% of work hours during same period were filled by white male directors. DGA says it is seeking specific affirmative action plan from studio.

Mid-America Television Co. has changed its name to LDX Broadcast Inc.to better identify company as part of communications holding company, LDX Group Inc. LDX Broadcast Inc. is now one of four major companies composing LDX Group Inc., which is principally owned by Kansas City Southern Industries. LDX Broadcast Inc. is licensee of WTV, Chattanooga, Tenn., and KCONT, Jefferson City-Columbia, Mo. Other companies in LDX Group include LDX Inc., long distance phone service, LDX Network Inc., microwave network, and Telecom Engineering, telecommunications consulting firm.

ABC News Washington announced, number of changes at its Washington bureau: Robin Vierbuchen Sproul, manager of Washington news coverage, ABC Radio news, to director of Washington news coverage; Rita Flynn, general assignment correspondent, to White House correspondent, succeeding Ann Compton, named Capitol Hill correspondent; Dennis Trout, general assignment reporter, to State Department correspondent, succeeding Anne Garrels, who is being assigned to Central America. Kathy Slobogin, producer, Closeup, ABC News, New York, to Washington bureau in same capacity; Jon Bascom, correspondent, defunct Satellite News Channel, Washington, to correspondent, and John Wulf, studio engineer, to associate director.

Number of women employed by broadcasters rose 1% in 1983, according to employment profiles released by FCC last week. Profiles show that of 132,773 full-time employees, 26.9% were women, as compared to 25.9% in 1982. Employment of minorities grew even less: figures show that 12.8% of total were minorities in 1983, compared to 12.7% in 1982.

William Demarest, 91, veteran television and film actor who played role of Uncle Charley on CBS's My Three Sons television series, died of apparent heart attack Dec. 27 in Palm Springs, Calif. Demarest's other television credits included Love and Marriage and Tales of Wells Fargo series on NBC.
Leaving the door open

Until the text of its decision becomes available, the FCC's termination of its foray into children's television programming cannot be precisely appraised. If the press release announcing the children's decision is of a piece with some others that have preceded it, judgments based on it are subject to future correction. Still, the commission appears to have done what it ought to have done, or almost to have done it.

To its credit, the commission decided against the adoption of quotas for children's programming on commercial television. It also noted, quite correctly, that the growing proliferation of video delivery systems virtually guarantees a reasonable volume of programming designed for the young. But, according to the press release, "broadcasters continue to be subject to enforceable obligations. The bedrock obligation of every broadcaster is to the needs and interests of its community, including the specialized needs of children in that community, remains ."

That kind of language can mean just about anything an FCC wants it to mean. In its present composition, the FCC would be acting out of character if it began reviewing "enforceable obligations" to the young at license renewal time. But what about a future FCC bent on restoring regulation, especially if encouraged by the likes of Peggy Charren, who also goes by the name of Action for Children's Television. Charren, as noted before, never tires. Despairing of her kind of regulation at the present FCC, although she announced she would appeal its latest action, she has eulogized Tim Wirth, chairman of the House Telecommunications Subcommittee, into introducing a bill establishing quotas in commercial television programming targeted at the young.

What the FCC could have said in its final disposition of the children's rulemaking was that 242 television channels were specifically reserved for educational purposes, including the instruction of children, in the knowledge that the commercial system could not be expected to perform that function. Too bad the commission missed the chance to state the facts.

Telling figures

At this time a year ago it was noted on this page, with unusual foresight, that the year made famous by George Orwell was but a year away. "For admirers of the pluralistic society that [Orwell's] Big Brother would hate," it was remarked here at the time, "the comforting thought to be harbored at the outset of 1983 is that Orwell's 1984 can't happen here. So many channels of communication are coming into operation that dissent in all its shades has more chance for expression than it has had in any previous culture larger than the tribe."

The comforting thought to be harbored at the outset of 1984 is that there is even more reason for confidence in the proliferation of avenues of expression. Not only are new modes of electronic communication coming into being; the established modes continue to expand.

It is generally assumed that AM radio is a mature service, yet the AM station universe increased by 58 in 1983 to stand at 4,726. In the same year, 103 FM stations went into business, to enlarge the FM total to 4,594. Television broadcasting is a saturated medium? Seventy new stations went on the air in 1983, to swell the total to 1,149. These figures do not count FM translators, of which 741 are on the air now, having increased by an astonishing 242 since 1982, or television translators, now totaling 4,681, up 273 in 1983. Cable television growth continues:
HELLO MAINE, WE'RE
WGME!

Back in '54, when TV was the new kid on the block. Channel 13 joined the broadcast community in Portland, Maine. From day one, our purpose was to be a vital part of our community. Our founding father, Guy Gannett, lent his name and we became WGAN-TV. Our new call letters “WGME” reflect our past and our future.

“WGME” - We’re Gannett of Maine.

In this, our 30th anniversary year, our name has slightly changed. Our aim remains the same.

WE’RE GANNETT OF MAINE
We’ve got it before you want it.

At ADM Technology we manufacture the most advanced audio consoles available. We incorporate new ideas and quality improvements into every console we build. You can be sure the ADM* console you order today will come through with the latest innovations in audio technology.

Our ADM 1600 Series II is a typical example. It is well equipped to handle a broad range of broadcast, production and post-production requirements and has a full measure of expandability. Although it is a compact, basic console it is constantly updated to share the latest in technological advances with the larger ADM consoles.

Engineered to exacting standards and manufactured to the most rigid tolerances, all ADM's are backed by our exclusive 5-year warranty.

Let’s talk consoles soon. Contact ADM Technology, Inc.—The Audio Company—1626 E. Big Beaver Road, Troy, MI 48084, Phone (313) 524-2100. TLX 23-1114.