

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Mar 19

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# Broadcasting **Mar 19**

## Networks cautious with Super Tuesday projections Mulholland steps down at NBC Manufacturers key to AM stereo resolution

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# M A S T E R C L A S S A W A R D S

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## KMJQ, HOUSTON

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MONTE LANG, PRESIDENT/RADIO DIVISION  
JIM SNOWDEN, NATIONAL PROGRAM DIRECTOR  
GROUP: THE AMATURO GROUP, JOE AMATURO, PRESIDENT

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## Shifting scene

Don't be surprised if National Association of Broadcasters abandons drive to obtain broadcast deregulation legislation in Congress. Observers close to situation feel latest series of events is forcing NAB to re-evaluate options. Since situation on Capitol Hill began deteriorating NAB has been signaling that it is prepared to direct energies in support of television deregulation by FCC. There'd still be possibility of problems with Congress where members talk of heading off FCC deregulation. House Energy and Commerce Committee Chairman John Dingell (D-Mich.) has already indicated he may step in (BROADCASTING, March 5).

## Minority dissent

FCC commissioners can expect to hear from members of Congressional Black Caucus and Congressional Hispanic Caucus this week. CBS and CHC are writing to express "outrage" over FCC's plans to repeal or relax its multiple ownership rules. Caucuses were angered when FCC recently began lobbying members on issue. CBC and CHC are on record against any change and are planning to escalate recruitment of support for bill (H.R. 4120) introduced by Representative Mickey Leland (D-Tex.), to prevent FCC from touching rules for five years.

## Bird not in hand

It looks as though launch date of Satellite Television Corp.'s direct broadcast satellite service is slipping. Comsat subsidiary had promised launch of five-channel service in Northeast in fall of this year. But Comsat President Irving Goldstein, after dinner with Washington communications reporters last week, said STC would commence service in "late 1984 or early 1985." Uncertainty about launch date stems primarily from Comsat's inability to find partners, without which it will not go ahead. Comsat announced last December that CBS was one likely partner and that network would assist it in finding third, but there has been no further word.

Also adding to uncertainty surrounding launch of STC's service is uncertainty surrounding launch of STC's broadcast satellite, SBS IV, owned by Satellite Business Systems. Discovery space shuttle had been scheduled to take bird into space on Aug. 9, but, according to SBS, date has been pushed back to Aug.

23. SBS officials are also concerned about McDonnell Douglas PAM rocket that would boost SBS IV from shuttle's low orbit into permanent geostationary orbit. Misfirings of PAM's were responsible for loss of two communications satellites deployed from shuttle last month.

## Pandora's box

FCC has halved estimate of number of low-power television applications responding to 3,395 put on cut-off list last month. Commission originally estimated 50,000 (BROADCASTING, March 12); last week it said number was closer to 25,000. According to FCC official, error resulted from sampling technique, which consisted of counting number of applications in first box received, then multiplying that by total number of boxes. As it turned out, there were twice as many applications in first box as in typical others. Official said bureau is contending that, with additional \$125,000, it will be able to get those applications to lotteries within six months.

## Broadened fiefdom

Anthony B. Cassara, president of KTLA(TV) Los Angeles, is expected to become president and chief executive officer of Wometco Broadcasting, group of six TV stations and one FM, at close of leveraged buyout of Wometco Enterprises arranged by New York merchant banking firm of Kohlberg, Kravis & Roberts, which engineered purchase of KTLA for \$245 million last year. Closing of \$842-million Wometco deal is awaiting FCC approval. Cassara will keep present title and position at KTLA, which he said will operationally become part of new Wometco group but legally remain separate entity. FM will be spun off.

## Unloading

Warner Amex Cable Communications has tapped Daniels & Associates, cable broker, to determine interest, if any, in sale of WA cable systems in suburbs of Chicago and St. Louis. Chicago system has about 24,000 subscribers and St. Louis system about 38,000. Sources indicate WA has had no firm offers yet. Decision to sell systems, or at least to determine interest and market value, falls in line with company strategy to get on track to profitability.

WA is talking with Tele-Communications Inc. about purchase of Pittsburgh metro system and is also

considering possible joint venture with Viacom for systems in Milwaukee (see story, page 37). Source close to Chairman Drew Lewis indicated Lewis has not considered selling Cincinnati or Columbus, Ohio, systems.

## In the lodge

National Sales Advisory Committee of Television Bureau of Advertising, composed of national spot representatives, is overseeing and funding confidential collection of spot television expenditure data for 1982 and 1983. Report is to be compiled by independent auditor from data supplied by national reps. It is not expected to be released generally but made available to rep firms only for their use as marketing tool.

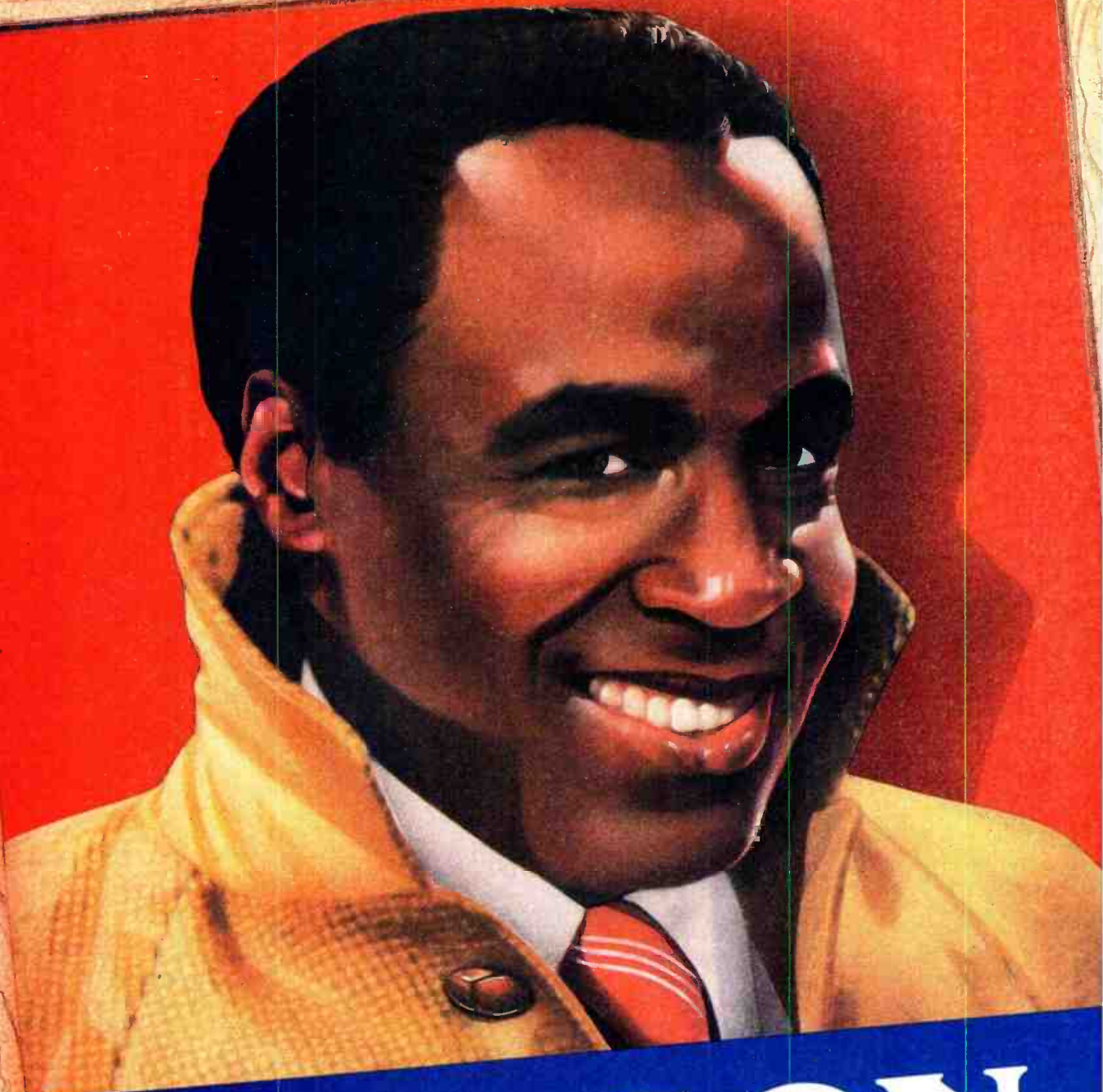
## Fattening kitty

National Association of Broadcasters President Eddie Fritts last week hosted \$1,000-a-head fund raiser for Representative Matthew Rinaldo (R-N.J.) at his Arlington, Va., home. Fritts raised estimated \$35,000 for Rinaldo, ranking minority member on Telecommunications Subcommittee.

## Semantics

Executive branch report to White House recommending policy U.S. should follow in considering applications for international satellite systems that would provide alternatives to Intelsat is hung up in disagreement between State and Commerce Departments over manner in which President should state that policy. There is unanimous agreement within executive branch that President should declare such systems to be in national interest provided restrictions are imposed to protect Intelsat against competition for its major source of revenue, public telephone service. But it is understood that State would include in presidential determination reference to need for one or more foreign countries to join with U.S. in "appropriate" coordination with Intelsat, in accordance with Intelsat agreement, as well as to requirement that FCC approve applications as part of its responsibility. State, reportedly, would also have President state that other criteria would be left to State and Commerce Departments, allowing them to specify to FCC particular kind of Intelsat coordination U.S. believes appropriate for particular system.





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IN'84



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BOSTON	WLVI-TV	CINCINNATI	WKRC-TV	WEST PALM BEACH	WPTV-TV
DETROIT	WJBK-TV	MILWAUKEE	WITI-TV	DUQUEN	KNAT
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MIAMI	WCIX-TV	MEMPHIS	WPTY-TV	CHARLESTON, S.C.	WCBD-TV
MINNEAPOLIS	KMSP-TV	GRAND RAPIDS	WZZM-TV	BEAUMONT	KBMT
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## Superstation salvation

"This is America," Ted Turner, chairman of Turner Broadcasting System, told a Senate Judiciary Subcommittee charged with copyright matters. Being on a communications satellite is "an opportunity to try and create a fourth national television network," he said. The comment came in connection with Turner's testimony last week in support of S. 1270, which Turner feels is needed to insure the future of his fourth network—superstation WTBS(TV) Atlanta.

(Introduced last year by Senator Dennis DeConcini [D-Ariz.] [BROADCASTING, May 16, 1983], the bill is designed, in DeConcini's words, to "bring equity to the relationship" between cable copyright holders and certain superstation operators. S. 1270 would offset the impact of the 3.75% Copyright Royalty Tribunal rate hike authorized two years ago. The bill would exempt cable systems from paying the higher compulsory license fees for carrying what the bill calls "national cable broadcast networks"—superstations that pay for national rights to their programming.)

Turner was joined in his support for the bill by Stephen R. Effros, executive director of the Community Antenna Television Association. Effros called the bill one way to "correct the inequities brought about" by the higher CRT fee. "In S. 1270," Effros said, "there is a simple effort to say that cable subscribers should not have to pay a second time for programming if that programming has already been paid for at marketplace rates."

In his prepared testimony, Effros denied that S. 1270 was designed as "special interest legislation" for Turner. Effros said that 82% of all cable homes already receive WTBS-TV. The "main beneficiary is the cable subscribing public" and cable operators that could carry the Turner signal "without having to pay any penalties for such carriage," Effros said. The last, he added, would mean "that the operator could add another distant signal to his carriage complement without incurring unreasonable charges." Effros

said that because the fees now "are so high, the result has been that systems have been deleting service to subscribers nationwide."

According to Turner, "virtually everyone"—the public, the cable industry and programers—would benefit from S. 1270. Viewers in geographically isolated areas and cities without cable franchises, such as Washington, could receive programming not available now, he said.

Turner said his WTBS met the criteria to be classified as a national cable broadcast network. He also said that WGN-TV Chicago and WOR-TV Secaucus, N.J., which are also on satellites, would qualify. However, during testimony, Shane O'Neil, president of RKO General, which owns WOR-TV, said his station would not apply for classification as a national cable broadcast network because the station is "locally oriented." While "it is flattering to be known as a superstation," O'Neil said, the "relief proposed" by S. 1270, "would not in its present form apply to WOR-TV."

## More competition

While the city of Washington ponders its three cable franchise bids (BROADCASTING, Feb. 20), private cable or SMATV operators have been moving in to serve some of the city's hotels, condominiums and apartment complexes. TriSat Communications, a subsidiary of Trident Communications Group, which is headed by Richard Loftus, for instance, is installing a fiber optics system at the Van Ness East Condominium in Northwest Washington, according to TriSat's Andy Litsky. Once the system is completed late this spring, TriSat will offer 16 or 17 satellite-delivered services to the condo's 460 homes, he said. TriSat has agreements or is close to agreements to serve several other condos in the city, he said. Direct Satellite Television Inc., meanwhile, has announced plans to serve Washington's fashionable Four Seasons hotel beginning this spring. According to DST, it will offer travel-

ers staying in the hotel's 203 rooms their choice of CNN, CNN Headline News, superstation WTBS(TV) Atlanta, The Movie Channel, USA Network and ESPN. John Lubetkin, DST's chief executive officer, is the former vice president of corporate development for Matrix Enterprises.

## Play ball

Home Team Sports, the Baltimore-Washington area cable sports network, announced its opening month (April) lineup last week. It promises to air all the home playoff games for the Washington Bullets (basketball) and Capitals (hockey), plus 16 professional baseball games including nine of the Baltimore Orioles.

The service, announced last December (BROADCASTING, Dec. 12, 1983), is being offered to cable operators as either a basic or pay service. Group W's preference, according to Bill Aber, HTS general manager, is within a pay movie package. That would



help reduce churn, he said. HTS, which is run by Group W Satellite Communications, is selling eight minutes of advertising time per event and allowing up to two minutes for local sales. Aber, who was general manager of Satellite News Channel's Washington bureau before Ted Turner bought SNC and shut it down, declined to disclose what prices Group W or cable operators would charge. He also declined to give a breakeven figure for subscribers because it was not known how many operators would put it on a basic, pay or multipay tier.

Aber said Group W was going to approach the 250 cable systems in the Capital region, which extends from Hershey, Pa., to North Carolina. Marketing efforts are now concentrating on the Baltimore-Washington area, he said, and 20 systems have been signed. Cable passes 3.5 million homes in the area. Although the area has two million subscribers, both Baltimore and Washington have yet to award urban franchises, and many of Washington's suburbs are only in the early stages of franchise construction.

Programming plans call for one live event each night, with some games repeated for subscribers who missed them the first time, Aber said. The remaining portion of the programming day will feature UPI teletext sports graphics and information. HTS has contracts to air 80 Oriole games and 45 games each of both the Bullets and Capitals next fall. Other programming will include minor



Copyright cadre. L-r: Effros, Bob Ross, general counsel, Turner Broadcasting and Turner.



league baseball and Atlantic Coast Conference sports.

HTS plans to take advantage of the pool agreement Major League Baseball made this winter, which allows importation of games beyond the region of the local team. HTS will air the New York Yankees vs. Chicago White Sox on April 13, and Los Angeles Dodgers vs. the Houston Astros on April 16.

Aber said the deals with the three major sports teams extend to the 1990's. All the events will be transmitted via microwave or landline to HTS offices in Washington. The signal will then be microwaved to Communications Technology Management in Virginia, which provides the uplink to Galaxy I.

### Local hangup

Negotiations on the House cable deregulation bill (H.R.4103) inched along last week. Reports from Dallas, where talks between the National League of Cities and the U.S. Conference of Mayors were held as part of the attempt to fashion a compromise on the bill (BROADCASTING, March 12), said the subject of local regulation of subscriber rates is the "only major issue" left unresolved. The cities are opposed to the bill's provision freeing most cable systems from rate regulation on all but their lowest tier of service.

The talks are slated to continue later this month.

### Make good

The Screen Actors Guild and the American Federation of Television and Radio Artists have voted formally to amend a portion of

their 1982 commercials contract with the cable television industry. Vince Fazio, vice president for finance, Cabletelevision Advertising Bureau, who negotiated with the talent unions, said the amendment applies to commercials produced for broadcast television and subsequently used on cable. The contract specified that systems had to pay a flat fee of \$300 per performer per commercial, regardless of the size of the cable system. The new amendment provides that systems pay on a sliding scale, starting at \$12.70 for small systems and rising to \$300, depending on the number of subscriptions to the local system or groups of systems. The amendment does not apply to national cable networks.

### Giver

Home Box Office, the nation's largest pay television program service, has given \$250,000 to the American Film Institute for the creation of an HBO Pavilion in the library of AFI's Hollywood facilities. The donation, said by HBO to be its largest corporate contribution, will underwrite construction of a meeting and conference center and upgrading of existing screening rooms. A time capsule sealed in the building will contain a copy of HBO's first original programming special: *The 1973 Pennsylvania Polka Festival*.

### More for and from Disney

Viacom Cable of San Francisco will add The Disney Channel to its roster of pay cable services beginning April 1. The system cur-

rently passes 200,000 homes in San Francisco, with 84,000 basic subscribers. On the same day, Disney will expand its daily program schedule from 16 to 19 hours.

### Deeper pockets

Falcon Communications has obtained a new line of credit from a banking consortium that will extend its credit from \$52 million to \$100 million, according to the firm's treasurer and chief financial officer, Robert Kerstein. Falcon, an independent MSO serving over 100,000 subscribers in 53 California communities, will use the funds to finance new cable construction. First National Bank of Boston will be the lead bank, joined by First Interstate of California and First Bank of Chicago.

### Information supply

American Express will be "a major information provider" to Gateway, the videotex service being launched this summer in Orange county, Calif., by Times Mirror Videotex Service. According to the Costa Mesa, Calif.-based TMVS, interactive information services provided by American Express will allow Gateway subscribers "to review the status of their American Express Card accounts, shop for merchandise, book travel arrangements, get investment advice and secure insurance information" from American Express-owned companies. TMVS is a subsidiary of Times Mirror Co., publisher of the *Los Angeles Times* and other newspapers and owner of a TV station group.

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# M E I V



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Absence of Malice

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1941  
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The Shadow Riders  
Stand By Your Man  
We of the Never Never



TV ONLY

**Delta Airlines** □ Air travel will be promoted in eight-week campaign to start in late April in Dallas, Houston, Los Angeles and San Francisco.

Commercials will be scheduled in news, prime time and sports. Target: men, 25-49. Agency: BDA/BBDO, Atlanta.

**Suzuki Motor Corp.** □ "Knockout sale" for various Suzuki vehicles will be highlighted in seven-week campaign beginning today (March 19). Broadcast spots will air in 26 markets in early and late fringe, prime time and sports and cable spots will be seen on WTBS(TV) Atlanta, USA Network and ESPN. Target: men, 18-34. Company currently also has four-week flight for "quadrunner" vehicle running in 89 markets that began March 12. It is targeted to men, 25-54, airing in prime time, sports and early and late fringe. Agency: DYR, Los Angeles.

**Lorillard Corp.** □ Beechnut chewing tobacco will be promoted through mid-April in four-week flight as part of campaign scheduled through

December. Spots will air in 41 southern and southeastern markets in sports, news and prime-access. Target: men, 25-49. Agency: Dancer Fitzgerald Sample, New York.

**Carnation** □ Come and Get It dog food will be highlighted in five-week campaign beginning today (March 19). Spots will air in 22 markets in daytime and prime time. Target: women, 35-54. Agency: SSC&B, New York.

**Monsieur Henri Wines** □ Yago Sangria will be promoted in eight-week campaign beginning March 28 in 20 markets. Flights will air in prime time and early and late news. Target: adults, 18-34. Agency: Calet Hirsch Spector, New York.

**Peoples Express** □ Identity campaign, begun in New York in first quarter, will air regionally in Pittsburgh; Buffalo, N.Y., and Boston in second quarter, beginning in early April. Spots will air in early and late news, prime time and sports. Target: adults, 25-49 and discretionary travelers. Agency: Plapler & Associates, New York.



**Candy is dandy.** Hershey's new adult confection, SKOR Toffee candy bar, will be advertised in prime time network buys and on MTV during spring and fall as part of company's first extensive campaign since product was rolled out nationally last September. New advertising, targeted to men and women, 18-49, attempts to eliminate guilt felt by many adults over their desire for candy. It assures consumers that "everyone deserves to indulge themselves once in a while," and that "when you do, nothing satisfies you like SKOR." Campaign was created by Hershey's agency, Doyle Dane Bernbach, New York.

**Jhirmack** □ Hair color will be promoted in three-week campaign beginning April 2, in 22 West Coast markets. Spots will air in day and prime time. Target: women, 25-54. Agency: Rosenfeld, Sirowitz & Lawson, New York.

**Huffy Manufacturing** □ Four-week campaign for Windsprint bicycle will begin April 2 in all major East and Midwest markets. Commercials will air in early fringe. Target: teen-agers, 12-17. Agency: Grey-North Inc., Chicago.

**Allen Products Co.** □ Alpo dog food will be highlighted in four-week campaign beginning April 16 in 30 markets. Commercials will run in daytime and early and late fringe. Target: women, 25-54. Agency: Weightman Inc., Philadelphia.

**Levolor Lorentzen Inc.** □ Levolor blinds will be promoted in five-week campaign beginning April 16. Spots will air in 30 markets in morning, prime-access, early and late fringe and some daytime. Target: women, 25-54. Agency: Muller Jordan Weiss, New York.

**Woman's World** □ Magazine will be

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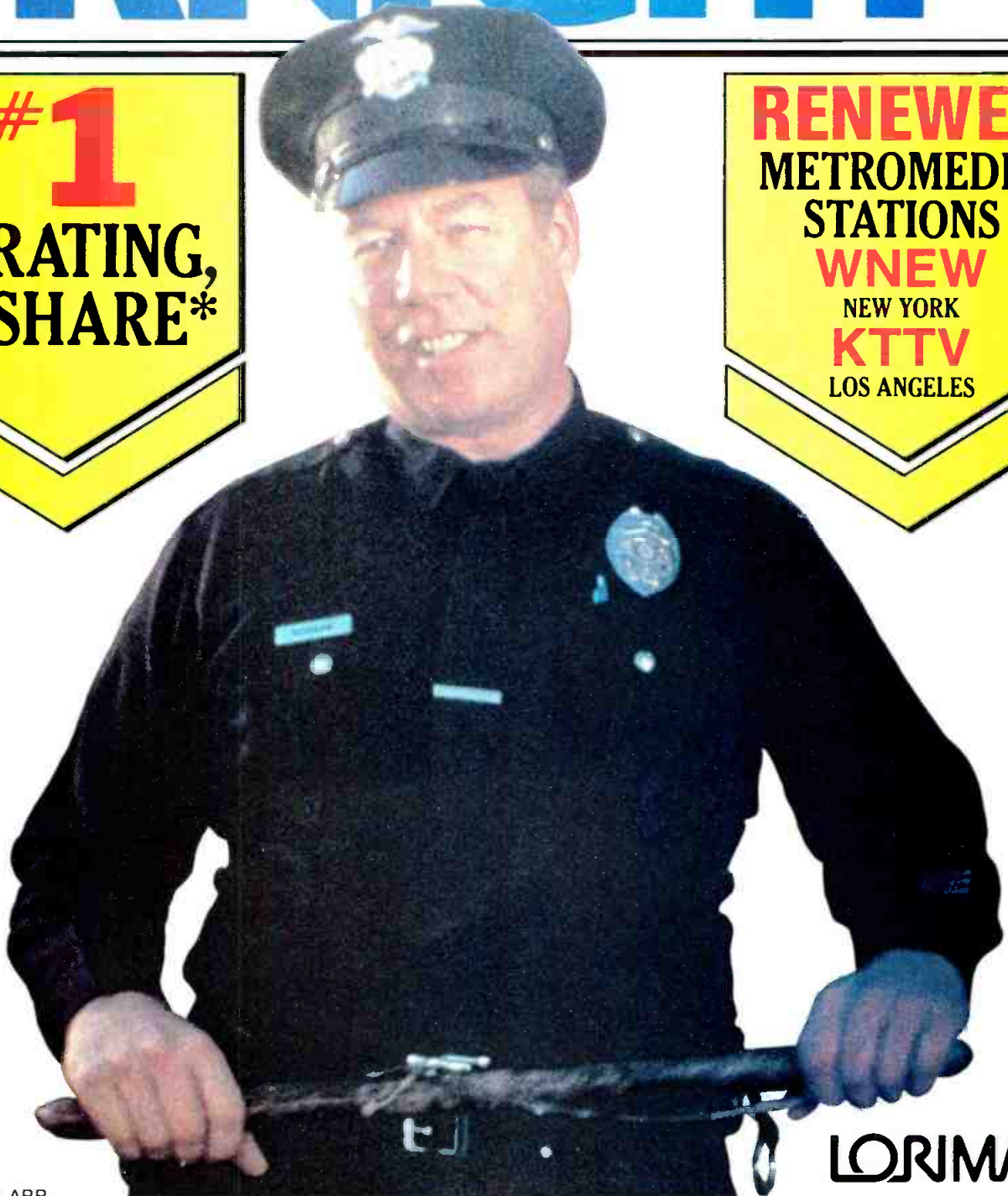
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promoted in two-week flight beginning April 24 in 23 markets. Commercials will air in daytime and evening news, Tuesday through Friday. Target: women, 25-54. Agency: AC&R Advertising, New York.

RADIO ONLY

**Michigan Apple Committee** □ Two-week flight is scheduled in 17 Midwest markets to promote consumption of apples, beginning April 2. Markets include Chicago, St. Louis, Nashville and Oklahoma City. Commercials will run in all dayparts. Target: women, 25-54. Agency: Baker, Abbs, Cunningham & Klepinger, Birmingham, Mich.

**Beiersdorf Inc.** □ Following completion of test last summer on Nivea After-Sun lotion in California, company is introducing product this spring on spot radio in 12 major markets. Flight will begin in April with two-to-three-week flights throughout summer. Product will also receive exposure on regional and national television. Commercials will be carried in all dayparts. Target: women, 18-plus. Agency: Posey, Parry & Quest, Greenwich, Conn.

RADIO AND TV

**Valvoline Oil Co.** □ Campaign will be conducted in about 33 markets on radio

and 40 on television for four to seven weeks, beginning in mid-March, late April and mid-May. Markets include Dallas, Detroit, Los Angeles, Milwaukee and Pittsburgh. Commercials will run in all dayparts on radio and in news, early and late fringe and sports on TV. Target: men, 18-49. Agency: Fahlgren & Ferris, Cincinnati.

**Marriott** □ Great American Theme Park in Gurnee, Ill., will be promoted in second quarter, beginning mid-May in five Midwest markets including Chicago and Madison and Green Bay, both Wisconsin. TV and radio buys will be made in various dayparts. Target: teenagers and adults, 12-34. Agency: Smith Burke Azzam, Baltimore.

## AdVantage

**Spot numbers.** Expenditures in national and regional spot television climbed by 10% in 1983 to \$3,675,577,100, according to Television Bureau of Advertising. Leading list of spot TV advertisers was Procter & Gamble, with more than \$229 million, up 28% from last year. It was followed by General Mills, with almost \$88.8 million, up 19%; General Foods Corp., slightly more than \$73 million, up 3%, and PepsiCo, with almost \$73 million, up 25%. Information released by TVB is based on Broadcast Advertiser Reports figures. Largest percentages gains were made by spot TV advertisers including GTE Corp., up 98% to \$31.1 million; Ford Motor Co., up 69% to \$38.1 million; Philip Morris Inc., up 43% to \$48.9 million, and MCI Communications, up 39% to almost \$29.3 million.

Company	1983	1982	% change
1. Procter & Gamble	\$229,251,800	\$179,468,100	+ 28
2. General Mills	88,792,700	74,762,400	+ 19
3. General Foods	73,018,400	70,802,500	+ 3
4. PepsiCo Inc.	72,778,200	54,003,700	+ 35
5. AT&T	71,075,700	62,044,200	+ 15
6. Coca-Cola	68,408,800	51,717,800	+ 32
7. Lever Brothers	55,791,500	43,761,500	+ 27
8. Anheuser-Busch	51,002,000	39,703,800	+ 28
9. Philip Morris	48,909,000	34,220,900	+ 43
10. Mars Inc.	43,332,300	46,506,200	- 5
11. Nissan Motor Co.	43,116,900	35,289,100	+ 22
12. Dart & Kraft	42,572,600	64,275,700	- 34
13. Toyota Motors Sales Co.	42,505,600	44,762,100	- 5
14. Warner-Lambert Pharmaceutical	39,229,800	32,818,800	+ 20
15. Ford	38,130,300	22,602,400	+ 69
16. Kellogg Co.	34,130,800	30,053,500	+ 14
17. Nestle S.A.	32,186,000	28,556,300	+ 13
18. American Home Products	31,896,800	36,682,900	- 13
19. GTE Corp.	31,126,500	15,742,600	+ 98
20. Colgate Palmolive Co.	29,596,100	23,877,200	+ 24
21. MCI Communications	29,259,800	21,096,200	+ 39
22. Time Inc.	28,624,400	28,200,200	+ 2
23. Beatrice Foods	26,323,800	20,415,400	+ 29
24. A.H. Robins Co.	26,316,300	22,484,900	+ 17
25. General Motors	25,672,200	27,232,100	- 6

Source: Television Bureau of Advertising from Broadcast Advertisers Reports data.

□ **Mondale's beef.** "We're quite flattered" is word from Wendy's International spokesperson on presidential candidate Walter Mondale's use of Wendy's commercial tag line "Where's the beef?" "We didn't know he was going to use it," he said, but political use has only added to commercial's immense popularity. Spokesman also reported that Mondale campaign personnel requested "Where's the beef?" T-shirts for Super Tuesday (March 13) activities. Wendy's complied, and then sent Hart camp "Here's the beef" T-shirts in gesture of equanimity.

□ **MTV ad splurge.** Warner Amex Satellite Entertainment Co. launches today, March 19, multimillion-dollar consumer advertising campaign in support of MTV: Music Television. Broadcast commercials will air on CBS-TV and NBC-TV and in major spot TV markets reaching 70% of cable homes. Cable buys are scheduled to begin in early April on cable systems not yet announced. News of campaign was reported last Wednesday (March 14) by Robert Pittman, executive vice president and chief operating officer of WASEC, during luncheon meeting of New York chapter of National Academy of Television Arts and Sciences. Pittman also traced growth of MTV over last three years, crediting success to company's ability to reach target audience of under 25 via fast-paced music, offbeat animation and graphics, attractive personalities, coverage of special events and targeted promotions and contests. MTV now has 19.3 million subscribers. Advertising campaign was developed by LPG/PON New York.

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An international radio commentary from James Buckley, president, RFE/RL.

## To the Soviets, name of games was more suppression

The decision of the International Olympic Committee to exclude Radio Free Europe and Radio Liberty reporters from the Sarajevo Olympics should be of concern to all broadcasters (BROADCASTING, Feb. 13). It was part of an unrelenting campaign by the Soviet Union to limit the scope of international journalism and to foster what the Third World has embraced as a "new information order."

The premise is that news media in the industrialized democracies—and particularly the United States—have acquired through their technology and drive an undue influence in the affairs of other countries. Western Media are said to present images of other nations that are inconsiderate and unfair.

It follows, from the logic of the new information order, that the state's right to control news originated abroad is superior to the right of its citizens to receive it. Nationality thus becomes a test of who is entitled to transmit news and information across frontiers.

We in America believe that the more journalists there are—all functioning independently—the greater the chance for truth to be told, and a reporter's passport is irrelevant to his right to cover news events. In the Soviet view, right and wrong are determined by the state, and reporters are essentially agents of the state.

For a variety of reasons, the Soviet approach has proved popular with the governments of many developing countries. Let there be no mistake about it, however: The new information order they propose is an endorsement of state control. Its supporters would turn freedom of information into the freedom of every government to decide what its population is to see, hear and read.

Efforts to impose such a concept upon us all have been under way for years within the United Nations Educational, Scientific and Cultural Organization. They have also been made, with less public notice, within the Olympic movement.

Somewhere between the Lake Placid, N.Y., Olympics of 1980 and this year's winter games in Sarajevo, the IOC allowed itself to be persuaded that "too many" journalists have been accredited to cover past games and that the quotas of those countries that generally send large contingents of reporters should be reduced, to achieve "better balance."

The IOC, in short, has decided upon a new information order of its own, in which the countries with a large and active free press are to be constrained because other countries practice state control and have fewer newspapers and broadcasting organizations.

Under the Olympic system, it is up to national committees to allocate whatever



James L. Buckley has been president of Radio Free Europe/Radio Liberty since October 1982. He is a former independent senator from New York, under secretary of state and counsellor of the State Department.

quotas are assigned to them by the IOC. In advance of Sarajevo, the U.S. Olympic Committee was able to give no broadcaster (with the exception of ABC, which had the TV contract) more than four accreditations.

RFE/RL, which broadcasts in 21 languages and reaches more than 50 million listeners a week, received two. It had 14 reporters and technicians at the previous winter Olympics.

American broadcasters found a way around these constraints when the Yugoslav committee organizing the Sarajevo games agreed to make extra accreditations available. NBC and Mutual increased their allotments from four to 10 in this manner. The Voice of America raised its number from two to 18.

It was not until RFE/RL got approval from the Yugoslavs and the USOC to send 11 that the IOC stepped in, however. Thanks to Soviet bloc pressures, RFE/RL was singled out for special treatment which, if allowed to succeed, will no doubt be applied later to others.

The campaign against RFE/RL began in 1972, when the Soviet Union attempted unsuccessfully to keep its reporters from covering the Munich Olympics.

In 1976, Soviet and Czechoslovak representatives presented the IOC executive board with a "legal brief" which argued that broadcasting across frontiers was a violation of international law. Acting on the basis of that misinformation, the IOC board withdrew the credentials of 12 RFE/RL reporters for the Innsbruck Olympics.

There was no time to appeal that decision, which was made on the eve of the games. But it was soundly overturned a few months later by the full IOC, which voted 42 to 21 to

honor the accreditation of 18 RFE/RL reporters at the Montreal Olympics.

In 1977, the Soviet Union began urging the IOC to change its rules to require that all accredited broadcasters file reports to their home territories—a way of banning broadcasters such as RFE/RL that have no domestic service. Radio Moscow and other stations that have both domestic and external transmissions would not be affected.

The effort failed. The rules were not changed. Yet the IOC officially informed RFE/RL that it could not be accredited in Sarajevo because it "does not broadcast toward its territory of origin."

When RFE/RL and the USOC pointed out that the Olympic charter does not prohibit external broadcasters—but on the contrary, says the IOC "shall secure the widest possible audience for the Olympic games"—the IOC offered discriminatory and unworkable compromises. One would have allowed RFE/RL reporters at Sarajevo, provided they were not *identified* as RFE/RL reporters.

RFE/RL refused to accept conditions that were not applied to others and that would compromise the basic right to broadcast across frontiers as guaranteed by the UN Universal Declaration of Human Rights, and so on the day the games began the IOC said RFE/RL would not receive accreditation. It did not deny credentials to any other external broadcaster.

None of this was caused by the content of RFE/RL programming. Twice RFE/RL has offered to provide Olympic officials with a tape of any Olympics broadcast about which there may have been some complaint. No specific complaint has ever been lodged.

Our exclusion was caused by pressure on the IOC from the Soviet Union, which objects quite simply to the existence of RFE/RL. One Soviet IOC member, Vitaly Smirnov, acknowledged in an interview with the West German news agency DPA that he had launched a protest over the accreditation of RFE/RL. A report in the March 5 issue of *Sports Illustrated* indicated that the Soviets even made RFE/RL an issue in negotiations over television rights for the Los Angeles Olympics.

The Soviet Union objects not to RFE/RL's sports coverage, but to the fact that RFE/RL effectively breaks state-controlled information monopolies in the Soviet Union and Eastern Europe. It is using the Olympics, as it has used UNESCO: to impose new restrictions on the free flow of information, in which nationality becomes the test.

The quota for American broadcasters at next summer's Los Angeles Olympics is again incredibly tight. The Soviet Union can be expected to repeat its demands for the exclusion of RFE/RL. Western journalists should pay close attention. ■



# Quality Wins For KENO-AM, Las Vegas: Programming Transtar All Dayparts.

KENO is an AM station at 1460 kc in Las Vegas, Nevada, a market of 8 FM signals and 9 AM signals, one of them a full-time 50,000 watt station at 720. Before the fall Arbitron, KENO, happy with response it had received from both listeners and time-buyers while running Transtar part-time, switched to full-time 24-hour Transtar programming. Here are the results:

	<u>SPRING 1983</u>			<u>FALL 1983</u> (Full-time Transtar)	
Men	25-49	2.3	(#13)	7.9*	(#3)
Women	25-49	3.0	(#12)	5.0	(#7)
Adults	25-49	2.7	(#14)	6.4	(#6)

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## This week

**March 18-20**—*SPACE (Society for Professional and Commercial Earth Stations)* spring convention and international exhibition. Caesars Palace, Las Vegas. Information: (202) 887-0605.

**March 19**—*International Radio & Television Society* writing workshop, co-sponsored by *Center for Communication*. Adcom conference room, CBS, 51 West 52d Street, New York.

**March 19**—*New York chapter, National Academy of Television Arts and Sciences*, drop-in dinner. Topic: music video. Copacabana, New York.

■ **March 19**—*National Association of Broadcasters* "100 Plus" television committee meeting. Denver Airport Hilton Inn, Denver.

■ Indicates new or revised listing

**March 19-22**—10th AIAA Communication Satellite Systems Conference, sponsored by *IEEE, Institute of Electronics & Communications Engineers of Japan and others*. Sheraton Twin Towers hotel, Orlando, Fla. Information: (202) 863-7136.

**March 20**—"Cable Law '84," video conference on legal aspects of cable TV franchising, sponsored by *American Bar Association, cable TV committee of science and technology section*. Originating in Washington at U.S. Chamber of Commerce, Hall of Nations, to 24 U.S. cities. Information: (202) 362-1140.

**March 20**—Presentation of 24th annual International Broadcasting Awards, sponsored by *Hollywood Radio and Television Society*. Century Plaza hotel, Los Angeles.

**March 20**—*Southern California Cable Association* monthly luncheon. Los Angeles Airport Hilton, Los Angeles.

**March 20**—*New York Women in Cable* meeting. Topic:

"Women at the Top." Speakers: Kay Koplovitz, USA Network; Mary Alice Dwyer-Dobbin, Lifetime; Eileen Connell, Warner-Amex, and Charlotte Schiff-Jones, Schiff-Jones Ltd. Viacom Conference, New York.

**March 20**—*New York Women in Communications* meeting. Topic: "Women's Role in Sports and Sports Coverage." Women's Republican Club, New York.

**March 20**—*Television Bureau of Advertising* regional sales training conference. Amfac West Tower, Dallas.

**March 20-21**—*Kentucky Broadcasters Association* annual Washington legislative trip.

**March 20-22**—*Washington Journalism Center's* conference for journalists, "Changing Relationships Between Men and Women." Watergate hotel, Washington.

**March 21**—*Illinois Broadcasters Association* college seminar. Illinois State University, Normal, Ill.

**March 21**—*Ohio Association of Broadcasters* Cleveland managers' luncheon. Cleveland Bond Court, Cleveland.

**March 21**—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Peter Lund, vice president-general manager, WCBS-TV New York, on "The Changing Face of Local Television News." Copacabana, New York.

**March 21**—*New York chapter, National Academy of Television Arts and Sciences*, forum, "Local News Street Reporting." Panelists include reporters, producers and news directors from New York TV stations. Moderator: Mary Alice Williams, Cable News Network. Waldorf-Astoria, New York.

■ **March 21**—*Southern California Broadcasters Association* annual management/sales conference. Sportsmen's Lodge, Los Angeles.

■ **March 21**—*American Women in Radio and Television, Washington chapter*, newsmaker luncheon. Speaker: Bill Stakelin, Radio Advertising Bureau. National Press Club, Washington.

■ **March 21**—*American Women in Radio and Television, Houston chapter*, meeting. Topic: "The Marketing of a Radio Station." Sakowitz Post Oak, Houston.

**March 22**—*Northern California Broadcasters Association* breakfast seminar. Hyatt Union Square, San Francisco.

**March 22**—*Ohio Association of Broadcasters* Youngstown managers' luncheon. Youngstown Club, Youngstown, Ohio.

**March 22**—*Television Bureau of Advertising* regional sales training conference. Hyatt Regency, Atlanta.

**March 22**—*National Academy of Television Arts and Sciences* seminar on new technologies. WJLA-TV Washington.

**March 22**—FCC en banc meeting, open to public. Room 856, FCC, Washington.

**March 22**—*International Television Association, Chicago chapter*, seminar on U-Matic maintenance. College of DuPage, Glen Ellyn, Ill. Information: (312) 858-2800.

**March 22-23**—*Georgia Cable Television Association* 16th annual convention. Ritz-Carlton Buckhead, Atlanta.

**March 22-24**—*Washington Program of Annenberg Schools of Communications* cable TV seminar. Speakers include Wendell Bailey, National Cable Television Association; Henry Geller, Washington Center for Public Policy Research; Howard Symons, House Subcommittee on Telecommunications; Morris Tarshis, Board of Franchises, New York City; Joshua Koenig, New York State Cable Television Association, and John Evans, Arlington (Va.) Telecommunications Corp. Capitol Holiday Inn hotel, Washington. Information: (202) 484-2663.

**March 23**—*Media Institute* conference, "The Media and Government Leaks." Dirksen Senate Office Build-

## Major Meetings

**March 27-28**—*Cabletelevision Advertising Bureau* annual advertising conference. Sheraton Center, New York.

**March 28-April 1**—*Public Broadcasting Service and National Association of Public Television Stations* annual public television convention. Hyatt Regency-Crystal City, Arlington, Va.

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

**April 24-29**—*MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

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

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

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

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

**May 20-23**—*Broadcast Financial Management Association* 24th annual conference. Grand Hyatt, New York. Future conferences: May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

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

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

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

**June 10-15**—*Broadcasters Promotion Association/Broadcast Designers Association* annual seminar. Caesars Palace, Las Vegas. Future conventions: June 5-9, 1985, Hyatt Regency, Chicago; June 10-15, 1986, Loew's Anatole, Dallas; June 17-20, 1987, Peachtree Plaza, Atlanta; June 22-25, 1988, Bonaventure, Los Angeles; June 22-25, 1989, Renaissance Center, Detroit.

**Aug. 12-15**—*Cable Television Administration and Marketing Society* 10th annual conference. Waldorf-Astoria, New York.

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

**Sept. 16-19**—"The Radio Convention," combined conventions of *National Radio Broadcasters Association and National Association of Broadcasters* Radio Programming Conference. Westin Bonaventure hotel, Los Angeles.

**Sept. 21-25**—10th *International Broadcasting Convention*. Metropole Conference and Exhibition Center, Brighton, England.

**Oct. 28-Nov. 2**—*Society of Motion Picture and Television Engineers* 126th technical conference and equipment exhibit. New York Hilton.

**Oct. 30-Nov. 1**—*Atlantic Cable Show*, Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

**Nov. 7-9**—*Television Bureau of Advertising* 30th annual meeting, Hyatt Regency, Chicago. Future meetings: Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

**Nov. 11-14**—*Association of National Advertisers* annual meeting. Camelback Inn, Scottsdale, Ariz.

**Nov. 17-20**—*AMIP '84, American Market for International Programs*, second annual program marketplace, organized by Perard Associates with MIDEA and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach.

**Dec. 5-7**—*Western Cable Show*, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

**Dec. 5-7**—*Radio-Television News Directors Association* international conference. San Antonio Convention Center, San Antonio, Tex.

**Jan. 5-8, 1985**—*Association of Independent Television Stations (INTV)* annual convention. Century Plaza hotel, Los Angeles.

**Jan. 10-15, 1985**—*NATPE International* annual convention. Moscone Center, San Francisco. Future conventions: Jan. 17-22, 1986, New Orleans Convention Center, and Jan. 24-27, 1987, New Orleans.

■ **Jan. 30-Feb. 1, 1985**—25th annual Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio.

**Feb. 10-13, 1985**—*National Religious Broadcasters* 42nd annual convention. Sheraton Washington, Washington.

**May 15-18, 1985**—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.





# Here Are The Facts!

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KTV	LOS ANGELES
WGN	CHICAGO
WLVI	BOSTON
WDCA	WASHINGTON, D.C.
KNBN	DALLAS

KRIV	HOUSTON
WPGH	PITTSBURGH
WPLG	MIAMI
WANX	ATLANTA
KDVR	DENVER
KTXL	SACRAMENTO
KPDY	PORTLAND
KPHO	PHOENIX
WXIX	CINCINNATI

WVTV	MILWAUKEE
KSHB	KANSAS CITY
WOFL	ORLANDO
WGNO	NEW ORLEANS
KAUT	OKLAHOMA CITY
WNFT	JACKSONVILLE
WHEC	ROCHESTER, NY
KVVU	LAS VEGAS

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ing, room SD 226, Washington.

**March 23-24—Florida AP Broadcasters** 36th annual meeting. Holiday Inn, Gainesville, Fla.

**March 23-24—UPI New England Broadcasters Association** annual meeting and awards banquet. Marriott Long Wharf, Boston.

**March 24—New York University** seminar, "Writing Successfully for the Film and Television Marketplace." NYU campus, New York. Information: (212) 598-7064.

## Also in March

**March 26—International Television Association, Chicago chapter**, seminar on video production systems, "From Idea to Image." Allstate Insurance Co.'s television production facility, Northbrook, Ill. Information: (312) 858-2800.

**March 27—International Radio & Television Society** writing workshop, co-sponsored by Center for Communication. Adcom conference room, CBS, 51 West 52d Street, New York.

**March 27—New York Cable Club** luncheon. Speaker: Kathryn Creech, Council for Cable Information. Gallagher's Steak House, New York.

**March 27—Women in Cable, Washington chapter**, meeting. Speakers: C-SPAN president Brian Lamb and producer Carrie Collins. Ramada Renaissance hotel, Washington.

**March 27-28—Cabletelevision Advertising Bureau** third annual advertising conference. Sheraton Center, New York. Information: (212) 751-7770.

**March 27-28—LPTV West '84**, West Coast conference and exposition for low power TV, sponsored by National Institute for Low Power Television. Disneyland hotel, Anaheim, Calif. Information: Don DeKoker, (203) 852-0500.

**March 28—International Radio and Television Society** "newsmaker" luncheon. Speaker: Grant Tinker, chairman and chief executive officer, NBC. Waldorf-Astoria, New York.

**March 28-31—National Association of Black Owned Broadcasters** eighth annual spring broadcast management conference. Marriott's Hilton Head Resort, Hilton Head, S.C.

**March 28-April 1—Public Broadcasting Service and National Association of Public Television Stations** annual meeting of public television stations. Hyatt Regency, Crystal City, Arlington, Va. Information: Mary Jane McKinnon, (202) 488-5000.

**March 29—New York chapter, National Academy of Television Arts and Sciences**, drop-in luncheon. Speaker: Joseph Cohen, president, Madison Square Garden, on "Television and Sports in New York." Copacabana, New York.

**March 29-31—New Mexico Broadcasters Association** annual convention. Speaker: Henry Rivera, FCC commissioner. Hilton Inn, Albuquerque, N.M.

**March 30—Presentation of ninth annual Commendation Awards**, by American Women in Radio and Television, celebrating birthday centennial of Eleanor Roosevelt. Waldorf Astoria hotel, New York. Information: Betty Jane Reed, NBC, (212) 664-5301.

**March 30—Deadline for entries in Addy Awards**, sponsored by American Advertising Federation. Information: Janel McKenna, AAF awards coordinator, (202) 898-0089.

**March 30-April 1—Foundation for American Communications** "Economics Conference for Journalists," co-sponsored by Gates Foundation. Keystone, Colo. Information: (213) 851-7372.

**March 31—Deadline for entries in "Hometown U.S.A. Video Festival 1984,"** for community cablecast programming, sponsored by National Federation of Local Cable Programmers. Information: Joan Gudge, NFLCP, 906 Pennsylvania Avenue, S.E., Washington, 20003; (202) 544-7272.

## April

**April 1—Deadline for entries in National Cable Television Association's** National Awards. Information: NCTA, 1724 Massachusetts Avenue, N.W., Washington, D.C., 20036.

**April 1—Deadline for entries for Radio-Television**

## Stay Tuned

A professional's guide to the intermedia week (March 19-25)

**Network television** □ PBS: (check local times) *The Soldier's Tale* (animation), Monday 9-10 p.m.; *Haunted* (play), Tuesday 9-10 p.m.; *The Compleat Gilbert and Sullivan: Yeomen of the Guard\**, Wednesday 8-10 p.m.; *Old Enough To Do Time* (documentary on juvenile crime), Wednesday 10-11 p.m.; *The Tale of Beatrix Potter\**, Sunday 9-10 p.m. CBS: *Kate and Allie\** (sitcom), Monday 9-9:30 p.m. ABC: *Shaping Up\** (sitcom), Tuesday 9:30-10 p.m. NBC: *Mister Roberts* (live play), Monday 9-11 p.m.

**Museum of Broadcasting** □ (1 East 53d Street, New York) *Hitchcock by Hitchcock*, exhibit of TV episodes, now-April 5; *Rod Serling: Dimensions of Imagination*, 60 hours of programming, now-May 3.

\*indicates a premiere episode



'Kate and Allie' on CBS

**News Directors Association** annual scholarship and fellowship awards. Information: Dean Mell, KHQ Inc., South 4202 Regal, Spokane, Wash., 99203.

**April 1—Deadline for entries in 20th annual Major Armstrong Awards** for "excellence and originality in radio broadcasting by AM and FM stations," administered and sponsored by *Armstrong Memorial Research Foundation* with cooperation with *National Radio Broadcasters Association*. Information: (212) 280-8703.

**April 1-3—Virginia Cable Television Association** annual convention. Williamsburg Lodge, Williamsburg, Va.

**April 2—Deadline for entries in International Radio Festival of New York**. Information: Festival office, (212) 246-5133.

**April 2—New York chapter, National Academy of Television Arts and Sciences**, drop-in dinner. Guest: Joe Franklin, New York radio and TV personality for last 18 years on WOR-TV and WOR(AM). Copacabana, New York.

**April 3—Television Bureau of Advertising** regional sales training conference. Marriott, S.E., Denver.

**April 3-4—Illinois Broadcasters Association** spring meeting. Holiday Inn, Springfield, Ill. Information: (217) 787-6503.

■ **April 3-4—National Association of Broadcasters** executive committee meeting. NAB headquarters, Washington.

**April 3-5—International Teleconference Symposium**, co-sponsored by Comsat, AT&T, ITT World Communications, RCA Global Communications, TRT Telecommunications Corp. and Western Union International. Symposium will comprise conference sites in U.S., Canada, England, Australia and Japan. U.S. conference site: Philadelphia Marriott hotel. Information: Howard Briley, Comsat, 950 L'Enfant Plaza, S.W., Washington, 20024; (202) 863-6248.

**April 4—New York chapter, National Academy of Television Arts and Sciences**, drop-in luncheon. Speaker: Uriel Savir, Israeli press counsel in New York, on "Problems in Press Coverage of the Middle East Conflict." Copacabana, New York.

**April 4-6—Indiana Broadcasters Association** spring conference. Clarksville Marriott Inn, Clarksville, Ind.

**April 4-8—Alpha Epsilon Rho, National Broadcasting Society**, 42d annual convention, "Prospects '84." Speakers include Brandon Tartikoff, president, NBC Entertainment; Steve Sohmer, NBC vice president, entertainment; Jack Valenti, president, Motion Picture Association of America and William Baker, president, Group W Communications. Universal Sheraton hotel, Los Angeles.

**April 5-6—International Radio and Television Society** "Minority Jobs Fair." Viacom Conference City, New York.

■ **April 6—Federal Trade Commission** symposium,

"Advertising by Health Care Professionals in the '80s." FTC, Washington.

**April 6-7—Oklahoma AP Broadcasters Association** annual convention and awards banquet. Park Suite, Oklahoma City.

**April 6-8—California AP Television Radio Association** 37th annual convention and awards presentation. Speaker: Christine Craft, former anchor, KMBC-TV Kansas City, Mo. Queen Mary, Long Beach. Information: (213) 746-1200.

**April 6-8—Alabama AP Broadcasters Association** annual meeting. Sheraton Riverfront hotel, Montgomery, Ala.

**April 6-8—UPI Broadcasters of Florida** annual convention and awards banquet, held in conjunction with *Radio-Television News Directors Association* region 14. Holiday Inn-International Drive, Orlando, Fla.

**April 7—Deadline for entries in Television Drama Awards** competition of Fourth International Conference on Television Drama, sponsored by *Michigan State University*. Information: Jean-Luc Renaud or Gretchen Barbatsis, department of telecommunications, Michigan State University, East Lansing, Mich., 48824; (517) 355-6558.

**April 7—Radio-Television News Directors Association** region 14 meeting with UPI. Holiday Inn-International Drive, Orlando, Fla.

**April 7—Radio-Television News Directors Association** region one meeting. Four Seasons Olympic hotel, Seattle, Wash.

**April 7-9—Minnesota Broadcasters Association** spring convention. Sheraton Park Place hotel, Minneapolis.

**April 8—Southern Educational Communications Association** radio membership meeting during National Public Radio annual conference (see below). Hyatt Regency, Crystal City, Va.

**April 8-10—West Virginia Broadcasters Association** spring meeting. Oglebay Park. Oglebay Lodge, Wheeling, W. Va.

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

■ **April 8-12—Electronic Industries Association** annual spring conference. J.W. Marriott hotel, Washington.

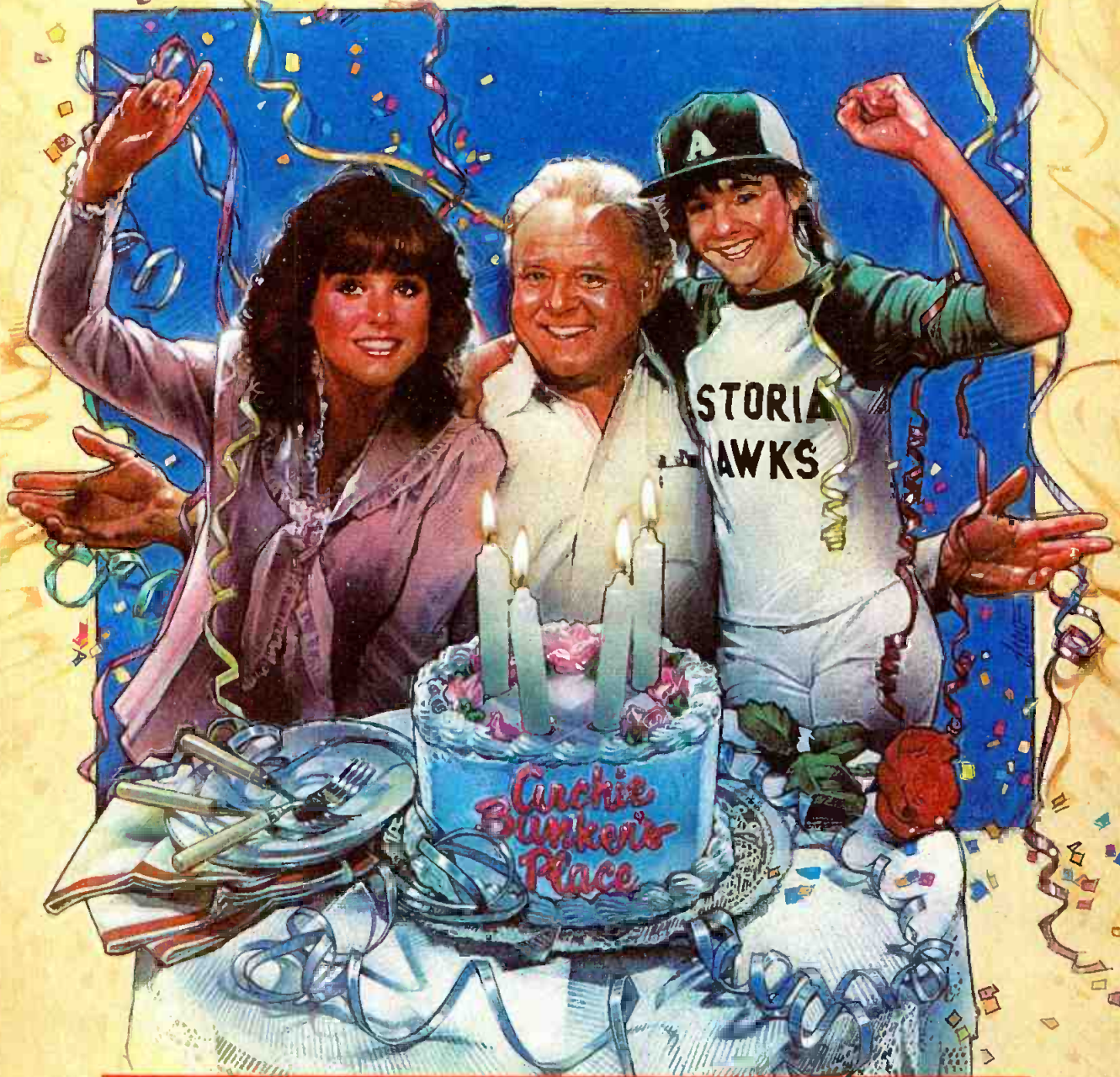
**April 8-14—International Public Television Screening Conference**, INPUT '84, hosted by *South Carolina Educational Television Network*. Francis Marion hotel, Charleston, S.C. Information: Michele Reap, P.O. Drawer L, Columbia, S.C., 29250; (803) 758-7284.

**April 10-11—Satcom '84**, "Satellite Communications—Trends and Opportunities," fourth annual conference sponsored by *International Association of Satellite Users*. Speakers include Representative Edward Markey (D-Mass.) and Tom McKnight, president, Orion Satellite Corp. Sheraton Washington, Washington.



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## Errata

NBC-TV's *Today* averaged 4.2/19 for first 10 weeks of first quarter, not 4.2/18 as reported last week.

William Wisniewski was misidentified in March 12 issue. He is vice president, communications services, Mutual Broadcasting System.

Headline on story on page 76 of March 12 issue on personnel changes at Time Inc. should have said 'Nicholas was head of Time video operations.'

**April 10-11**—Ohio Association of Broadcasters spring convention. Columbus Marriott North, Columbus, Ohio.

**April 10-11**—Alabama Cable Television Association spring meeting. Madison hotel, Montgomery, Ala.

**April 11**—New York chapter, National Academy of Television Arts and Sciences, drop-in luncheon. Speaker: Roy Danish, director, Television Information Office. Copacabana, New York.

**April 11**—Louisiana Association of Broadcasters sales seminar. Holiday Inn-Airport, Kenner, La.

**April 12**—Louisiana Association of Broadcasters sales seminar. Holiday-Inn-Central, Lafayette, La.

**April 13**—Louisiana Association of Broadcasters sales seminar. Regency hotel, Shreveport, La.

**April 14**—Radio-Television News Directors Association region 11 and 12 meeting with Society of Professional Journalists, Sigma Delta Chi. Yale University, New Haven, Conn.

**April 14**—Deadline for entries in *New Jersey Press Association* 37th annual awards competition. Information: Tim Benford, 1464 Whipoorwill Way, Mountain-side, N.J., 07092; (201) 232-6701.

**April 16**—Women in Communications Matrix Awards luncheon. Speaker: Katharine Graham, Washington Post Co. Waldorf-Astoria, New York.

**April 16**—Deadline for applications for *Society of Broadcast Engineers* certification exam, which will be given June 15-June 23. Information: SBE, P.O. Box 50844, Indianapolis, Ind., 46250.

**April 16-17**—Southern Educational Communications Association "capital campaigns seminar." KERA-FM-TV Dallas

**April 16-18**—Videotex '84, organized by *London On-line Inc.* Hyatt Regency, Chicago. Information: (212) 279-8890.

**April 17**—Southern California Cable Association roundtable, "Quality cable operations in the Urban Marketplace." Speakers include Marc Nathanson, president, Falcon Communications. Los Angeles Airport Hilton. Information: (213) 684-7024.

**April 18**—American Women in Radio and Television, Atlanta chapter, Communications Women of Achievement banquet. Atlanta Marriott hotel, Atlanta. Information: (404) 325-2490.

**April 18-19**—Kentucky Broadcasters Association spring convention. Seelbach hotel, Louisville, Ky.

**April 19-20**—Ohio State University's School of Journalism symposium, "Reporting Public Affairs in the Year 2004." Fawcett Center, OSU campus, Columbus, Ohio.

**April 20-21**—Sixth annual Black College Radio convention, sponsored *Collegiate Broadcasting Group*, Atlanta. Paschal's hotel, Atlanta. Information: (404) 523-6136.

**April 21**—Caucus for Producers, Writers and Directors symposium in cooperation with UCLA on policies and personnel of cable industry. UCLA, Los Angeles.

**April 23-26**—Twelfth annual *Telecommunications Policy Research Conference*. Airlie House, Warrenton, Va.

**April 25**—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

**April 25**—Broadcast Pioneers George Foster Peabody Awards luncheon. Hotel Pierre, New York.

**April 25**—Caucus for Producers, Writers & Directors second general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

**April 26**—Presentation of second annual Lowell Thomas Award, honoring Walter Cronkite, sponsored by *Marist College*, Poughkeepsie, N.Y., Helmsley Palace, New York.

**April 26**—New York chapter, *Women in Cable*, meeting. Viacom Conference Center, New York.

**April 27**—Radio-Television News Directors Association region six meeting with University of Kansas. UK campus, Lawrence, Kan.

**April 27-28**—Kansas Association of Broadcasters broadcast journalism seminar. University of Kansas, Lawrence.

**April 27-28**—Kentucky CATV Association spring meeting. Drawbridge Inn, Fort Mitchell, Ky.

**April 28**—Radio-Television News Directors Association region five meeting with Bismarck Junior College. BJC campus, Bismarck, N.D. Information: (202) 737-8657.

**April 28**—Radio-Television News Directors Association region 12 meeting with Syracuse University. Syracuse, N.Y. Information: (202) 737-8657.

**April 29-May 1**—"Communication in the 80's: Major Broadcasting and Telecommunications Issues," conference sponsored by *University of Calgary, Communication Studies*, Calgary, Alberta.

**April 29-May 2**—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas.

**April 30**—Cable course offered by *Women in Cable, Rocky Mountain chapter*. University of Denver, Denver. Information: (303) 321-7550.

**April 30-May 1**—"Minority Television Programing Exhibition," sponsored by *National Association of Broadcasters, minority and special services and television departments*, during NAB's annual convention. Las Vegas Convention Center, Las Vegas. Information: Dwight Ellis, NAB, (202) 293-3534.

## May

**May 1**—Broadcast Pioneers annual breakfast. Las Vegas Hilton, Las Vegas.

**May 2-4**—"AM radio conference: Future Direction," sponsored by McGavren-Guild Radio, San Ysidro Ranch, Montecito (Santa Barbara), Calif.

**May 4-6**—Illinois News Broadcasters Association spring convention. Holiday Inn Mart Plaza, Chicago.

**May 5**—Radio-Television News Directors Association region six meeting with Society of Professional Journalists, Sigma Delta Chi. Grenada Royale/Alameda Plaza, Kansas City, Mo. Information: (202) 737-8657.

**May 5**—Radio-Television News Directors Association region 14 meeting with UPI. Colonial Square, Atlanta. Information: (202) 737-8657.

**May 5-9**—Eurocast '84, cable and satellite television exhibition. Swiss Industries Fair, Basel, Switzerland. Information: Michael Hyams, Cable & Satellite Television Exhibitions Ltd., 100 Gloucester Place, London, W1H 3DA; telephone: 01-487-4397.

**May 7**—Cable course offered by *Women in Cable, Rocky Mountain chapter*. University of Denver, Denver. Information: (303) 321-7550.

**May 7-9**—Classical Music Broadcasters Association convention. Warwick hotel, New York. Information: Tim Davidson, (206) 343-3981.

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

**May 9**—Second annual "Excellence in Media" awards luncheon, sponsored by *Institute of New Cinema Artists*. Helmsley Palace, New York.

**May 11-13**—Pennsylvania AP Broadcasters annual meeting and awards presentation. Treadway Resort.

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

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New York: 630 Third Avenue, 10017.  
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Kathy Haley, bureau news manager.  
Stephen McClellan, assistant editor.  
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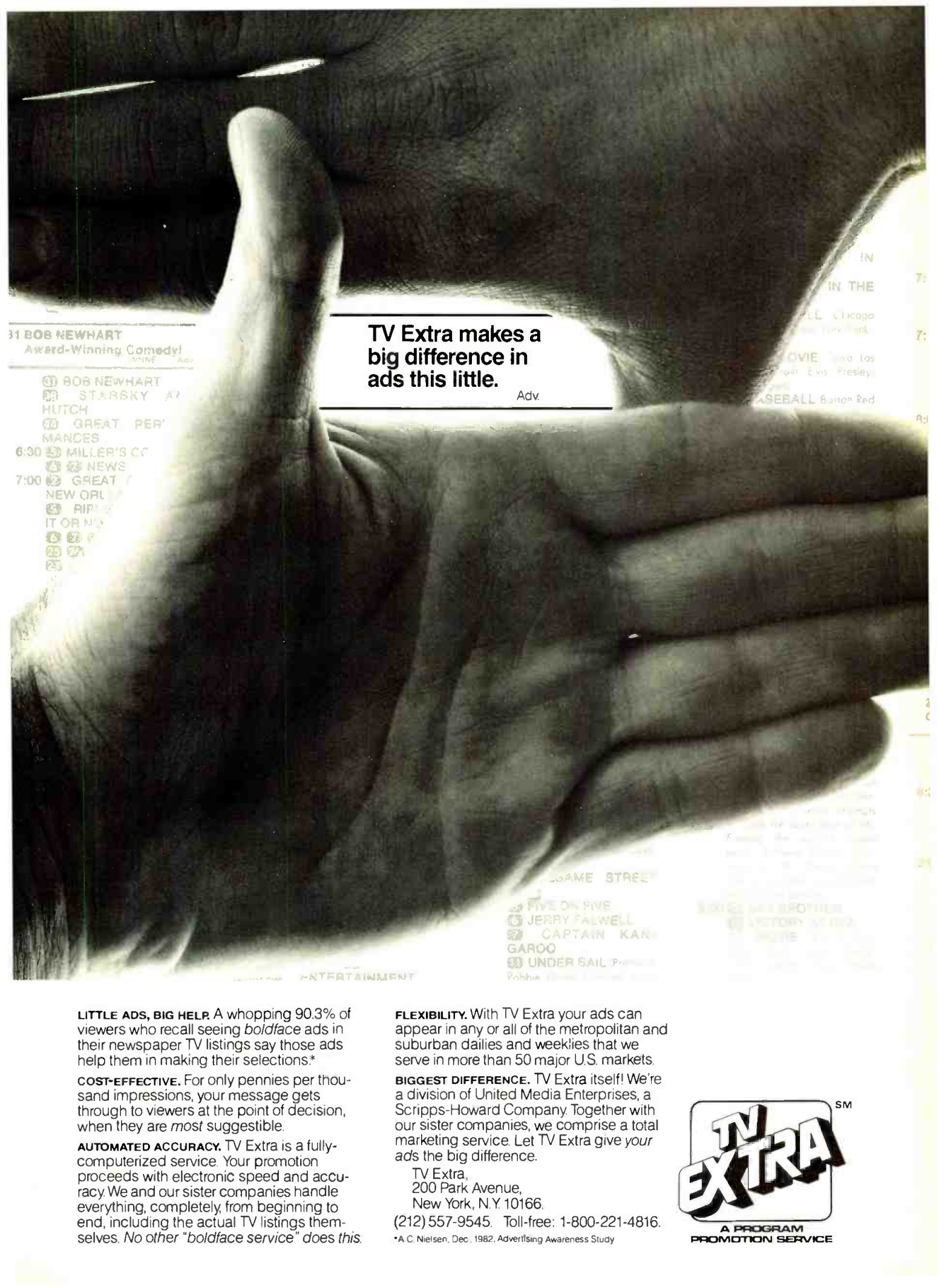
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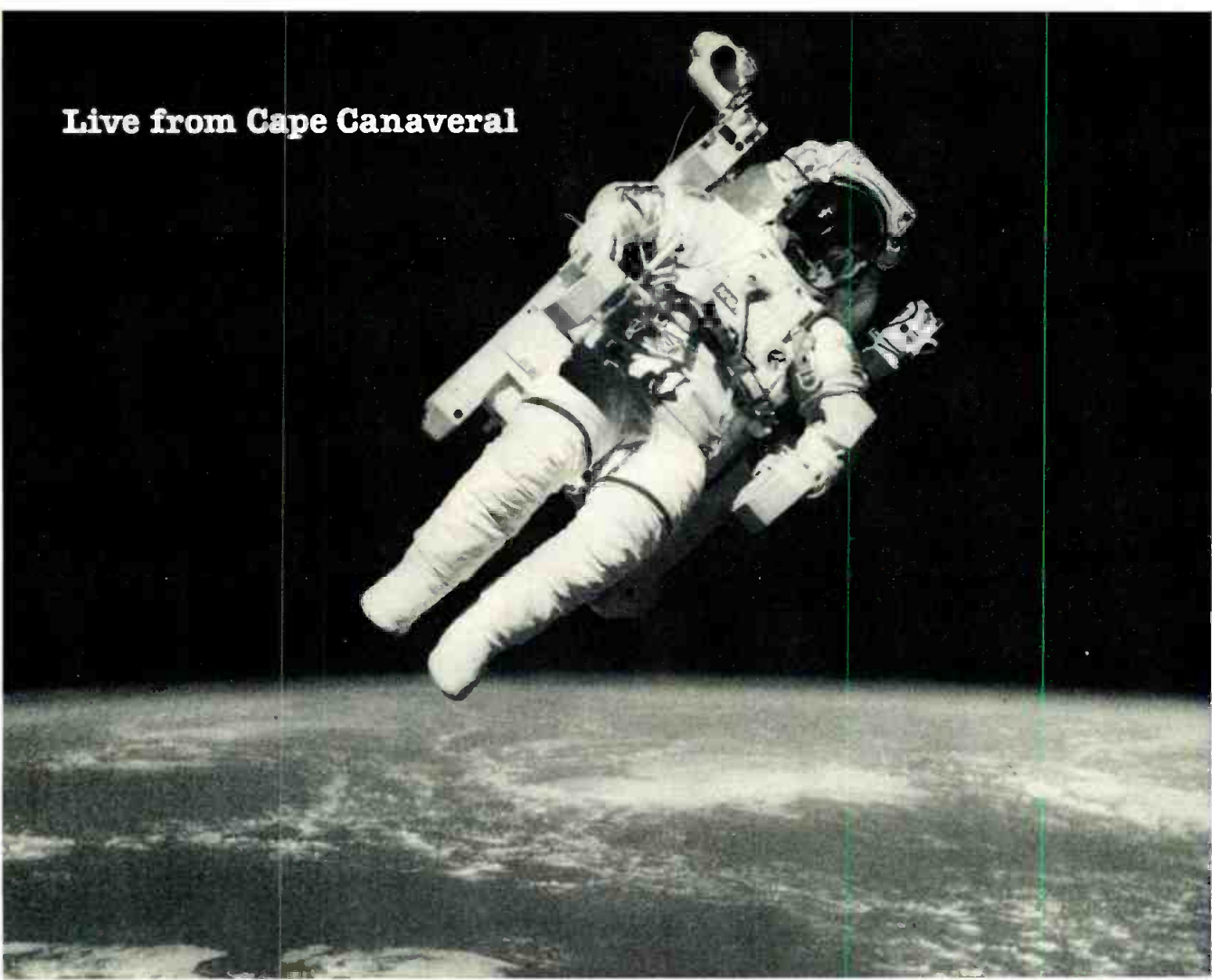
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---

9:00 AM NYT Newscast, February 8, 1984

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**SARAJEVO** "There is fresh snow in Sarajevo, Yugoslavia today—just in time for today's opening ceremonies at the Winter Olympics."

**WEST BEIRUT** "...people are going to the shops, buying bread, gas, candles, anything they can take home and back into the shelters just in case renewed fighting breaks out."

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# Broadcasting Mar 19

Vol. 106 No. 12

TOP OF THE WEEK

## Networks cautious about calls on Super Tuesday

**Sensitive to criticism over early projections, ABC, CBS and NBC wait a little longer until polls close**

With some 516 delegates at stake—more than one-fourth the minimum 1,967 needed for nomination at the Democratic national convention this summer in San Francisco—political battles were waged across the land last (“Super”) Tuesday in five primary states and four caucus states. The media were there in force, examining the candidates and the races like specimens under a microscope. ABC’s David Brinkley, commenting on Super Tuesday during that evening’s *World News Tonight* newscast with Peter Jennings, characterized the day as “the biggest political day of the year” for Democratic presidential contenders.

Perhaps the most memorable episode to take place during the day’s media coverage, and certainly the most talked about and reported upon, was Roger Mudd’s interview with Senator Gary Hart (D-Colo.) during NBC’s prime time (10-11 p.m.) Tuesday special. Mudd’s line of questioning was variously characterized as direct, blunt and even improper (see analysis, page 32).

Despite the intense coverage, media watchers for the most part agreed that the three networks “appeared to be somewhat more judicious with their election calls” this time around, in the words of Democratic National Committee Chairman Charles Manatt. And state committee chairmen contacted last week also seemed generally satisfied with network efforts to avoid calling races until most of the polls were closed.

Based on who called what when, ABC was perhaps the most judicious, in that it did not call a race before 8 p.m., poll closing time for most of the primary sites in the East. At 8:01, the network called three of those races—Hart winning Florida and Massachusetts and Mondale described as the “apparent winner” in Alabama. CBS and NBC, however, could not resist calling one race each during their network evening newscasts. At 7:01 Dan Rather told viewers that Walter Mondale was the “apparent winner” in Alabama—that estimate being made with the network believing that 95% of the votes had been cast. NBC’s Tom Brokaw, at 7 sharp, gave, in so many words, the Florida race to Gary Hart. “Hart is doing very well in Florida,” he said. “In fact, we believe that he will win that one hands down, as expected....”

CBS gave Hart victories in Massachusetts and Florida at 8. At 9:47 CBS estimated that



ABC's Brinkley and Jennings



CBS's Rather



NBC's Brokaw and Chancellor

Mondale would squeak out a victory in the “nip and tuck” battle in Georgia and that Hart would win in Rhode Island. Shortly before 11, CBS called its first Western caucus, giving a victory to Hart in Oklahoma.

ABC called Rhode Island for Hart at 9:03, with polls closing there just three minutes beforehand.

All three networks did wrap-ups in the

late evening for East Coast viewers. NBC aired a one-hour program beginning at 10 in which the controversial Mudd interview appeared. ABC and CBS did half-hour wraps beginning at 11:30 and 11:40, respectively. And to make a long day even longer, ABC updated its wrap-up for West Coast viewers beginning at 11:30 p.m. (PT), while CBS’s Rather and Bill Moyers updated results on



the network's *Nightwatch*.

While party bosses generally had no problems with the network coverage last week, one prominent candidate, who lost a lot of ground on Super Tuesday, did—and he complained vociferously about network polls and projections in live interviews aired on the evening newscasts of both NBC and ABC. That was Senator John Glenn.

In an interview conducted by Tom Brokaw during NBC's evening news program, Glenn lashed out at all the poll-taking and projections being broadcast by the networks. In the exchange, which occurred at about 7:10, Brokaw pointed out that Glenn was "almost flat broke," hadn't won a primary in the race, and that "all of the indications we have, based on polls that we took of voters leaving the voting place today, you're running a strong third in Alabama but not nearly number one at this point." Glenn retorted, "Well, Tom, why discourage people from voting by making projections like that? I think the networks do a great disservice on that. Why don't they be quiet about those projections?" Glenn said that a lot of people may have intended to vote on the way home from work (Alabama's polls closed at 8) and that "I just hope they ignore those projections and go ahead and get out there and vote."

Responded Brokaw: "Well, we're trying to say as plainly as we can that those are the indications at this point; and we have this senator from Ohio on television right now encouraging everyone to vote. So it kind of balances out." Glenn didn't agree totally, noting that nevertheless, "When you people make projections like that, it discourages an awful lot of good folks from going to the polls—and I think that's a disservice." Then, after thanking Glenn for his appearance on the program, Brokaw said, "and we'll let you say it one more time. You'd like people to do what?" Glenn replied: "Get out and vote on the way home there. . . . We're depending on a big, heavy turnout all across the South."

Glenn was also seen on *ABC World News Tonight* voicing essentially the same complaints. Later, on ABC's wrap-up program, Peter Jennings discussed with ABC's Glenn campaign reporter, Lynn Scherr, how Glenn was assessing his own troubles in the race. Among other things, Scherr reported that "he has also lately taken to blaming the polls. He's decided that all of the early trends that we're reporting and the polls that we report before the actual primaries, that these may be affecting his campaign." Scherr also pointed out, however, that before much of the voting that has taken place so far on the primary trail, Glenn took "great pride in reporting the polls that showed that he was the guy who could beat Ronald Reagan."

Cable News Network is not using exit polls and will not project winners in any race until all the polls in the state are closed. Bob Furnad, CNN political director, was also seen on national television last week criticizing ABC, CBS and NBC for their use of exit polling to help predict the winners. Furnad made his comments last Wednesday on the syndicated *Entertainment Tonight*. He said

that exit polls, as originally conceived, were intended to provide politicians and analysts with insights into demographic trends, and not to call races. And substituting "trends" for outright projections "is a copout," argued Furnad, "because the viewer doesn't catch the nuances there."

Network pollsters, however, argue that outsiders don't realize that calls are based on much more than just exit polling, including key precinct sample results and National Election Service returns.

In primary action last Tuesday, Florida stood out as one state that actually made an attempt to enforce a law prohibiting exit polling within 300 feet of a polling place. NBC and ABC conducted exit polls in the state, but CBS did not, because of difficulties it has encountered there in the past.

NBC didn't appear to have any problems last week, although ABC had some problems, "but nothing major," according to Jeff Alderman, in charge of ABC's polling unit. In a few instances where the law was being enforced, said Alderman, "our people had to stand in the middle of a parking lot." In those cases, he said, the methodology was altered.

## Interview uproar

**Roger Mudd's tough questions to Gary Hart raise some cries of 'foul' and print alarms over professional conduct; it may be, instead, that his straightaway journalism looked extraordinary because other TV questioning has become so tepid**

NBC's Roger Mudd, considered one of television's best political reporters, last week found that he, rather than Senator Gary Hart (D-Colo.), had made the news in a five-minute interview Mudd conducted with the presidential hopeful on the night of Super Tuesday. "What Mudd Slung," said the headline over a story by *Washington Post* television critic Tom Shales. "Why Mudd played hard with Hart," was the headline over the *USA Today* piece, by Ben Brown. And then there were those 240 telephone calls to NBC in New York, all complaining about what the callers regarded as Mudd's



### Polling for the print press

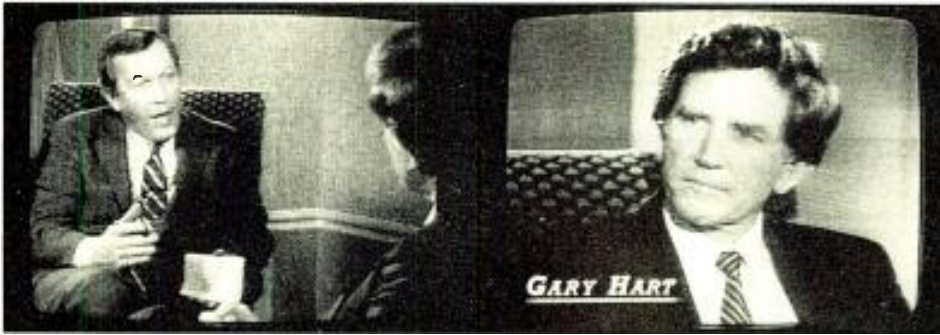
While the broadcast networks were busy reporting election results from five primaries and four caucuses last Tuesday, print journalists were typing their stories in a back room at ABC News headquarters in Washington. At the "'84 Vote ABC News Information Center," in its Washington bureau, ABC opened its doors (and data sources) to the reporters—providing food, liquor, direct telephone lines, typewriters and polling data, including key precinct information, raw vote results and exit poll information to the approximately 65 reporters—at no charge.

Why did ABC do it? "Obviously [the reporters] will quote ABC—we think our polls are a good product. It's a good way to get our product out," ABC spokeswoman Rebecca Leet said.

The print press center was composed of two rooms: one filled with six computer terminals and a staff to procure the information and another for the journalists. In front of each of the reporters was a phone with a direct-dial number to make and receive calls and multicolored data request sheets, one for each primary. In addition to raw vote information, data was broken down by region, community, race, religious affiliation and type of employment. Briefings were provided to the reporters every hour. The only stipulation imposed by ABC for use of the information was that it was embargoed until after it was reported on *World News Tonight* (at about 7 p.m. NYT).

According to Leet, ABC first offered the information center in 1978, on "an experimental basis." It was available during the 1980 presidential primaries and in 1982. ABC plans to move the entire operation—terminals and all, to Chicago for tomorrow's Illinois primary.





Mudd

Hart

abusive treatment of the new shooting star in the Democratic firmament. Hart supporters were furious.

All of which may say as much about a marshmallow tendency in journalism in general—and television questioning in particular—as about Mudd. If the questions were blunt—and substantive—he evidently planned it that way. “You ought not to take five minutes of network time just to say, ‘Well, senator, what a glorious evening for you. Congratulations. What are your future plans?’” Mudd told *USA Today’s* Brown.

And blunt or not, the questions were fair game. They seemed framed with a view to making Hart think through his answers. To BROADCASTING reporters who watched the interview, Mudd was respectful, if not overwhelmed, in the presence of the presidential contender. Questions the *Washington Post* characterized as “the greatest on-screen attack sequence since ‘Jaws’” struck this magazine’s newsmen as just about par for the journalistic course.

In some press conferences, public figures might be forgiven for thinking they were being harassed, so vigorous is the questioning. But in those cases, the print and broadcast reporters have the protection of numbers. Mudd went one-on-one with Hart, and did it live. Both showed up well in the process.

Viewers knew they were in for a different kind of interview only a few seconds into the piece, when Mudd asked Hart, “When are you going to get rid of him?” The reference was to Walter Mondale, the erstwhile front runner in the campaign for the Democratic presidential nomination who, Mudd said, had been on the verge of elimination but whose two primary victories that day had given him new life. The brusqueness of the question seemed to startle Hart, who laughed nervously, then said, “That’s not my task.”

And when Hart protested he had done well that day, winning in Massachusetts and Florida and holding Mondale to a narrow victory in Georgia, the home state of the man under whom Mondale had served as Vice President, Mudd was not impressed. He noted that Mondale had won in Alabama and Georgia and that Hart’s only victory in the South was in Florida, “not a true Southern state.” So Hart, Mudd concluded, is not “a true national candidate.” “Oh, Mr. Mudd, please,” Hart said, by way of polite exasperation. “We won two New England primaries [Massachusetts and Rhode Island] and we won the largest southern state [Florida].” He suggested the residents of Florida would disagree with Mudd’s characteriza-

tion of the state as not truly Southern. “This was a major boost for our campaign,” he said.

The hard balls kept coming. “You’re not in good shape, are you, in Michigan or Illinois?” Mudd asked, in reference to a caucus in the first state on March 17 and a primary in the second, on March 20. Hart allowed as how he was in about the same shape in those states that he had been in the South two weeks earlier, when he was not given much chance of winning. But, he noted, he had done well.

The question that produced a chorus of boos from Hart supporters watching the interview on TV sets in Washington’s Mayflower hotel, where a Hart celebration was under way, dealt with a subject that, as Mudd said, has been much on the minds of many watching Hart’s progress across the political landscape: “Why do you imitate John Kennedy so much?”

“I don’t,” Hart insisted. “I’m Gary Hart.”

But Mudd did not let the matter drop. He cited Hart’s manner of mopping his hair and of chopping the air with his hand while speaking; the hand thrust in the jacket pocket. “People all say, ‘He’s imitating John Kennedy,’” Mudd said. Hart stood his ground: “Reporters say that. People around the country say, ‘We like this candidate and want to support him.’” The American people, he said, “can spot a phony.”

It was Mudd’s last point that made even some Mudd supporters wince. He asked Hart to do his “Teddy Kennedy imitation.” Hart’s answer was a quiet, firm “No.” “I hear it’s hilarious,” Mudd said, coaxing. “I don’t think it is,” Hart replied. And there the interview ended. Mudd said later the request had been a lighthearted one. But the interview had been too heavy, and the vibrations between interviewer and interviewee had grown too cold. The request seemed to some an attempt at hectoring.

Overall, however, the interview appeared simply to have pitted an aggressive reporter against a tough, confident candidate who would not be rattled. As a result, Hart looked better at the end of the interview than he did at the beginning—certainly better than he would have had the questions been soft and easy to handle.

There is no indication the Mudd interview with Hart will be more than one of those events in a campaign that blow up, then blow away. It will not have the impact of the documentary that Mudd, then with CBS, did on Ted Kennedy in 1979—a documentary that dealt Kennedy’s incipient campaign for the Democratic presidential nomination a

heavy blow. Kennedy had had trouble with even such basic questions as why he wanted to be President. And while *The Post’s* Shales suggested that NBC was upset over this year’s Mudd interview, evidence of that was hard to find. Certainly the comment of a print reporter that he had just seen a talented television journalist who seemed determined to “self-destruct” was hard to credit. After all, Mudd did not invent the tough interview Tuesday night.

(And being tough and aggressive has not hurt the career of such as ABC’s Sam Donaldson. Donaldson had not seen the piece, so could not offer the kind of expert commentary he might be peculiarly qualified to provide. But when asked if, from what he had heard, he felt his reputation as “the nastiest reporter in Washington” was in jeopardy, he said, “I hope it is in jeopardy.”)

One source at NBC who had watched Tom Brokaw and some producers as they viewed the interview said, “I saw a certain amount of eyebrow raising—that’s always the case in tough interviews—but that’s all. . . . This is a media story, not an NBC story. There is no story here.”

As for the official position of the news division, that was expressed in a statement NBC News President Reuven Frank prepared for reporters seeking comment. “Roger Mudd is a reporter, not a talk-show host,” Frank said. “He asked questions of a public figure in whom everyone is interested. These are questions people were asking each other. The senator did not seem to have difficulty answering them with skill.”

That is one statement that passed through the bureaucratic screen with more truth than puff. □

## Still stalemate in the House for dereg bill

**NAB attempt to roll Wirth appears doomed to failure; odds are that subcommittee will proceed on its own to fashion bill; broadcasters still hope Dingell will intervene in their behalf**

The fate of broadcast deregulation legislation in the House was shrouded in uncertainty last week. The National Association of Broadcasters, one week after walking away from negotiations with the Telecommunications Subcommittee, remained committed to seeking legislative relief through the parent Energy and Commerce Committee. But NAB’s chances of successfully bypassing the subcommittee appear slim. Most subcommittee members and even NAB’s closest allies are still willing to negotiate in the subcommittee.

“It’s plain the NAB has shot itself in the foot,” said one Hill staffer familiar with the turn of events. Moreover, the subcommittee’s chairman and others seem determined to move a bill even without industry back-

ing. Such a measure undoubtedly would be similar to the draft NAB vociferously opposes. "We're not interested in the draft bill. Even if it were cleaned up 50% it would still be worse than what we have now," said NAB President Eddie Fritts. "We will huddle with our allies this week to determine our strategy," Fritts added.

NAB maintains that the draft bill is "clearly more regulatory than deregulatory." Fritts said NAB was willing to listen to any "reasonable offer." But, he didn't see one forthcoming.

Broadcasters feel there are at least six major problems with the legislation—some involving provisions it contains, others dealing with provisions that NAB would like to see. They are: prehearing discovery proce-

dures; codification of the FCC's personal attack and political editorializing rules; new standards for broadcast station ownership (strengthening a minority preference) and foreign studio provisions (involving border broadcasts); mandatory children's television requirements; a radio safety net (to allow the FCC to re-regulate that medium); a provision not to "sunset" television quantification before the year 2000, and the percentage of TV stations that would be affected by quantification.

NAB may have reason to be alarmed. If the subcommittee's chairman, Tim Wirth (D-Colo.), has his way, a bill could emerge this week. According to David Aylward, chief counsel for the subcommittee, an agreement on the draft bill could be wrapped

up soon. Even Representative Al Swift (D-Wash.), who does not always agree with Wirth, believes "we are very close."

NAB apparently hoped to convince Swift to lead its charge in the parent Energy and Commerce Committee. But Swift prefers to stick with the subcommittee process. "It's far too premature to consider any alternatives," Swift told BROADCASTING. He said he understood NAB's concerns and its alarm over recent developments. But, he said, "We [the members] are still running Congress." Subcommittee members have scheduled a tentative meeting today (Monday).

It will be a key meeting, particularly for Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.). Tauke and Tauzin are NAB's closest allies and the prime movers behind the effort to achieve deregulatory legislation. While Tauke said deregulation is still "worth pursuing" in the subcommittee, he also indicated he and Tauzin were "exploring their options." More specifically, they wanted to explore their options with the Commerce Committee Chairman, Michigan Democrat John Dingell.

There is no doubt the legislative spotlight is on Dingell; NAB also asked to meet with him today (Monday). Dingell can either insist the subcommittee stick with the process, or he may free the legislation and let Tauke and Tauzin make their case before the Commerce Committee. Late last week, however, there was no sign that Dingell was interested in pulling the rug out from under Wirth. Dingell is a stickler for procedure and doesn't look kindly on attempts to thwart the congressional process.

Two weeks ago a draft bill emerged from subcommittee discussions along with a letter from Wirth and Representative Mickey Leland (D-Tex.) claiming the inclusion of equal employment opportunity language in the bill was the only stumbling block to completion of a bill. The letter infuriated NAB and triggered its decision to run to Dingell.

The letter, said Tauke, "dealt a serious blow" to the process. Still, Tauke feels inclined to stick with the agreements made thus far. He is not entirely pleased with the turn of events and said: "If necessary, I am prepared to depart from the industry on strategy and on some substantive issues if I have to. I am not confining my moves to those things approved by NAB." □

## Aylward spells out Telcomsubcom goals

The challenges created by the changing telecommunications environment and the goals of the House Telecommunications Subcommittee in regulating that environment were presented in a speech by the subcommittee's chief counsel and staff director, David Aylward, at a Federal Communications Bar Association luncheon last week. Aylward noted that there is a new consensus among the various national policy makers (the FCC, Congress, the courts, the Justice and Commerce Departments) over competition, on the introduction of new technologies and on the diversity of programming choices. "Our disagreements," he insisted, "are really over tactics and timing and over the role of government in bringing about the transition from monopoly to competition.



"We often lose sight of the progress that's been made. We're down in the trenches and worried about the battle of that day," he added. Aylward said he sees five main challenges posed by the new technologies. They are: completing the road to full competition; preserving and enhancing the vitality of the incumbent industries; increasing diversity; creating more public access to all telecommunications, and insuring that all the opportunities are available to people who have been "shortchanged" by society. "As we face those challenges, let us recognize the affirmative and positive role government can play," he said.

The government's role, he maintained, should not be as a "broker among special interest groups." Instead, the government must have broader public interest responsibilities and long-term goals. One of the problems the subcommittee's chairman, Tim Wirth (D-Colo.), has encountered with the FCC, Aylward said, was a sense that "there aren't goals there. We sense that deregulation and unregulation are goals within themselves at the FCC."

The new technologies, Aylward remarked, were coming, but would still not be here even next year. "There is still a dominance of traditional sources. And there is still spectrum scarcity. We still have a way to go and we need to have careful and transitional policies."

Aylward also told the Washington attorneys that the outlook for the House cable bill pending before the Energy and Commerce Committee was "very good at this point." He said the latest reports on negotiations between cable operators and the cities were "very positive." The cities, he thought, had come to the realization that they need legislation too.

The subject of early projections of election results by the networks cropped up. "The networks look like someone who has come into compliance with the letter of the law. We don't see those checks on the board any more. We don't hear the word project without it being qualified with Dan Rather's lawyer's words about 'maybe,' 'perhaps' and 'we think.'" But he said the networks were still exercising less restraint than was wanted. Aylward's stand on the matter, he said, was based on his experience during the 1980 elections, while working with the "Get Out the Vote" operation in Denver. He said he watched people leave the polls without finishing to vote after NBC projected the race. "We watched them leave and not vote for lower offices because they thought the elections were over." Wirth, during a hearing he called on the matter, said he had seen the same thing happen.

## FCC to open up 400 new AM's

**Treaty with Mexico must be approved before new full-timers could go on air; commission also proposes allowing more nighttime power for Class IV's**

Those who think there are already more than enough radio stations out there received some unpleasant news last week: The FCC proposed to provide for the creation of about 400 new unlimited-time AM stations on the 14 Mexican, Bahamian and Canadian Class I-A clear channels.

Those stations wouldn't come on line very



soon, however. First the U.S. must work out a bilateral agreement with Mexico. And the speculation at the FCC was that even if the new agreement can be concluded by the end of the year, the commission probably wouldn't be able to start accepting applications for the new stations before early 1985.

In other action, the FCC changed its rules to permit the about 1,000 Class IVAM stations to quadruple their nighttime power; adopted the regulations it will use to determine who can receive some of the \$5 million Congress authorized to help AM radio stations compensate for Cuban radio interference; dropped its minimum aural power requirement for television stations, and proposed to permit broadcasters to use narrow-band technologies for remote pickups.

Under the North American Regional Broadcasting Agreement, new nighttime AM operations on the Canadian and Bahamian Class I-A clear channels—within 650 miles of the Canadian and Bahamian borders—were prohibited. The restriction on the use of the Canadian clears already has been dropped. An agreement with Mexico, which is being renegotiated, prohibits any new nighttime operation by either country on the Class I-A clear channels of the other.

But at a press conference last week, James McKinney, FCC Mass Media Bureau chief, said the commission hoped that a new agreement removing restrictions on the new nighttime operations on the Mexican clear channels would be signed by the end of this year.

Also according to McKinney, NARBA still applies to the Bahamian clear channel, but that country has announced its intention to denounce the agreement. Once that happens, the 650-mile restriction will no longer apply, he said.

The Canadian Class I-A clear channels are on 540, 690, 740, 860, 990, 1010 and 1580 khz; the Mexican class I-A clears are on 540, 730, 800, 900, 1050, 1220 and 1570 khz. The Bahamian Class I-A clear is on 1540 khz.

The relief for the Class IV's, which are currently limited to a maximum nighttime power of 250 watts, is also contingent upon the U.S. coming to a new agreement with Mexico.

At the press conference, McKinney said the relief should benefit Class IV's by permitting them to increase their reach during day-to-night and night-to-day transition periods—and by helping them overcome man-made noise and foreign interference.

Under the commission's game plan, the vast majority of the Class IV's operating with 1 kw during the day with nondirectional antennas will be able to boost their nighttime power on a date that will be announced some time after the new agreement is reached with Mexico, without having to notify the FCC. Under the plan, the commission will simply notify the stations that their licenses are being amended to reflect the 1 kw nighttime power. And unless a station protests, its license will be so amended.

Those Class IV's currently operating with less than 1 kw day—or operating with directional antennas—will have to apply for the nighttime power increases. But those applications will be classified as minor, rather

than the usual major, changes.

Relief for AM stations whose operations are degraded by Cuban interference was arranged by Congress in legislation authorizing the government's Radio Marti broadcasting service to Cuba. Under the legislation, the United States Information Agency was authorized to distribute \$5 million to stations to help them make upgrades needed to counter the interference. The FCC was directed to come up with regulations to determine which stations were qualified to receive the funds, and how much they should be given.

According to the FCC, stations will have to monitor the interference to qualify—and experience interference for at least 30 out of 60 consecutive days. To qualify, the station also will have to experience enough interference so that at least 10% of the population it normally serves is affected. No station can get more than \$250,000. And only the undepreciated part of the costs incurred for equipment that was in use but had to be replaced will be compensated under the plan. □

## Cable copyright legislation falls victim to campaign season

**Compulsory license is center of debate in hearings, but players are pulling in different directions**

Despite a flurry of cable copyright hearings on Capitol Hill, it is doubtful that any kind of copyright legislation will be passed during the 98th Congress, which is becoming with each passing day more and more obsessed

with the November elections.

Cable operators, superstation proponents and independent broadcasters are all pushing for revision of the compulsory license, which allows cable operators to carry distant broadcast signals (including the three major superstations) in exchange for established semiannual royalties, but they are pushing in different directions.

And even if they were in concert, they would still have to enlist the support of the National Association of Broadcasters and the Motion Picture Association of America, which like the compulsory license as it now stands, if their legislation were to have any chance of passage during the current session.

The agreement among all the interested parties that would be needed to pass legislation is probably unattainable, said MPAA's Fritz Attaway. "There are too many people who want too much."

Interest in modifying the cable copyright laws stems from a decision by the Copyright Royalty Tribunal in the fall of 1982 to increase drastically the royalties cable systems must pay for distant signals in excess of the number they were allowed under the FCC's distant-signal rules, which were dropped in 1980. The new rate (3.75%) forced many cable operators to drop signals to limit their copyright liability.

Several bills or proposals have been set forth to mitigate in different ways the impact of the 1982 hike and anticipated future hikes:

- United Video, distributor of superstation WGN-TV Chicago, and the Community Antenna Television Association persuaded House Telecommunications Subcommittee member Mike Synar (D-Okla.) last spring to introduce H.R. 2902, which would allow every cable system to carry up to three distant signals without having to pay the 3.75%



Biondi



Fuchs



Cox

### More room at the top for HBO

Frank Biondi, who has been president and chief executive officer of Time Inc.'s Home Box Office Inc. for just over one year, has been named to newly created post of chairman and CEO, while Michael J. Fuchs, who had been president of HBO Entertainment Group, has succeeded Biondi as president of HBO and will assume new role as chief operating officer. Prior to restructuring, Biondi held dual role as CEO and chief operating officer of HBO, according to company spokeswoman, who said changes were made because job of directing company has become too big. In another change, Tony Cox, who as president of HBO Network Group is in charge of HBO's sales, marketing and network operations, has also assumed responsibility for programming activities of HBO's Cinemax service. As yet, no successor has been named to presidency of HBO Entertainment group, and, according to company spokesman, Fuchs will retain that role until successor is named.

rate for any of them.

■ Turner Broadcasting System, owner of superstation WTBS(TV) Atlanta, came up with legislative language that would exempt cable systems from paying the 3.75% rate for carrying what the bill calls "national cable broadcast stations"—superstations that pay for national rights for their programming. (TBS, of course, believes WTBS meets the criterion.) The language was transformed into H.R. 3419 by Sam Hall (D-Tex.) and S. 1207 by Dennis DeConcini (D-Ariz.). A Senate subcommittee held a hearing on S. 1207 last week (see page 10).

■ Jim Hedlund, vice president, government relations, Association of Independent Television Stations (INTV), in testimony before the House Judiciary Subcommittee last month, proposed a measure to encourage a cable system to carry the signals of all broadcast stations in its television market (BROADCASTING, Feb. 27). Under the copyright law, a cable system must pay royalties for each distant broadcast signal it carries and, as things now stand, signals of stations within its market that the system is not required to carry under the FCC's must-carry rules are considered distant signals. As described by Hedlund, the legislation would allow a system to carry without copyright liability the signals of nonmust-carry stations within the market (the Area of Dominant Influence [ADI] as defined by Arbitron) in which the system is located.

■ The National Cable Television Association, believing a long-term solution is needed to the cable industry's copyright problems created by the CRT's proclivity to raise copyright fees, will propose "standards for the CRT to follow in rate adjustment proceedings," according to NCTA Executive Vice President Jim Mooney.

If anything were to become law this session, it would be the INTV proposal, even though Hedlund has yet to reduce it to legis-

lative language or find a sponsor for it. It has the support of some, while others are not opposed to it. Testifying at the same hearing as Hedlund last month on behalf of the National Association of Broadcasters, David Polinger, senior vice president, WPIX-TV New York, said NAB would support legislation reflecting the proposal. The MPAA would support the proposal with a few changes, said Attaway. "We agree with the principle that a station seeking to serve a certain area... should be allowed carriage on cable systems within the area without the cable systems incurring copyright liability," said Attaway. But the MPAA is unsure whether an ADI is the "appropriate" way to describe that area. In some cases, he said, the ADI is too broad and, in others, it's too narrow.

But the problem with turning the INTV proposal into law is the cable interests—CATA, NCTA and Turner. They have no problem with the INTV proposal, but they said they can't support any copyright bill that doesn't address their particular concerns as expressed in their bills or proposals. "The principal beneficiary [of the INTV proposal] is independent broadcasters, not cable operators," said Mooney. The signals the legislation would allow operators to carry without copyright liability "are not all that interesting to cable operators."

So with cable interest prepared to block stand-alone legislation based on the INTV proposal, all the parties must compromise on a legislative package and that, judging from today's perspective, would be a difficult task. The INTV, the NAB and the MPAA have all testified vociferously against the Synar and Hall bills.

But there has been some progress. Although they still remain far apart, representatives of CATA and the MPAA have made significant progress toward a compromise. CATA had wanted cable systems in every market to be able to carry three distant sig-

nals without incurring the 3.75% rate, but, according to CATA's Executive Director Steve Effros, it is now willing to settle for three signals where there are no local independent stations and two where there is at least one. According to MPAA's Attaway, the association, which had once opposed any changes in how the 3.75% rate is applied, would consider allowing cable systems outside the top 100 markets to carry two signals without incurring the 3.75% rate. □

## State broadcasters send their signal through Washington

Various state association leaders meet with FCC, Hill representatives

The future of a broadcast deregulation legislation in the House was the overriding concern of the more than 300 broadcasters in Washington last week, who came mostly to attend a three-day legislative conference sponsored by the National Association of Broadcasters.

Every year NAB hosts the conference for state broadcasting association presidents and executive directors, who spend most of their time on Capitol Hill. (The 127 state association officials were accompanied by more than 200 broadcasters. According to reports back from 34 state associations, NAB said the visitors met with 49 senators and 185 congressmen.)

Highlights of the conference included a number of private congressional receptions, lunch with FCC Mass Media Bureau Chief James McKinney, and a number of workshops devoted to improving association management and addressing some of the problems faced by state broadcasters. McKinney filled the conferees in on commission decisions before the FCC meeting on Thursday (see story, page 34).

By the end of the conference it was clear that achievement of broadcast deregulation legislation this year was still a chief priority. But it also was apparent that obtaining that goal would not be easy.

The broadcasters arrived only days after NAB abandoned its efforts to gain legislative relief through the House Telecommunications Subcommittee. The subcommittee had been wrestling with the issue since last May and released a draft bill two weeks ago. The bill, while acceptable to subcommittee Chairman Tim Wirth (D-Colo.) and others, is far from palatable to the NAB.

As a result, NAB announced it would call on the members of the parent, Energy and Commerce Committee (chiefly its chairman, Michigan Democrat John Dingell), to take up the matter and bypass the subcommittee completely (BROADCASTING, March 12). Last May, the association attempted to "roll" Wirth on broadcast deregulation, but failed.

After calling on their representatives and senators, the leading opinion shared by the

## Mulholland exits NBC

Robert Mulholland, NBC president and chief operating officer since 1981, resigned late last week. There was some speculation that the working relationship between Mulholland and NBC Chairman Grant Tinker had been on the decline for some time. Neither Tinker nor Mulholland could be reached at deadline. Many of the top management-level executives at NBC will be at a stations division meeting that convened this past weekend and runs until tomorrow (March 20), but a network spokesman said there would be an announcement coming out of New York "early in the week" that would detail Tinker's planned "reorganization" in light of Mulholland's departure. The spokesman said that "it is a certainty that nobody will be brought in from the outside" to replace Mulholland, and that it's possible that the reorganization might not call for a "one-on-one replacement," but perhaps a dividing up of his former responsibilities.





association officials seemed to be that there is significant enthusiasm for broadcast deregulation in Congress. According to Nebraska broadcaster, Bud Pentz, "All the people we talked to were very favorable to our position." Some legislators reportedly even suggested how to procedurally achieve that goal, but the group seemed unsuccessful in finding someone to lead the charge outside the subcommittee.

Meanwhile during the legislative workshops scheduled during the final day of the conference, the broadcasters received plenty of advice. The kind of advice, for example, the broadcasters might want to heed before calling on the Congress.

They heard from Herb Cohen, author of "You Can Negotiate Anything," during a dinner Wednesday night. Cohen told the group that "sticking with the process," was the key to successful negotiations. The next morning two leading Washington lobbyists, J.D. Williams of Williams & Jensen and Tommy Boggs Jr. of Patton, Boggs & Blow, said constant and open communications were the keys to effective lobbying. "Whenever you see a member, give him both sides of the issue. Tell him the argument for the other side. He's going to hear it anyway," Boggs said.

Boggs also told the group never to ask for "something that is totally impractical."

Williams advised the broadcasters to beef up their Television and Radio Political Action Committee (TARPAC). "Be active on the political scene locally," he said. "You need to be much more politically active. You should support your local trade association. Try and achieve a position through the policymaking body of the association," he said. Williams also suggested broadcasters become a "real friend" of their legislators. One quality a lobbyist needs to develop, Wil-

liams added, "is to look like an owl after you've made an ass of yourself."

In addition to learning the art of lobbying, the broadcasters were urged to play an active role during this year's election. NAB circulated "Broadcasters and Political Debates," a booklet outlining how television and radio stations can sponsor candidate debates. The push by NAB to hold debates was backed by pollster Patrick Caddell, who appeared briefly during the conference. Caddell stressed the important role debates play in the political process. "Most voters depend on the electronic media for their information," he said. And, he noted, that "debates create the possibility to educate the public and influence the outcome of the election process." The sponsorship of debates, Caddell contended, offered broadcasters an "incredible opportunity."

Caddell's address and the debate booklet are only the beginning of a much larger get-out-the-vote campaign launched by NAB. The campaign will be the theme for the association's annual convention next month in Las Vegas (April 29-May 2).

But NAB's voter campaign was not the only drive initiated by the broadcasters. NAB pitched its latest effort to bring national attention to the problems of drug and alcohol abuse. A session titled "Drunk Driving...A National Responsibility...A Local Solution," featured Senator Frank Lautenberg (D-N.J.); Dr. Morris Chafetz, president, Health and Education Foundation; Donald Shea, president of the U.S. Brewers; Lou Herzog, Mothers Against Drunk Driving, and Jerry Sacks, president of the Capitol Center. Broadcaster Andy Ockershausen, chairman of NAB's Task Force on Drug and Alcohol Abuse (see story, page 78), and Joe Reilly, executive vice president of the New York State Broadcasters Association, also spoke.

In that same vein, the NAB announced it was establishing "Service to Children" awards. The awards, which will be presented for the first time during NAB's national convention in 1985, were created as part of an effort to encourage television programming and nonprogramming activities for children, NAB says. □

## Warner Amex's lowering expectations

**Company's proposals to scale down cable service in Dallas and Milwaukee are being considered by cities with sentiment growing to reopen bidding; WA wants to sell Pittsburgh to TCI**

Warner Amex Cable's bid to substantially reduce the size and scope of two of its major urban cable systems has yet to be fully played out, but at this point there's a good chance that the company may not be operating systems in Dallas and Milwaukee.

In Dallas, the city's cable board has unanimously rejected all of WA's proposed service cutbacks, a decision that, if embraced by the city council, will likely mean a pullout by Warner. That is, of course, if WA Chairman Drew Lewis's statements over the last nine months about pulling up stakes where the company overpromised and where the local authorities refuse to renegotiate are more than just idle threats.

"It's clear to me that nobody's going to stay in these big cities unless they can make

## CBS News's Nixon interviews raise some eyebrows

A flurry of controversy developed last week around CBS News's decision to buy 90 minutes of taped interviews with former President Richard Nixon in which the interviewer is a nonjournalist and also a long-time associate of the interviewee ("In Brief," March 12). CBS's payment, reportedly \$500,000, raised not only the old issue of "checkbook journalism" but also what some journalists consider the bigger issue—raised because of former Nixon White House aide Frank Gannon's role as the interviewer—of whether CBS News was abdicating its editorial control and letting Nixon, in effect, produce his own program. After all, critics wanted to know, how many hard-ball questions is an old nonjournalist friend apt to ask?

The questions, hard-ball or not, had all been asked and answered when CBS News got a look at the tapes. Gannon, who also had helped Nixon write his memoirs, had recently completed taping some 38 hours of his conversations with the former President over a period of eight months, and had made a deal with Historic Video Productions, a new Netherlands Antilles company formed by a British conglomerate, to market the tapes in the U.S. and worldwide.

Historic Video evidently showed samples of the tapes to the news divisions of ABC and NBC as well as CBS. It wanted, at first, to sell rights to five hours of the 38—any five. NBC reportedly rejected the offer on the ground that the material was not new, ABC on the ground that the price was too steep. CBS accepted after whittling the buy down from five hours to 90 minutes and

the price—which CBS officials don't specify—to a reported \$500,000. CBS News also asked Gannon, in order to "save time," to edit the 38 hours down to a two-and-a-half-hour reel of what he considered "the best" material from which CBS News will choose the 90 minutes it wishes to use.

CBS News officials contend that all the talk about abdicating editorial control is "a red herring," as Robert Chandler, senior vice president for administration, put it. They say Nixon covers a broad range of events and personalities in a manner he has not shown publicly before—in Chandler's words, "relaxed, forthcoming, expansive and open."

Of letting Gannon choose the "best" material from which to select the 90 minutes, Chandler says that CBS News has transcripts of all 38 hours and if they contain material more interesting or newsworthy than what Gannon has chosen, CBS News will dig out the appropriate tapes and use them.

As for using interviews conducted by a nonjournalist, Chandler says it's no different from what newspapers—even the most respected newspapers—do when they're offered rights to serialize or excerpt new books: "If they think it has value for their readers, they buy it; if they don't, they pass. That's exactly what we've done here."

The 90 minutes are to be seen in three installments, the first on *60 Minutes* on April 8, the second on the new *American Parade* (see page 61) on April 10 and the third on *60 Minutes* on April 15.

a profit," said Lewis in an interview several months ago. And if a decent return can't be generated in the large urban systems, he added, then "the cities [or someone else] are going to be in the business because we are not going to be in it."

And Lewis remains firm in his commitment to scale down operations in Dallas and Milwaukee. Last week he told a group of Ohio cable operators that the "modifications" WA is seeking in those cities, "more realistically reflect the customer demands and usage, as well as assure the economic viability of the systems." Lewis also expounded upon what he described as the new "nuts and bolts reality" of the cable industry: "The reality that the proliferation of program services has ended. The reality that large cities are not the lucrative market marketing experts thought they would be. The reality that competing new technologies—which are unregulated and pay no franchise fee—threaten our markets."

In Milwaukee, no recommendations have been handed down as yet, although the city has held a series of hearings—the last of which convened late last week—and city cable officials are poring over volumes of financial data supplied by WA in an effort to evaluate some 60 "unforeseen circumstances," cited by the company as justification for reducing the scope of the systems. Also, there appears to be an emerging grassroots effort in Milwaukee to get the city to initiate a rebidding process—that would exclude WA, if the company refuses to live up to the franchise agreement it signed last June.

WA is also seeking rate increases in Dallas and Milwaukee and has scheduled rate in-

creases to take effect at its Cincinnati system on April 1. Cincinnati, however, threatened to take WA to court if it imposes the rate hikes, affecting all but the lowest level of cable service, and averaging close to 35%. Both sides have been in discussion for the past several weeks and hope to work out some agreement by April 1. If they are unable to come to terms and WA imposes the rate hikes, the city will most likely go to court.

In Pittsburgh, WA is taking a different tack in its effort to avoid the high costs of operating its state-of-the-art system there—it hopes to sell the system outright to Tele-Communications Inc. for a reported \$90 million. And despite reports that the two cable MSO's have almost reached a workable agreement, WA has not even informally notified the city of Pittsburgh of its talks with TCI. The city would have to approve such a deal and, according to Brother Richard Emenecker, the city's cable administrator, TCI would be required to abide by all of the obligations that Warner assumed in the initial franchise agreement.

A series of public hearings have been held in Dallas (the last scheduled for late last week when WA was to have summed up its position). The company wants to reduce its dual-cable, 80-channel residential system with a 54-channel institutional loop, to a single cable system with 45-channel capacity and no institutional loop. WA also wants to cut back the number of access centers and studios it must provide; have the city assume approximately \$241,000 annually in access program costs; have apartment dwellers assume the costs of wiring their buildings and "defer" construction of some sparsely popu-

lated areas in the franchise.

While the city's cable board has rejected all of the proposed cutbacks, it is the City Council Finance Committee that has been charged with providing the full council with a final recommendation. That recommendation may be made some time in April.

WA was also expected to sum up its position on Milwaukee late last week. City cable administrator Woody Welch expects to develop a "preliminary evaluation" by mid-April and submit a final report and recommendation to the city council by the end of that month. Helping Welch assess the situation is Cooper Associates, a cable consultant based in Marlton, N.J.

One alternative for Milwaukee, which WA has brought up with the city, is a possible merger of the WA city system with 14 surrounding area systems owned by Viacom. "We don't know enough about that proposal yet," Welch said last week. But he acknowledged that the economies of scale implicit in such a venture "appear to make sense in the context of urban cable."

Welch noted that several of the initial losing applicants for the Milwaukee franchise expressed interest in resubmitting bids should the whole process be thrown open again, including the Canadian MSO MacLean-Hunter, and a local cooperative known as the Five C's (Community Controlled Cable Communications Cooperative). Representatives from each of those companies confirmed such interest.

"We would very seriously examine rebidding," if the city opens the process again, said MacLean-Hunter's Scott Colbran. Colbran said he is submitting a letter to Welch that essentially makes four points. First, that contrary to what WA now appears to be arguing, "Milwaukee is a good cable market." Second, WA seems to be basing its assessment of Milwaukee "on the poor operating results they've had in other cities." Third, if the city accepts the proposed cutbacks in cable service it will be "accepting a good deal less than other cities." And fourth, Milwaukee should remain "fairly confident that they'd receive applications," in a rebidding process.

And there are some citizens in the city who would like to see the franchise process redone. Among them is Ron Wanless, a pastor with the United Methodist Church, based in the city, who is also chairman of the Cable Task Force of the Greater Milwaukee Conference on Religion and Urban Affairs. "Drew Lewis once told the PATCO [air traffic controllers union] to take a walk because they would not fulfill a contract," said Wanless. "If Warner Amex feels it cannot fulfill its contract, then let them take a walk." He added that "the people of Milwaukee shouldn't suffer because of poor management at Warner Amex."

Wanless suggested that WA may have misrepresented itself in its franchise application and that there may, as a result, "be a good case for a class action suit."

Drew Lewis could not be reached for comment, but a company spokesman indicated that executives there did not care to comment on WA's proposed service cutbacks. □

## Federal financial shift

A bill that "would give the nation's 280 public radio stations more flexibility... to broadcast programming that serves the interests of the residents of their local communities," was introduced in the House by Representative James T. Broyhill (R-N.C.) last week. If the bill (H.R. 5149) were enacted, public radio stations would receive at least 80% of federal public radio funds, while National Public Radio would be guaranteed only 20% by 1987. Under existing law, public radio stations receive no less than 50% of the federal appropriations earmarked to support public radio, while the rest goes for national radio programming production—which traditionally has gone to NPR. In the Broyhill proposal, NPR would receive 40% of the federal public radio monies in fiscal 1985; 30% in fiscal 1986, and 20% after fiscal 1986. Broyhill said his plan would give stations the financial resources necessary to purchase programs of particular interest to their local communities, create an incentive "for program producers to develop more high-quality programming for public radio stations" and give stations an incentive to "purchase from the producers which offer the highest quality programming." He said the process would be "more democratic," since stations would be able to afford to purchase programming from producers of their choice, and the bill would "increase the incentives that exist at present, for NPR to adopt strict financial controls within NPR."

Broyhill tried to allay fears that such a bill would be the end of NPR. "My bill does not mean the demise of NPR. Nor does it necessarily mean that NPR will diminish in size," he said. "If NPR produces the high-quality programming that is desired by [its] listeners, it will continue to exist at substantially the same size as today," he said.

Public broadcasting officials said, in reaction, that the issue should be resolved within the public radio community, rather than legislatively. "Fixing anything that specifically in the legislation is denying the radio community to determine its own future, set its own plans and to make its own adjustments," CPB President Edward Pfister said. NPR President Douglas Bennet said "very few stations would support" the bill.



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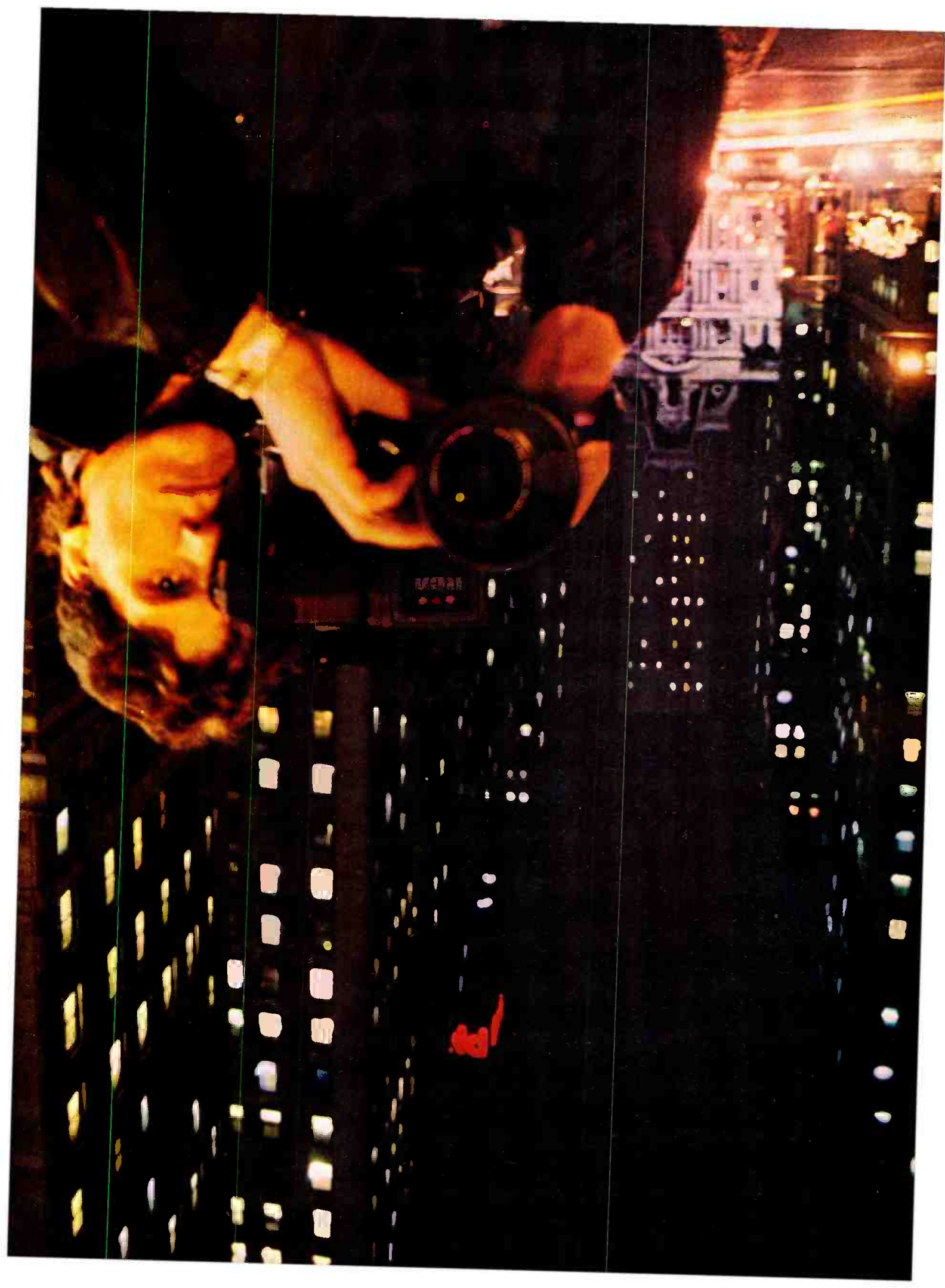
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# RCA

## Alberto-Culver wins split-30 battle, drops antitrust suit

**Advertiser ends legal action after group owners follow lead of networks and approve airing multipart commercials**

Alberto-Culver Co. last Monday (March 12) dropped a class action antitrust suit against most of the broadcasting industry's biggest station group owners, saying the groups have dropped their restrictions against carrying split 30-second commercials at least until September 1985. The groups, which have joined the three major networks in dropping restrictions or outright bans against carrying the spots, appear to be taking a variety of approaches—all of them cautious—toward integrating the commercials into their schedules.

Henry Wittemann, vice president for advertising services at Alberto-Culver, said stations have agreed to carry split 30's—commercials that advertise two unrelated products manufactured by the same company—without imposing production requirements such as opening statements identifying the message as advertising "products from..." or bridges between the two messages. Commercials to be accepted, he said, will be similar to those Alberto-Culver has been airing in Puerto Rico—basically two short commercials contained in a single 30-second spot.

Groups that have signed the agreement have said they will not restrict the broadcast of split 30's to any particular daypart, nor will they charge a premium for them, said Wittemann, but some groups, including the three networks, have reserved the right to restrict the number of split 30's that may appear in a single commercial cluster.

By settling its dispute with the three networks and 14 of the industry's biggest station groups, Alberto-Culver believes it has basically won acceptance of the split 30, according to Wittemann, who said the company thinks smaller stations and groups will eventually fall in line with the industry's leaders. The September 1985 deadline, which also applies to the three major networks, permits the broadcasting industry to experiment with the spots, he said, noting that by the time the deadline comes, the use of the spots will have proliferated and stations will have adjusted to carrying them.

Groups that have dropped restrictions against split 30's are Knight-Ridder, Westinghouse Broadcasting and Cable, Cox Communications, Metromedia, Hearst Broadcasting, Scripps-Howard, Storer Communications, King Broadcasting, Out-

let Broadcasting, Meredith Broadcasting and Post-Newsweek Stations. They join the three networks, which settled earlier, and Taft Broadcasting and Capital Cities Communications, which were not named in the class action suit because they settled before it was filed.

Although most of the groups that have settled with Alberto-Culver did so on behalf of their individual stations, Group W simply dropped its corporate policy against broadcasting commercials that advertise two unrelated products in a 30-second spot. "We've decentralized our policy and left it up to the stations to decide whether they will air the commercials," said Larry Fraiberg, president, Group W Television Station Group.

Knight-Ridder, Outlet, Metromedia and Cox have all told Alberto-Culver their stations will accept the commercials, according to executives at those companies, although restrictions will be permitted as to how many of the spots may run in a single commercial pod.

Mike Kievman, executive vice president of Cox's TV station group, said stations had little choice but to settle with Alberto-Culver once the three major networks "caved in" and began airing the commercials. It has been expensive and technically difficult for affiliates to "cover up" split 30's broadcast

on their networks, he said, and so many stations have given up trying to do so.

All three networks said last week the number of their affiliates covering up split 30's has "decreased significantly" in recent months and that the number of commercials being covered up is no longer a major problem. At one point, advertising agencies estimated, and the networks confirmed, that affiliates reaching up to 30% of CBS's typical audience were covering up split 30's, while at NBC, about 15% of the commercials' potential coverage was blacked out.

Industry leaders appear to be taking a "wait and see" attitude on where the use of split 30's will go. David Henderson, president of Outlet's TV station group, said the solution of settling with Alberto-Culver, "was not a happy one," but one in the best interests of his company's shareholders. Public acceptance of split 30's "will depend on advertising's creative community" and its ability to produce spots that will not offend viewers, he said, as well as on the broadcasting industry's use of the spots. "The public won't notice how long a commercial is, but it will notice how many messages it is viewing all at once," he said. If too many split 30's are forced on the television industry, he said, "advertisers may find they have won the battle but lost the war." □

## Ad agencies launch campaign to improve public acceptance

**AAAA sets out to correct advertising's image problem with broadcast and print campaign, study of TV split 30's, oversight of political commercials, 'outreach' to college campuses**

The American Association of Advertising Agencies has initiated an aggressive effort to improve the public's attitude toward advertising and upgrade the quality of political commercials on radio and television. The campaign, unveiled by the 590-member trade organization during its annual convention held March 7-11 in Palm Springs, Calif., is the brainchild of a "blue ribbon" committee formed by the AAAA last year to address the image problem.

"A significant portion of the American public feels that advertising, especially on television, is exaggerated or misleading," outgoing AAAA Chairman Paul C. Harper Jr., of Needham, Harper & Steers, asserted during a March 9 news conference at the Canyon hotel in Palm Springs. "At the same time, almost two-thirds of the public recognizes that advertising provides helpful buying information. To the extent that we have a credibility problem, our advertising messages are that much less effective."

The centerpiece of the campaign will be a

print and broadcast media advertising schedule being developed for the association by the Minneapolis-based Fallon McElligott Rice agency, under the direction of Chairman Tom McElligott. Commitments to publish the print ads—as a public service—have already been received from Time Inc., Hearst Publications, the *New York Times*, *U.S. News and World Report* and the *New York Daily News*. The series of ads, which will soon be available in broadcast versions, is designed to refute commonly held myths about advertising.

According to incoming AAAA Chairman John O'Toole, of Foote, Cone & Belding, who headed the image campaign committee, the effort intends to "provide some answers and some ammunition to those in the general public who are positively or neutrally disposed to advertising, but are constantly exposed to critical, sometimes hostile, opinions about it."

Political advertising is seen by the AAAA as a main contributor to advertising's poor public relations, and the association will use its influence to minimize broadcast of unethical political commercials during the 1984 campaign. AAAA members are being asked to notify the group's New York headquarters of commercials that violate the existing



**"Microdyne's satellite radio network gives us better signal quality and saves us over \$120,000 a year."**



*Paul Stone, General Manager, Georgia Radio News Service*

**Reduced costs — fast payback**

State and regional networks need all the money they can save. That's why the Georgia Radio News Service installed a Microdyne SCPC satellite radio network system.

They found that it reduced monthly distribution costs 80% while improving signal quality.



*At Microdyne we manufacture nearly everything in the system, from the precision-molded 5-meter uplink antenna . . .*

Where the network once paid \$12,000 a month for land lines to feed their 105 affiliates, they now lease a 10-dBw carrier on Westar IV for about \$2,000 a month. That results in a savings of \$120,000 a year.

"We expect a fast payback on

the equipment," General Manager Paul Stone adds.

**Greater programming flexibility**

But lower costs and superior performance aren't the only advantages of a Microdyne radio network. Our system is frequency agile and has an optional bandwidth selection feature that lets you change formats when you change channels.

That means you can receive any of the many radio programs now being carried on a single satellite. And that gives you more programming options and greater flexibility.

**Turnkey systems**

At Microdyne we manufacture nearly all of the components that make up a satellite radio network, from the uplink antenna to the downlink demodulator. And we not only design and build custom systems, we can also manage the complete instal-

lation. So all you have to do is tell us what you need and when you need it.



*. . . to the rack-mounted downconverter and unique bandwidth selectable, frequency-agile demodulator that lets you change formats when changing channels.*

And of course all of our products are backed by our 48-hour repair or replacement policy and our 24-hour toll-free number for emergency engineering support.

**Let us custom-tailor one for you**

If saving thousands of dollars a month while improving performance appeals to you, call our Marketing Department at the number below. Ask for our free brochure on satellite radio systems. It could brighten your budget for years.



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*And with very happy results. Just a few examples in January:*

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KPIX San Francisco  
KYW-TV Philadelphia  
WBZ-TV Boston  
WJBK-TV Detroit  
WTTG Washington  
WCCO-TV Minneapolis  
KTVI St. Louis  
WJZ-TV Baltimore  
WISN-TV Milwaukee*

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No. 1 Rating\*  
Rating up 67% vs. Year Ago\*\*  
No. 1 Rating  
Rating up 33% vs. Year Ago  
No. 1 Independent Rating  
No. 1 Rating, up 8% vs. Year Ago  
No. 1 Rating, up 14% vs. Year Ago  
No. 1 Rating, up 13% vs. Year Ago  
Share up 15% vs. Nov.*

*Plus: PM's upscale demographics continue to make it the outstanding buy for advertisers.*

Source: NSI Cassandra  
\*Tie \*\*New Time Period



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*Even at this early date, stations such as these are all set for Fall with PM Magazine. And more and more renewals are coming in each week.*

WNEW-TV	New York City	KFMB-TV	San Diego
WFLD-TV	Chicago	WKRC-TV	Cincinnati
KYW-TV	Philadelphia	WCPX-TV	Orlando
KPIX	San Francisco	WGRZ-TV	Buffalo
WBZ-TV	Boston	WCMH	Columbus
WJBK-TV	Detroit	WZZM-TV	Grand Rapids
WJKW-TV	Cleveland	KUTV	Salt Lake City
KDKA-TV	Pittsburgh	WJAR-TV	Providence
KIRO-TV	Seattle	KSAT-TV	San Antonio
WAGA-TV	Atlanta	WIXT	Syracuse
KOVR	Sacramento	WFRV-TV	Green Bay
WJZ-TV	Baltimore	KHQ-TV	Spokane
WFSB-TV	Hartford-	KWWL-TV	Cedar Rapids
	New Haven	WMTV	Madison
KGW-TV	Portland	KMTR-TV	Eugene

*For the long run, there's nothing like PM Magazine.*

 **GROUP W  
PRODUCTIONS**  
WESTINGHOUSE BROADCASTING AND CABLE INC.



AAA code of ethics for political campaign advertising.

"If we feel there are sufficient examples of what we believe to be violations of the code of ethics, we may cite a 'dirty dozen' of examples," explained Charles F. Adams, AAAA executive vice president and director of its Washington office. Adams said such a list conceivably could be released before the November election, but it is more likely that it will be made public afterward "to bring attention to the need for higher standards in the advertising of political candidates." The action, he said, is being taken at the direction of the AAAA board of directors, "which believes that the decline in the character and quality of political advertising damages the reputation of all advertising."

A great source of consumer irritation, the AAAA image committee concluded, is perceived commercial clutter, particularly in television advertising. In its report to the association's board of directors, the committee contended that "shorter commercial lengths and the environment that would be created by a shift to more and briefer commercials probably will diminish the effectiveness of television advertising generally." The report cited the opinion of an academic expert retained by the committee who speculated that in and of itself, "a move to split 30's probably will not deteriorate the public image of advertising."

However, O'Toole said his committee is hopeful, "after a preliminary discussion with one of the networks, that this alarming straw in the wind [split 30's] will result in a real test—in the marketplace and over an adequate period—to quantify the damage this possible doubling of commercial messages will do to a medium that has been so key to the growth of our industry." He also said, reporting for the committee, that no other medium "comes close [to television] in its ability to evoke responses to advertising like, 'irritating' and 'insulting to my intelligence.' And in this area, the data leave little doubt that these specific impressions are an important factor in the negative attitudes about television in general. Proving that, however, would do little to persuade those who practice this kind of advertising to desist."

The third and final element in the image improvement campaign is a program "to reach into the colleges of our country to try to create a better understanding of advertising," Harper said. The effort involves one-day visits to college campuses by top industry executives to discuss advertising and answer questions from students.

"Much of the poor image of advertising exists on the college campus—or at least it gets started there," declared AAAA President Leonard Matthews. "Many teachers of economics, philosophy, psychology and sociology express a negative point of view of advertising which is surprising and even shocking to those of us in the business." As outlined by Matthews, a typical campus visit might include "breakfast talks, classroom visits, luncheon talks, faculty lounge discussions, a dinner meeting and bull sessions into the night."

The image campaign emerged following a survey of the organization's membership that

**NO AMOUNT OF ADVERTISING CAN MAKE YOU BUY A PRODUCT YOU DON'T WANT.**

The advertising industry as a creature...  
It is... we haven't been terribly successful...  
America has a way of getting out there...  
I don't like...  
I will... I think advertising does...  
people buy...  
The fact...  
Let's...  
I present...  
interesting...  
And then...  
watch...  
It...  
I...  
Perhaps...  
the...  
Maybe...  
**ADVERTISING.**  
ANOTHER WORD FOR FREEDOM OF CHOICE.

4As image improvement ad

ranked improvement in public perceptions of the industry a "top priority." O'Toole cited both a 1983 Gallup poll ranking advertisers "near the bottom" in perceived ethics and a 1982 study by Opinion Research Corp. which found that 68% of men and 62% of women felt television advertisements were exaggerated or misleading.

"This campaign explains what advertising really is and really does," O'Toole said. He said the AAAA is actively seeking commitments from publications and broadcasters to donate space or time to the image campaign. No specific date for roll-out has been set, although prototypes of three print ads have been prepared, and a pilot college-visitation project involving 15 schools will begin next fall. The political advertisement endeavor began last fall with conferences held in Chicago and Washington, and agencies were encouraged to begin monitoring broadcast ads immediately. The tag line for the AAAA appeals will be: "Advertising—another word for freedom of choice."

"We don't believe [this campaign] is going to solve the problem in and of itself," Harper concluded. "It is ammunition" to be used in countering advertising's negative image. He emphasized that those supporting the effort are expected to donate their services or charge only for costs. □

## International ads must have universal appeal, advises BBDO chairman

Cultural differences among nations still must be given important consideration in the development of international advertising campaigns, although the thrust of marketing trends necessitates use of common human themes in worldwide commercial appeals, argued New York agency executive Allen Rosenshine in a 4A address entitled "In Ja-

pan An Octopus Has No Arms." Rosenshine, chairman and chief executive officer of BBDO, explained how a deodorant commercial flopped in Japan because the American agency did not know that octopus tentacles are considered legs—not arms—by the Japanese.

"The new communications technologies," said Rosenshine, "beckon us with challenges about everything we know in advertising." Greater use of satellite transmissions across national borders demands that advertisers refine their research techniques in a search for similarities among peoples. The possibility also exists that negative attitudes toward advertising could be changed through a more creative use of international messages, he added.

"If international advertising is to be a success," said Rosenshine, "it must capitalize on international language... of common emotions and humanity."

During an earlier AAAA panel discussion, sharp disagreements between media analysts from other countries emerged. The U.S. tends to "treat allies not as equals but as dependents without minds of their own," complained Trevor John Kennedy, editor of Australian Consolidated Press in Sydney. "The U.S. [budget] deficit is the greatest threat to world economies today," he added. The view was seconded by Theo Sommer, editor of West Germany's *Die Zeit*, who predicted the deficit will have crippling consequences in Europe by "siphoning off" capital from the continent. Hiroshi Ishihara, a researcher with *Yomiuri Shimbun* (newspaper) in Tokyo, said his people "are concerned about the protectionist trends among the Democratic hopefuls" but encouraged by President Reagan's free trade policies. At the same time, the Japanese believe Reagan's military activities are increasing the risk of war, Ishihara said.

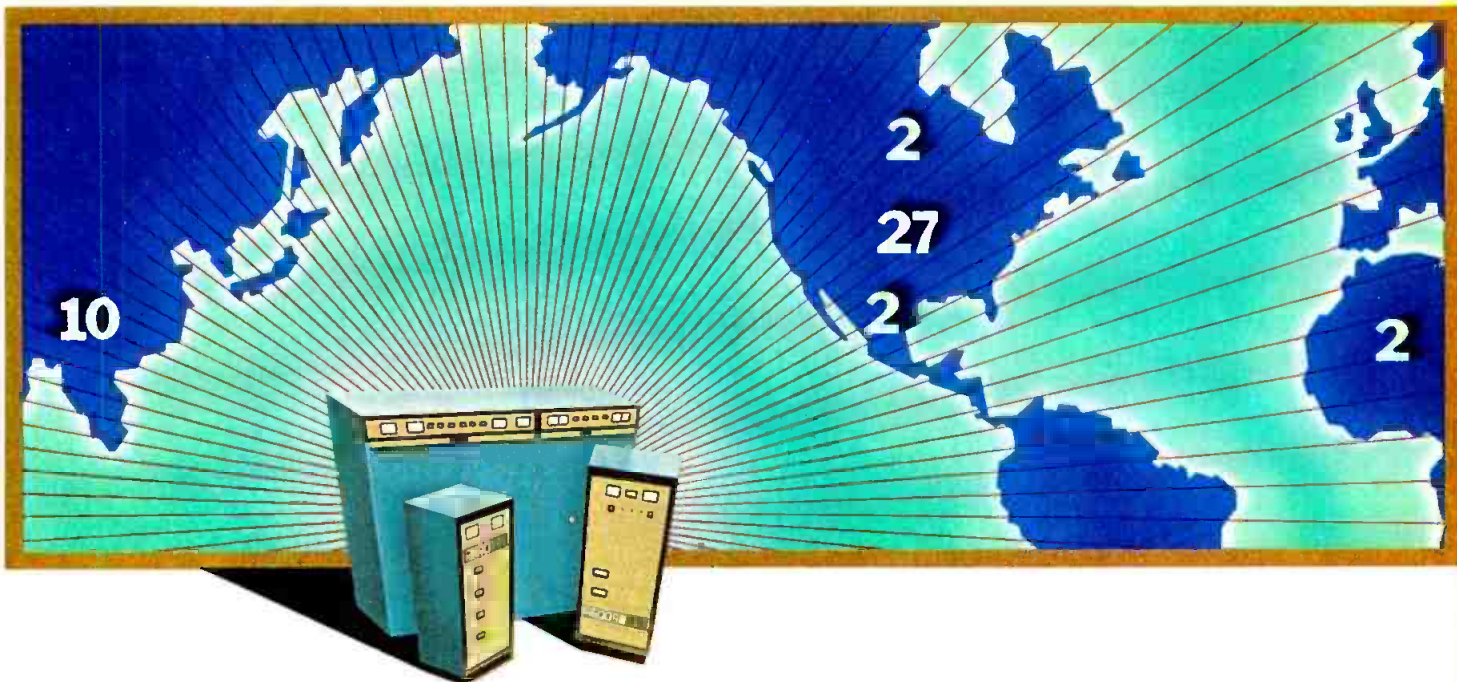
In a Saturday morning talk, the president of the Institute of Canadian Advertising, Keith McKerracher, said his organization has become "confused" by results of recent research suggesting a discrepancy in the opinions of Canadian consumers and ad agency executives regarding television commercials north of the border.

"We seem to have a low opinion of our own work," McKerracher said, "lower than the public." He disclosed results of a recent ICA survey that showed little agreement between agency personnel and consumers about the quality of individual television ads. It may be that the public "talks tough" about commercials, but actually responds positively to ads it labels "irritating." He cited the case of a furniture commercial that has been universally derided in Canada but has pushed revenues of the advertiser to record levels over a five-year period.

"Canada may lead the world in the number of regulations governing advertising," McKerracher pointed out. He said he was disturbed by results of an informal Canadian poll earlier this year which found that 59% of those surveyed favor still more regulations. A 1978 survey, he said, found 64% of Canadians surveyed had negative attitudes toward advertising, although only 7% professed a strong opinion on the subject.

Results of similar surveys reflected nega-





# Forty-three station installations in the last 24 months!

**Not bad for a company you may hardly know.**

But more and more broadcasters are getting to know us every day! There's good reason why we've grown so fast. We call it "station orientation" . . . the basic philosophy of George Townsend, whose background is station engineering. Now it's practiced by all our design engineers, most of whom have had hands-on broadcasting experience.

## We know staying on the air is everything.

We've been there when things go to black. We know the pressure to correct the problem fast. Who needs ulcers! You don't. We don't. So we design maximum redundancy into all our equipment.

But when servicing becomes necessary, we've made it so you can get to the trouble fast — and have room to work. It would be so easy to make smaller cabinets for our equipment. But we haven't forgotten that normal size hands do the service work.

## Maybe you too should get to know us.

As so many broadcasters have lately, perhaps you should get to know us, too. Write for a catalog. But if you're in a hurry or have a technical question, call one of our executive group. At Townsend, you won't have trouble getting through to the top.

### TOWNSEND T.V. TRANSMITTERS

Our record of station installations in just the last 2 years:

Modesto, CA	Tampa, FL	Topeka, KS
Los Angeles, CA	Lima, OH	Denver, CO
2 transmitters	Albany, NY	Yorkton, Canada
Milwaukee, WI	Gainesville, FL	Portland, OR
Clarksburg, WV	Eugene, OR	Sacramento, CA
Marion, IL	Ibadan, Nigeria	Alabama
Waterbury, CT	Oyo, Nigeria	Palm Springs, CA
Augusta, SC	Tallahassee, FL	Ensenada, Baja, CA/Mexico
Salinas, CA	St. Cloud, MN	Tijuana, Baja, CA/Mexico
St. Louis, MO	Chicago, IL	Canada — 2 transmitters
Derry, NH	2 transmitters	India — 10 transmitters



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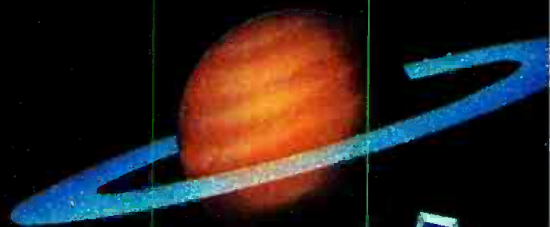
**TOWNSEND**  
ASSOCIATES, INC.

*The Television  
Transmission  
Specialists*

NIGHTLY NEWS

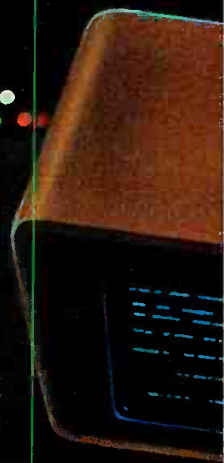
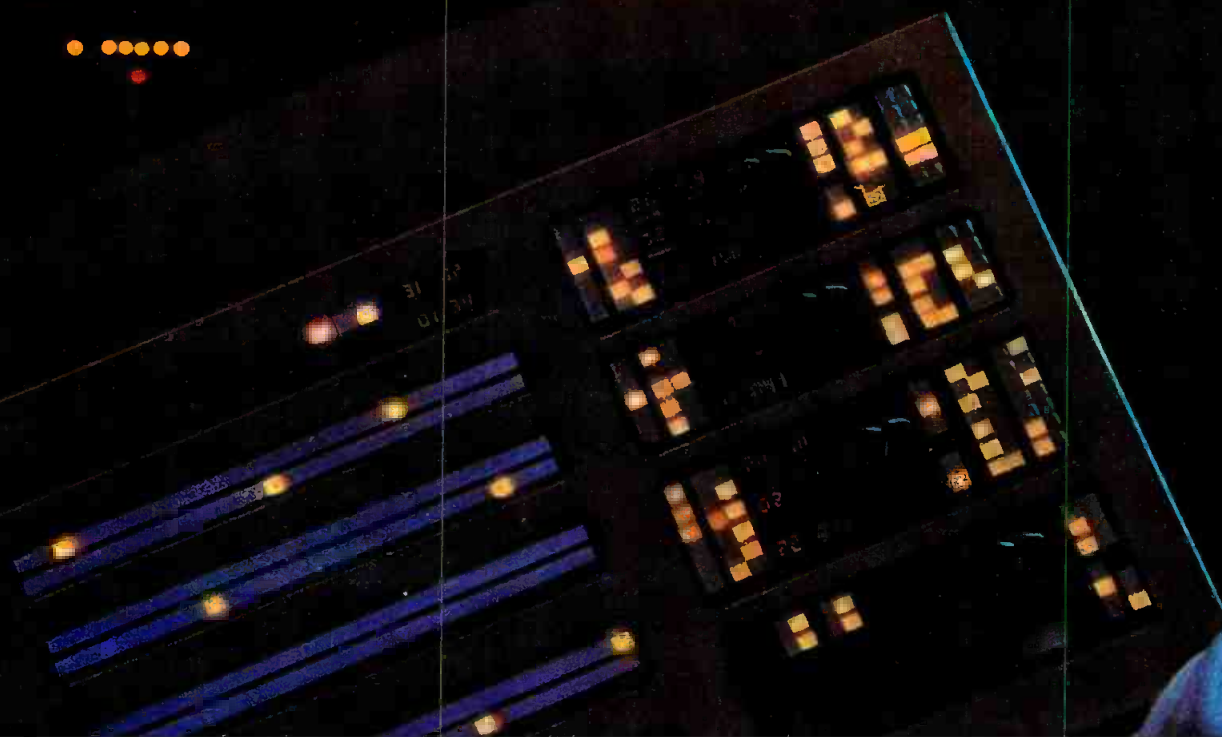
MOVIES

SPORTS



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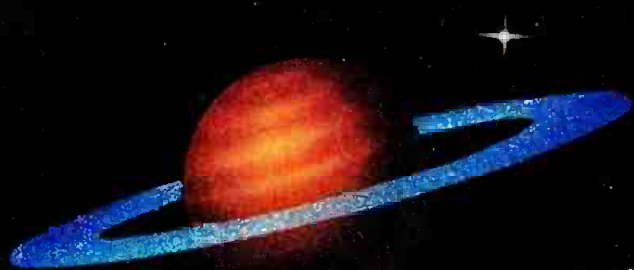
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WEEKLY NEWS

MOVIES



## Explore the Whole Creative Universe Without Leaving Your Console.

Let the exploration begin. Put your hand firmly on the joystick of the Ampex Computerized Editing (ACE) system, and the best there is in the creative universe is at your command. ACE, your control center for the entire system. AVC, the microprocessor-based switcher. ADO, the revolutionary 3-D image manipulator. VPR-3, the world's fastest one-inch Type C VTR. And whatever else it takes to get you to your final destination.

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tive public perceptions of the advertising industry were offered by Ronald Beatson, director general of the European Association of Advertising Agencies, and Bruce Cormack, federal director of the Advertising Federation of Australia.

"In much of Europe, there is open antagonism toward advertising," Beatson reported. "Many do not want a free market economy. Some seem even to enjoy regulation and re-gimentation."

The situation in Australia is somewhat different, said Cormack. A 1983 poll gave advertising some form of approval among 59% of those questioned. "Why are the numbers good? Self-regulation (in Australia) works, and our creativity is tuned to our market," Cormack said. "We have devoted enormous energy to self-regulation here." □

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## Keep it clean

"Sexual showboating" by advertisers in other parts of the world need not be emulated by television stations and their program sponsors in the U.S., believes John Bergin, president of New York-based McCann-Erickson USA. In a mostly tongue-in-cheek presentation at the convention, Bergin suggested that the "Puritan ethic" embraced by Americans and their ancestors is the primary reason why U.S. advertisers have shied away from commercials displaying nudity, emphasizing sexual activity, or selling certain intimate products.

"The ethic is ours," Bergin stressed. "Americans probably have more kinds of ancestors than any other people on earth." This may have made Americans "too moral and too private," he acknowledged, but there is no reason why those values should not continue to be incorporated in on-air advertising in this country.

Comparisons between U.S. television advertising and that seen overseas are akin to "Bambi versus Godzilla" or "Charlie the Tuna versus Jaws," Bergin concluded after showing examples of sexually explicit television commercials from Japan, Australia, Norway, France, Great Britain and the Netherlands. There should be "real debate" on the use of sex in advertising, he added, since deregulation and cable are beginning to push U.S. advertising into new frontiers, even though these ads are pale in comparison with many broadcast elsewhere. If a content analysis of articles on the subject is any guide, Bergin speculated, that debate may have more to do with "the bottom line" impact of sex in advertising than the esthetics or morals involved. □

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## AAAA sees hope for limits in FTC 'fairness' rulings

Passage of a bill restricting the Federal Trade Commission's regulation of "unfair" advertising is a top priority of the AAAA, according to Charles F. Adams, executive vice president and director of the trade association's Washington office. In a report at the

4A convention, Adams urged members to support a Senate bill that "provides an exclusion for advertising from 'unfairness' in rulemaking that eliminates back-door rulemaking, that provides a definition of 'unfairness.'" He predicted a House and Senate conference on such a proposal could convene later this month.

Adams reported that the AAAA is working with Senator Paul Laxalt (R-Nev.) "in introducing a bill that would remove federal restrictions on the advertising of legal gaming activities and make such advertising possible where there are no state barriers." He noted that "an almost impenetrable thicket" of regulations makes it difficult for advertising of lotteries except in certain media.

Adams also summarized recent comments submitted by AAAA to the FCC regarding deregulation of television.

"We recommended against totally removing the stations' requirement to keep program and commercial logs, since this would make proof of performance difficult for agencies and advertisers," he said. "We commented in favor of removing the needless regulations on commercial limits, because they are so far beyond current practice and are controlled by market factors. We are currently working with the commission to see that these matters are sensibly resolved—as with Congress, which is seeking a legislative solution to the problem," Adams said. □

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## 4A's president calls for happy medium between government and self-regulation

"We believe the marketplace needs the combination of self-regulation and government regulation, working together to exercise judicious control over that minority of advertisers who are interested only in short-term gain," declared AAAA President Leonard S. Matthews, in an address to the organization's annual meeting.

"What we must find is the optimum relationship between government and business," he continued. "Although that means less regulation than the past, it doesn't mean no regulation."

Excessive regulation by an "overzealous" Federal Trade Commission has resulted in "an increasing atmosphere of confrontation and conflict," Matthews declared. "This confrontation is paid for by the consumer in the form of higher taxes to finance a rapidly growing bureaucracy and higher prices for products resulting from businesses spending inordinately large legal bills to defend themselves, which reflect themselves in higher prices.

"Take the children's television issue, for example. The FTC fought advertisers for children's products for seven years at God knows what costs. A handful of advertisers plus the ad associations spent over \$10 million in response. This cost, of course, added to the retail price of cereals, toys, candy and other products. Even if the FTC has won, their proposal could not have been imple-

mented and would not have served the consumer."

Reflecting on the current health of the AAAA, Matthews said the group now has to recruit at least two or three members each month just to stay at its current total of about 590 member agencies. "During the last three years, the recession has claimed the lives of a growing number of members," he pointed out. "Average annual losses prior to 1983 were 20 to 23, but the average rose to about 30 in the past three years." □

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## ABC to compensate Olympic advertisers for poor ratings

**Make-goods will be in sports programs, prime time, daytime and summer Olympics—reimbursing advertisers to 80% of ratings expectations for games**

ABC-TV made it official last week, reporting that its winter Olympics advertisers would be given make-goods for some, but not all, of the shortfall in anticipated ratings for the games (BROADCASTING, Feb. 27).

Officials would not disclose the formula, but after presentations to several advertisers and agencies, the unofficial word was that the make-goods would bring them to within about 80% of their ratings expectations for the winter games.

If an advertiser had expected 100 rating points from his Olympics package but achieved only 70, for example, his make-goods by this calculation would be about 10, bringing his total to 80.

H. Weller (Jake) Keever, ABC-TV sales vice president, declined to be drawn into specifics with reporters. He emphasized, however, that ABC was offering some make-goods as "a matter of good business" even though it had made no rating guarantees.

At the same time, he said, the Olympics are "a special kind of TV event that has more than just media values," and these added values—such as corporate image enhancement and promotional values—give commercials shown during Olympic coverage an extra worth not found in ordinary media buys. Thus, he said, while ABC feels obligated to make up some of the ratings shortfall, it does not feel obligated to make up all, or even "the major part," of it.

Keever said all 45 winter Olympics advertisers were being given the same basic make-good formula, regardless of the size of their Olympic buys. The make-goods, he said, will be in upcoming sports programs, including the summer Olympics in August, but also in other prime time and daytime programs.

He said it was impossible to estimate the value of the make-goods yet, because different dayparts carry different values, but of published estimates putting the value at \$10 million to \$40 million he said "There's no way either of those figures could be approached."

He said that the make-goods "will have no major effect on the bottom line," explaining



that some of the time will be naturally available because networks "never try to sell out everything anyway," and some other make-goods can be moved into time normally reserved for promotional announcements, further limiting the number that will come out of salable inventory.

Although the network gave no guarantees, in selling the winter Olympics ABC indicated the ratings would probably equal

or better those achieved in the 1980 winter Olympics at Lake Placid, N. Y. Instead, they fell substantially short—23% short in prime time.

ABC's winter Olympics sales totaled \$190 million and the network is approaching its goal of \$435 million for the summer games. As of last week, ABC sources said about \$17 million remained to be sold on the summer events and that they did not expect

the make-goods to interfere with reaching the goal.

The first reactions of advertisers and agencies on being told of the make-good plan, Keever said, fell into three categories: Some thought it not enough; others would like more but were "generally happy" with it, while others—who had expected no make-goods at all—were described as "overjoyed." □

## With the Jacksons and Richie, Pepsi pours it on

### Soft drink bottler sets its sights on number-one Coke as it unveils new \$40-million advertising campaign

The Pepsi-Cola Co. is seeking a "new generation" of soda drinkers, and it's using a \$40-million-plus television advertising campaign featuring popular music superstars Michael Jackson and Lionel Richie, ("Closed Circuit," March 5). The new campaign, which broke on Feb. 26, is likely to spark a new and intense battle between Pepsi and the Coca-Cola Co. for market share in the soft-drink industry.

"Without question," said Jesse Owen, a soft-drink industry analyst based in Old Greenwich, Conn., who publishes *Beverage Digest*, Pepsi has thrown down the gauntlet to Coke. The latter responded to Pepsi's signing of Jackson by vigorously pursuing Richie, only to lose out. Coke, however, has signed up a group of celebrities to appear in the second phase of its "Just for the Taste of It," campaign for Diet Coke. The celebrities appearing in vignettes include Ted Turner, Jayne Kennedy, Paul Anka, Bill Cosby, Shari Belafonte, Robert Klein, Lorenzo Lamas, Julius Erving, Marcus Allen and Vanessa Williams (Miss America).

Pepsi is aiming for an expanded target audience—including pre-teens (one of the Jackson spots features 12-year-old Alfonso Ribeiro, star of Broadway's "The Tap Dance Kid")—and that is seen as perhaps the most significant aspect of the new Pepsi campaign. Pepsi's move, said Owen, may represent "one of the seminal events in soft-drink history."

Owen estimated that for 1983, Pepsi's regular cola soft-drink accounted for 16.1% of the market, and Coke, 21.9% of the market. All of Pepsi's soft-drink products accounted for almost 26% of the market while Coca-Cola's various beverages made up slightly more than 35%.

"We're using youth to achieve a broader reach," said Pepsi spokesman Ken Ross, on the company's "Pepsi: The Choice of a New

Generation" theme. The campaign features seven new commercials (with both 30-second and 60-second versions)—two with the Jacksons produced by Bob Giraldi, a music video producer, and five other spots, several of which are humor-oriented, a new dimension in Pepsi advertising.

The Jackson spots, which cost \$2 million to produce, have Michael Jackson and his brothers singing lyrics about the Pepsi generation to the tune of Michael Jackson's number-one hit, "Billie Jean." One spot features them in concert at the Shrine Auditorium in Los Angeles, the setting for the much-publicized accident when Jackson's hair caught on fire. The other commercial has the brothers dancing in the streets with young Ribeiro and friends. Both spots end with a graphic illustrating the theme: "Pepsi. The Choice of a New Generation." The spots broke during CBS's coverage of the Grammy Awards on Feb. 26 at which Michael Jackson received eight awards.

The Jacksons deal cost \$5 million, including sponsorship of an upcoming Jackson Brothers reunion tour.

Examples of the humorous spots include one that opens with a sea of beach umbrellas filling the TV screen and what appears to be the fin of a deadly shark cutting a swath through them. The fin turns out to be the keel of a surf board, whose holder is making his way to a Pepsi vendor to quench a "killer thirst."

Two of the new commercials were made by Ridley Scott, producer of the films, "Alien" and "Blade Runner." One of the spots focuses on a boy and his dog near a gas station in a small town where a space ship suddenly appears. The ship, hovering above the gas station, magically beams aboard a can of Pepsi and a can of Coke from two nearby vending machines. Seconds later, the entire Pepsi vending machine is beamed aboard. The spot ends with a voice-over by actor Martin Sheen reciting a slightly altered version of the new theme: "Pepsi. The choice of a new generation and beyond."

Pepsi is banking on the popularity of the singers to keep the company's products in the limelight until the next generation comes along. □



Lionel Richie

The two Michael Jackson spots



# Stock Index

	Closing Wed March 14	Closing Wed March 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N ABC	54 3/8	52 3/4	+ 1	5/8 +	3.08	10 1,595
N Capital Cities	132	126	+ 6	+ 4.76	15	1,770
N CBS	69 7/8	64 3/8	+ 5	1/2 +	8.54	11 2,074
N Cox	41 1/2	40 1/4	+ 1	1/4 +	3.10	15 1,175
A Gross Telecast	62	59 1/2	+ 2	1/2 +	4.20	14 49
O Gulf Broadcasting	7 1/4	7	+ 1/4	+ 3.57		
O LIN	18 1/2	18 3/8	+ 1/8	+ .68		17 388
O Malrite Commun.	8 3/4	8 3/4			7	74
N Metromedia	36	36			31	1,007
O Orlon Broadcast	11/16	1 1/16			0	44
O Price Commun.	6	6			0	19
O Scripps-Howard	25 3/4	26 1/2	- 3/4	- 2.83	15	266
N Storor	32 1/2	30 7/8	+ 1	5/8 +	5.26	19 533
O Sungroup Inc.	6 1/2	6 1/4	+ 1/4	+ 4.00	3	5
N Taft	54 1/4	52 1/4	+ 2	+ 3.82	13	493
O United Television	12 7/8	13 3/8	- 1/2	- 3.73	18	143

	Closing Wed March 14	Closing Wed March 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams Russell	17 3/4	17 1/8	+ 5/8	+ 3.64	16	107
A Affiliated Pubs.	40	40			15	324
N American Family	16 3/4	16 1/2	+ 1/4	+ 1.51	9	274
O Assoc. Commun.	10 3/4	10 3/4			0	51
N A.H. Belo	36 3/8	36 1/4	+ 1/8	+ .34	11	415
N John Blair	27 1/2	26 1/2	+ 1	+ 3.77	12	217
N Chris-Craft	26 3/8	26 5/8	- 1/4	- .93	31	167
N Cowles	28 1/4	28 1/2	- 1/4	- .87	27	112
N Gannett Co.	34	33 3/4	+ 1/4	+ .74	21	4,081
N General Tire	32 5/8	33	- 3/8	- 1.13	11	701
O Gray Commun.	58	59	- 1	- 1.69	13	29
N Harte-Hanks	23	20 1/4	+ 2	3/4 +	13.58	14 504
N Insilco Corp.	16 3/8	18	- 1 5/8	- 9.02	8	277
N Jefferson-Pilot	38 5/8	38 1/2	+ 1/8	+ .32	9	821
O Josephson Intl.	11 3/4	11 7/8	- 1/8	- 1.05	8	58
N Knight-Ridder	21 7/8	21 3/4	+ 1/8	+ .57	12	1,430
N Lee Enterprises	20 1/2	20 5/8	- 1/8	- .60	13	275
N Liberty	21 7/8	22 1/2	- 5/8	- 2.77	13	219
N McGraw-Hill	38 3/8	36 3/8	+ 2	+ 5.49	16	1,923
A Media General	52 1/4	53	- 3/4	- 1.41	10	363
N Meredith	41 1/4	39 7/8	+ 1	3/8 +	3.44	12 388
O Multimedia	30 3/4	30 1/2	+ 1/4	+ .81	14	512
A New York Times	23 1/8	24 3/8	- 1 1/4	- 5.12	5	902
O Park Commun.	19	19			16	175
A Post Corp.	60 3/4	60 1/4	+ 1/2	+ .82	22	111
N Rollins	19 3/8	19	+ 3/8	+ 1.97	24	502
N Schering-Plough	36 1/8	35 3/4	+ 3/8	+ 1.04	11	1,824
T Selkirk	13 7/8	13 1/4	+ 5/8	+ 4.71	30	113
O Stauffer Commun.	51	51			13	51
A Tech Operations	38 1/2	37	+ 1 1/2	+ 4.05	16	35
N Times Mirror	34 1/2	33 3/4	+ 3/4	+ 2.22	13	4,738
N Tribune	25 5/8	24 3/8	+ 1 1/4	+ 5.12	12	1,050
O Turner Bestg.	24 3/4	24 1/4	+ 1/2	+ 2.06	71	505
A Washington Post	61 1/4	61 1/4			14	868
N Wometco	44 5/8	43 7/8	+ 3/4	+ 1.70	27	632

	Closing Wed March 14	Closing Wed March 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>SERVICE</b>						
O BBDO Inc.	35 1/4	35 1/4			12	226
O Compact Video	4	4 1/8	- 1/8	- 3.03	18	16
N Comsat	26	25 1/4	+ 3/4	+ 2.97	9	468
O Doyle Dane B.	17 1/4	16 3/4	+ 1/2	+ 2.98	14	105
N Foote Cone & B	45 7/8	45 3/8	+ 1/2	+ 1.10	12	133
O Grey Advertising	111	111			9	66
N Interpublic Group	27 1/4	26 3/4	+ 1/2	+ 1.86	6	291
N JWT Group	32 7/8	33	- 1/8	- .37	12	195
A MovieLab	6 7/8	6 1/2	+ 3/8	+ 5.76	7	11
O A.C. Nielsen	29 1/4	29 1/2	- 1/4	- .84	13	657
O Ogilvy & Mather	45 1/4	46 1/4	- 1	- 2.16	13	203
O Sat. Syn Syst.	9	8 1/4	+ 3/4	+ 9.09	19	51
O Telematlon	6 1/2	6 1/2			7	7
O TPC Commun	1 1/8	1 1/8			1	2
A Unitel Video	8 1/8	8 1/2	- 3/8	- 4.41	12	18
N Western Union	25 1/8	26 3/4	- 1 5/8	- 6.07	11	604

	Closing Wed March 14	Closing Wed March 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O Barris Indus	4 1/8	4 1/8			22	24
N Coca-Cola	53 1/2	53	+ 1/2	+ .94	13	7,283
N Disney	57 5/8	50 3/8	+ 7	1/4 +	14.39	21 1,992
N Dow Jones & Co.	37	36 1/4	+ 3/4	+ 2.06	21	2,371
O Four Star	5 3/4	5 1/2	+ 1/4	+ 4.54	6	5
N Gulf + Western	29 3/8	29 3/8			9	2,272
O Robert Halmi	1 1/4	1 1/8	+ 1/8	+ 11.11	25	21
O Lorimar	23 1/2	21 1/4	+ 2	1/4 +	10.58	13 120
N MCA	35 3/4	34 5/8	+ 1	1/8 +	3.24	11 1,723
O MGM/UA Ent.	14	13 5/8	+ 3/8	+ 2.75	25	696
N Orion	10 7/8	10 5/8	+ 1/4	+ 2.35	12	101
O Reeves Commun.	8	8 1/4	- 1/4	- 3.03	13	99
O Telepictures	12 7/8	12 3/4	+ 1/8	+ .98	21	84
O Video Corp.	12	12 1/8	- 1/8	- 1.03	21	20
N Warner	24 1/4	23 3/4	+ 1/2	+ 2.10	3	1,586
A Wrather	41 1/4	41 3/8	- 1/8	- .30	45	92

	Closing Wed March 14	Closing Wed March 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>CABLE</b>						
A Acton Corp.	8 1/4	8 5/8	- 3/8	- 4.34	28	46
O AEL	27	27			20	55
O AM Cable TV	2 7/8	3	- 1/8	- 4.16	14	10
N American Express	29 3/8	29	+ 3/8	+ 1.29	12	6,253
N Anixter Brothers	21 3/8	21 1/2	- 1/8	- .58	30	389
O Burnup & Sims	6 7/8	7	- 1/8	- 1.78	7	62
O Cardiff Commun.	1 1/8	1 1/8			113	5
O Comcast	17 1/4	19	- 1 3/4	- 9.21	16	141
N Gen. Instrument	23 3/4	25 5/8	- 1 7/8	- 7.31	18	748
N Heritage Commun.	15 1/8	15 1/2	- 3/8	- 2.41	31	112
T Maclean Hunter X	17 1/2	17	+ 1/2	+ 2.94	24	645
A Pico Products	7 3/8	7 1/4	+ 1/8	+ 1.72	24	21
O Rogers	7 1/8	7 1/4	- 1/8	- 1.72	8	157
O TCA Cable TV	11 3/4	12	- 1/4	- 2.08	24	78
O Tele-Commun.	17 5/8	16 3/4	+ 7/8	+ 5.22	18	758
N Time Inc.	39 1/8	40 5/8	- 1 1/2	- 3.69	15	2,298
O Tocom	2 1/4	1 7/8	+ 3/8	+ 20.00	2	18
N United Cable TV	27 1/4	26 1/4	+ 1	+ 3.80	18	300
N Viacom	26 3/4	26 7/8	- 1/8	- .46	16	343

	Closing Wed March 14	Closing Wed March 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>ELECTRONICS MANUFACTURING</b>						
N Arvin Industries	22 1/4	22 1/2	- 1/4	- 1.11	9	167
O C-Cor Electronics	10	10 1/4	- 1/4	- 2.43	10	35
O Cable TV Indus.	3 1/4	2 7/8	+ 3/8	+ 13.04	16	10
A Cetec	8 5/8	8 1/4	+ 3/8	+ 4.54	17	19
O Chyron	15 1/2	15	+ 1/2	+ 3.33	22	95
A Cohu	7 1/2	7 1/2			17	13
N Conrac	16 1/2	16 1/8	+ 3/8	+ 2.32	14	101
N Eastman Kodak	68 1/4	66 1/2	+ 1 3/4	+ 2.63	17	11,300
O Elec Mis & Comm.	9 3/4	9 1/2	+ 1/4	+ 2.63	30	28
N General Electric	52 1/8	50 1/8	+ 2	+ 3.99	12	23,676
O Geotel-Telemet	1 3/8	1 3/8			20	4
N Harris Corp.	29 3/8	29 1/8	+ 1/4	+ .85	17	1,159
N M/A Com. Inc.	14 5/8	13 5/8	+ 1	+ 7.33	49	630
O Microdyne	7 7/8	7 3/8	+ 1/2	+ 6.77	25	36
N 3M	75 3/4	75 1/2	+ 1/4	+ .33	13	8,891
N Motorola	113 7/8	107 1/2	+ 6 3/8	+ 5.93	18	4,472
N N.A. Phillips	69 1/2	65	+ 4 1/2	+ 6.92	11	997
N Oak Industries	4 7/8	4 7/8			1	80
A Orrox Corp.	4 3/4	4 1/2	+ 1/4	+ 5.55	5	11
N RCA	30 1/8	30	+ 1/8	+ .41	14	2,461
N Rockwell Intl.	24 1/2	25 7/8	- 1 3/8	- 5.31	10	3,785
A RSC Industries	6	5 1/2	+ 1/2	+ 9.09	75	20
N Sci-Atlanta	11 1/2	12 1/8	- 5/8	- 5.15	575	275
N Signal Cos.	26 5/8	26 3/8	+ 1/4	+ .94	27	234
N Sony Corp.	16 3/8	15	+ 1 3/8	+ 9.16	30	3,781
N Tektronix	58 1/2	55 1/4	+ 3 1/4	+ 5.88	23	1,121
A Texscan	13 5/8	14 1/2	- 7/8	- 6.03	15	86
N Varian Assoc.	42 3/4	39 1/8	+ 3 5/8	+ 9.26	21	915
N Westinghouse	47	44 3/4	+ 2 1/4	+ 5.02	9	4,115
N Zenith	28 1/4	26 1/2	+ 1 3/4	+ 6.60	12	618
Standard & Poor's 400	177.12	174.29	+ 2.82	+ 1.62		

T-Toronto, A-American, N-N.Y. and O-OTC. Bid Prices and Common A Stock used unless otherwise noted. Some bid prices supplied by Shearson/American Express, Wash. "O" in P/E ratio is deficit. **Added:** Denver, Colo.-based company had first public offering in March of 1983. It owns WQRF-TV Rockford, Ill., which it purchased at end of 1983 for \$2.5 million cash and 6.8 million of 81,764,571 shares stock outstanding, and recently bought 45% of WCEE(TV) Mount Vernon, Ill., for \$1.2 million ("Changing Hands," March 12). Headed by Sam Matthews, president, it also

is 50% owner of LPTV(CP) at Ottumwa, Iowa, 33 1/3% owner of LPTV(CP) at Jackson, Tenn., applicant for 23 LPTV's, and operator of 14 SMATV systems, all Colorado, serving 1,200 subscribers. Officers and directors own approximately 27% of stock. For fiscal year ending Aug. 31, 1983, it had net loss of \$273,047 on revenue of \$84,977. Units (NASDAQ OBGU) consist of one warrant, which expires August 31, and one share common. **Deleted:** Getty Oil Co., 85% owner of ESPN, merged into Texaco.



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## Playboy ousts Klein

**Company declines to renew his contract as head of Playboy Channel and video group; search is on for successor**

Playboy Enterprises announced last Monday (March 12) that it will not renew the contract of Paul Klein, video division president and corporate senior vice president, when the executive's current contract expires June 30. As a result, Klein has been removed as head of the Playboy Channel, the unit's pay television service, and Playboy Video Corp., which produces programming for pay video technologies. Until the end of June, Klein will work on unspecified "special projects" yet to be determined by Christie Hefner, Playboy Enterprises president and chief operating officer.

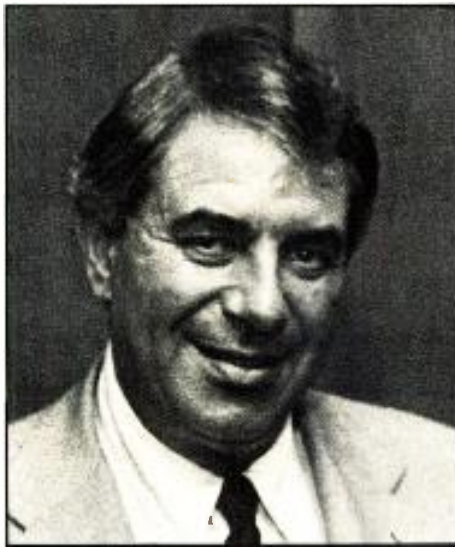
Klein, who had been in his present capacity since August 1982, will be succeeded on an interim basis at the Playboy Channel by its executive vice president, Gerald Adler, while David Lewine, vice president, handles home video operations. Richard V. Sowa, Playboy Video Corp. executive vice president, will take over business affairs, finance and administration within the division.

"We are seeking a person with strong management and leadership skills as well as an extensive background in the entertainment and pay television industries," Hefner said in announcing the search for Klein's successor. "Our goal is to continue developing a management team which will enhance and broaden the programming mix, identify new opportunities for the sale of Playboy's programs, and expand our operations from the success we have built to date."

Klein told reporters he was not notified of a press release announcing his departure until contacted for a reaction, and company sources said he was intentionally kept in the dark about the pending decision. He said Playboy was trying to avoid giving him "a big payday" by not renewing the contract with Klein's PKO Television Ltd. for exclusive rights to the executive's services. Klein also claimed his leadership has made the Playboy Channel profitable and that there was disagreement, between him and Playboy Enterprises executives, about the best approach to developing the service.

"The channel is certainly moving in that direction—and we're pleased with that movement—but it has not yet reached profitability," replied Richard Nelson, Playboy Enterprises public relations director. "Our goal is to make the video division profitable in the coming fiscal year that begins July 1, 1984."

Nelson said the Playboy Channel's lack of profitability did not have a bearing on the company's decision not to renew Klein's contract. He estimated the service had "about 650,000 subscribers" as of late Janu-



Klein

ary.

Christie Hefner will be determining Klein's duties between now and the expiration date of the contract, Nelson said. He added that "there are discussions going on with a number of people" about a successor to Klein, but no immediate announcement is expected. "We expect to make one within the next several months," he said.

Klein, working out of the New York office of PKO Television last week, could not be reached for immediate comment on his future plans, although he is expected to continue working in television programming.

In addition to its pay cable and home video offerings, Playboy's video division is marketing programs to hotels, broadcast pay TV services and producing original motion pictures for theatrical and pay video distribution. □

## Brave new world in HBO's sights

**Cable programmer to explore home videocassette distribution, satellite delivery of cable programming and financing and distribution of major theatricals**

HBO plans to enter the home videocassette distribution market as the next step to spread the risk and help reduce the costs of producing first-run theatricals on the pay cable network, HBO President Frank Biondi told business executives at an entertainment and broadcasting conference sponsored by First Boston Corp., a New York investment banking firm. Biondi also said that HBO is "actively exploring" possible co-ventures with other U.S. partners to provide satellite-delivered cable programming to outlets outside the U.S. and United Kingdom.

Biondi, who shared a presentation on the

upside and downside of network television with Tony Thomopoulos, president of the ABC Broadcast Group, and Bob Wussler, president of Turner Broadcasting System, said that HBO would "become more involved in the financing and distribution" of major theatricals, both through its investment in Tri-Star Pictures and "other ventures." Regarding pay-per-view ventures, however, Biondi said he didn't see that as a "big business in the next 12 to 18 months." The immediate problem, according to Biondi, is that pay-per-view is hindered by a heavy "infrastructure" owing to its dependence on expensive addressable converters coupled with an uncertain history as to what programming successfully works on a PPV basis.

Biondi reported that HBO's disconnect rate is between 3% and 4% per month, and that a "tracking study" the leading pay cable network conducted found that 48% of its new subscribers had moved into their residence within the past two months. Biondi repeated that Cinemax, HBO's co-owned pay cable network, would begin to premiere some features that originally were intended to be on HBO only, but quantified the volume as "limited" and a "handful of product." Biondi said it is more likely the two pay networks will introduce features simultaneously.

At present, about 70% of HBO's programming is licensed theatricals, Biondi said, and 30% original programs and the ratio "will roughly stay that way" for the foreseeable future. But two factors affecting that ratio, he noted, are the licensee fees and performance of theatricals in the marketplace and HBO's "appetite" for first-run theatrical programming. "We can do projects that go to our mainline audience," Biondi explained in describing HBO's and Cinemax's original programming. He stated that HBO premiere films have been the second and third highest rated programs in its history. While Biondi acknowledged that "the decline in HBO's ratings is true," he said that it was because of other basic and pay cable services and not because viewers were returning to the broadcast networks.

Cinemax in the future will be running about 80 to 90 titles per month, Biondi said, an increase from the present 60. Some of the added titles will be classic movies, he said, meaning that Cinemax "probably will be bumping into" movies shown on superstation WTBS(TV) Atlanta and other services. Although Cinemax's costs have traditionally not been broken out from HBO's, the added titles, Biondi said, are expected to depress Cinemax's for at least 12 months and "could go to a loss the next couple of months." However, Biondi said, "our goal is to run it on a roughly break-even basis" over the next year.

As far as HBO's DBS plans are concerned, "I think we'll probably be in that business," Biondi proclaimed. He said that



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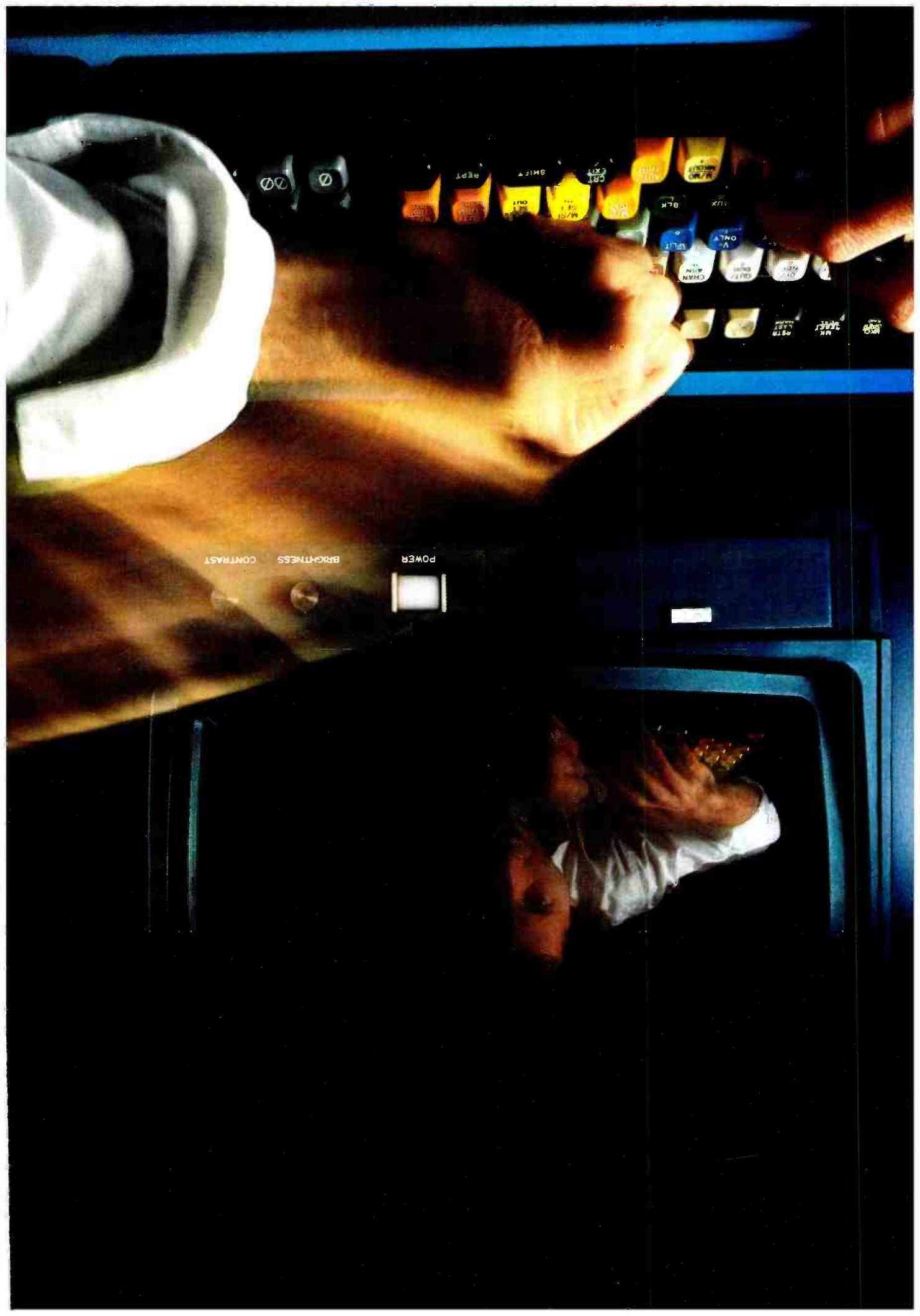
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Washington, D.C. 20036  
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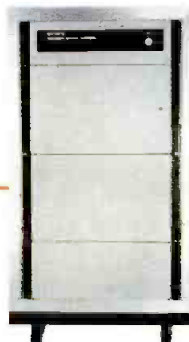
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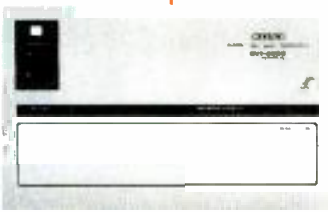


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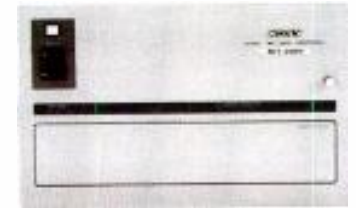
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the theatrical rights are in place and that the company is now wrestling with encryption technology and legalities. Biondi said the venture would probably offer more than one programming service on top of HBO. Biondi estimated that there are hundreds of thousands of private earth stations and SMATV systems capable of receiving HBO.

ABC Broadcast Group President Tony Thomopoulos addressed the cost side of the equation broadcasters must annually calculate. He said that "the video revolution" everyone talks about is not just a technology story, but also a management and cost containment story.

Thomopoulos said that the television industry during the 1970's was driven by market share because "the television industry was expanding extremely rapidly, and the number of participants in each market was relatively small." But this decade is different. "No industry can expand at 20% a year forever," he said, "and that includes us." The increased competition has forced broadcasters, especially the network variety, "to introduce concepts like product differentiation and consumer loyalty into our programming strategies," he said. In addition, Thomopoulos said networks must give "renewed importance" to such matters as profit margins, return on investment and cost-benefit analysis.

In regard to the latter, Thomopoulos reported that between 1976 and 1980, total

costs at the ABC Broadcast Group rose nearly 20% annually, and despite an increase in revenues, profit margins shrank. But between 1981 and 1983, he said, Broadcast Group costs rose 10%. And for the first time since 1977, ABC's broadcast pretax profit margins expanded annually over the previous year.

Thomopoulos said that ABC also recently revised its five-year outlook for the broadcasting economy and now estimates that between 1985 and 1988 annual revenue growth of the television industry will be between 10% and 11%, while inflation is expected to grow between 5% and 6%. And although Thomopoulos tipped his hat in acknowledgement that Wussler's companies can offer something "for the right advertiser with the right product," he maintained that "network TV is the only medium for the foreseeable future."

And after 1984 is over—that is, after the Olympics and elections have passed—Thomopoulos said that ABC intends to return to the 10% annual cap on programming costs increase he called for last year.

TBS President Bob Wussler reported that TBS earned \$7 million in 1983 on revenues of \$225 million, and has set a profit goal of "at least" \$20 million on revenues of between \$275 million and \$300 million in 1984. He also said that TBS "will be in the DBS business," although he didn't set a date. □

CBS executives held their annual security analysts meeting on the set (see story, page 67), and concluded that meeting with a personal appearance by producer Northshield and anchor Kuralt. (One analyst asked if *American Parade* was an example of the network trying to control programming costs by running an in-house production in prime time. CBS/Broadcast Group President Gene Jankowski replied it was "just a coincidence," but the production costs were relatively low—about half what it costs to produce an episode of *Dallas*.)

"We take the title very seriously," Kuralt commented. "It's going to be a red, white and blue program—not in any flag-waving sense, but it's going to be a survey of the country... community celebrations, the changing seasons, a glimpse of what's going on in the countryside."

And while Northshield and Kuralt decline to describe the program as the antithesis of *60 Minutes*, they do allude that it will be "noncompetitive."

Northshield said the live feeds of the program will probably stop after the first few weeks, when the principal political primary season is over. He stressed that calling the show live is a slight misnomer, since the only live parts will be Kuralt's appearance between the taped segments. "There are political developments that need live coverage, so I would think that eventually we would go to a thing like *60 Minutes*—pre-taped. But pre-taped the day of the show, not a week in advance."

Stories in the premiere broadcast include a report by Kurtis on whether Muhammad Ali has suffered irreversible brain damage because of his boxing career. There will also be a story by Kuralt on the fifth anniversary of Three Mile Island, which is the day after *American Parade's* debut.

The advertising community, although it hasn't seen a pilot, has already expressed its confidence in the show by reportedly buying all the available spots through June, mostly to "60 Minutes-type sponsors," said a CBS spokesman. The sales were made on a participating scatter basis, with the average 30-

## CBS to put America on parade

**Kuralt-hosted show will blend profiles of famous and not-so-famous Americans**

It's called *The American Parade*, and it's guaranteed to be 100% made in the U.S.A. Next Tuesday (March 27), CBS News launches a new one-hour weekly prime time series focusing exclusively on the celebrated (and uncelebrated) aspects of American life. It will be hosted live by Charles Kuralt, who has unearthed many such Americans as a roving story seeker for *On the Road*, in addition to his weekly duties as anchor of CBS's *Sunday Morning*.

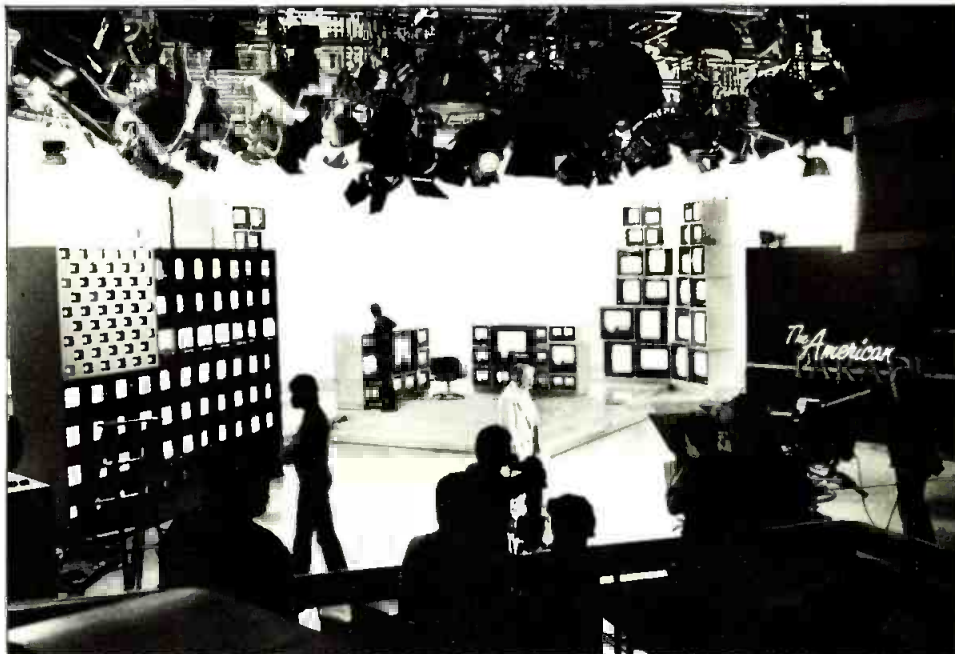
"It will be confined entirely to subjects about America and almost entirely American people," explained the show's senior executive producer, Robert (Shad) Northshield. "It will be generally celebratory, but not a happy news show. We are interested in things inspiring and enlightening," he said.

According to Northshield, *American Parade* will strive to report a part of America that often is overlooked by television news. Part of *American Parade* will profile individual Americans—the low and the mighty, the well-known and the obscure—all of whom have brought something worth noting to their own or to others' lives, Northshield explained.

Northshield said the show's format will be multisegmented, including at least four stories per broadcast, each with an average length of 13 or 14 minutes. In addition, each show will contain some of Kuralt's *On the Road* pieces, plus contributions by humorist and columnist Art Buchwald. Regular con-

tributors to the show will be CBS News correspondents Bill Kurtis, Morton Dean and Diane Sawyer, plus CBS News reporter Maria Shriver.

The set of *American Parade* has generated a lot of interest. Built in Studio 42 (the same studio that houses CBS Sports), it boasts 191 Sony television sets of all sizes stacked pyramid-fashion, including 165 monitors that are piled to give a video block rendition of the American flag. Last week,



*American Parade's* TV set set

second spot in the second quarter selling for about \$80,000, according to agency buyers. And if the program is to make it on the fall prime time schedule, most program buyers estimate it will take between a 25 and a 27 share before network executives give it the green light.

*American Parade* has been on the drawing board since last summer, and has passed through several revisions. Originally CBS News commentator Bill Moyers was proposed as a co-anchor with Kuralt, but Moyers turned it down because, according to one of the show's principals, "he thought it was going to be too light weight a program for his taste." Both Northshield and Kuralt dispute the "light weight" tag and express hope that Moyers will eventually contribute. "If we do see him," Kuralt said, "at first it will be connected with the primaries."

Kuralt will continue to anchor *Sunday Morning*. And he will also spend part of the week travelling the country for *On the Road*.

*American Parade* has gone through several drafts, a couple setbacks and talent switching. "We look back at the first *Sunday Morning* programs," Kuralt related, "and it's not very much like the shows we do now. I suppose *American Parade* will have a similar history." □

## USFL shows ratings drop

Although numbers are off, spring football still bests competition

After three weeks of televised United States Football League action, ABC has averaged a 7.7/19, down from the three-week average one year ago when the network scored a 9.4/23. ESPN's three-week USFL ratings average came to a 3.6, compared to a 3.9 last year.

One reason for the drop in averages for both networks this year, at least in the early going, is because of the high sampling rates to the first couple of games last year, the USFL's first season. And although the averages are down, ABC soundly beat its network competition: CBS has average a 6.3/15 and NBC a 4.5/11, against USFL games, primarily with college basketball, other sports programs and sports anthologies.

ABC and ESPN signed two-year agreements with the league in mid-1982, with ABC's contract allowing Sunday afternoon regional and national coverage for the 18-

week regular season and exclusive coverage of playoffs and the championship game. ABC's two-year agreement cost the network \$18 million. ESPN is paying \$11 million for its two-year pact of 36 games each year on Saturday and Monday evenings beginning at 8 p.m.

Keith Jackson and Lynn Swann are again ABC's primary announcing team, while Tim Brant and Lee Grosscup are doing the secondary telecasts. ESPN's Jim Simpson is doing the play-by-play for both Monday and Saturday games, while Paul Maguire is the analyst on Monday contests and Don Heinrich on Saturdays.

Among the ABC sponsors are Anheuser-Busch, Miller, Dodge, Ford, Chevrolet and AMC. ABC is offering about 30 minutes of advertising per game (compared to about 25 minutes for NFL games), with a 30-second spot for regular season contests priced at about \$33,000, an increase of \$3,000 over last year. Playoff 30's will cost \$38,500 and 30-second spots in the championship game are priced at \$66,000.

ESPN is offering 24 half-minutes of advertising in its USFL games. The network is charging \$12,000 for each series of three 30-second spots—one to appear during the live cablecast with one additional spot for each

## Tie for two in week 24

The prime time ratings for the week ended March 11 produced a tie for the first place, the first of the 1983-84 season. ABC-TV and CBS-TV both turned in rating/share performances of 17.0/27. NBC-TV came in third with 13.4/21.

The week, the 24th of the season, also brought three series premieres: Norman Lear's *a.k.a. Pablo* on ABC on Tuesday at 8:30-9 p.m. NYT; *Two Marriages* (which had a short run last summer) on ABC on Thursday at 8-9, and *Mama Malone* on CBS on Wednesday at 8:30.

Of the three, *a.k.a. Pablo* came out ahead, scoring 14.9/22 and holding most of the audience provided by its lead-in, *Foul-Ups, Bleeps & Blunders* (15.1/23), but placing a distant second behind NBC's *A Team* (22.8/34). *Mama Malone* produced a 13.1/20 for CBS, also holding its lead-in but marginally behind NBC's *Real People* (13.2/21) and well behind ABC's *Fall Guy* (18.9/30). *Two Marriages* earned a 10.9/16, trailing *Gimme A Break* (14.3/22) and *Family Ties* (14.9/22) on NBC as well as *Magnum P.I.* (23.2/35) on CBS.

ABC won four nights: Sunday, once almost a CBS fiefdom, and

Monday, Wednesday and Saturday. CBS took two, Thursday and Friday, both by wide margins and both with its regular lineups, while NBC's regular lineup, led by *A Team*, took Tuesday.

ABC's Saturday night win was engineered by *Hardcastle & McCormick* (20.6/31) which with its biggest margin of the year surpassed both NBC's *Knight Rider* (16.2/24) and CBS's new *Suzanne Pleshette is Maggie Briggs* (14.8/23) and *Four Seasons* (13.7/20)—and by a repeat of the movie "The Spy Who Loved Me" (21.0/35). ABC won four nights to CBS's two.

The networks' combined rating totaled 47.4, the lowest since Christmas week. The dropoff—more than three points from their season-to-date averages—was blamed primarily on affiliate pre-emptions for syndicated Billy Graham Crusade presentations and for local and regional college basketball playoffs.

The week's ratings brought season-to-date standings to 18.2/28 for CBS, 17.4/27 for ABC and 15.1/24 for NBC. CBS has won 16 weeks, ABC six and NBC one, aside from the ABC-CBS tie. □

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Dallas	CBS	26.8/42	25.	Knight Rider	NBC	16.2/24	49.	Four Seasons	CBS	13.7/20
2.	Dynasty	ABC	25.9/39	26.	Trapper John, M.D.	CBS	16.0/26	50.	One Day At A Time	CBS	13.4/21
3.	Simon & Simon	CBS	25.2/37	27.	Cheers	NBC	15.8/23	51.	Fantasy Island	ABC	13.2/24
4.	Magnum, P.I.	CBS	23.2/35	28.	Facts of Life	NBC	15.7/24	52.	Real People	ABC	13.2/21
5.	A-Team	NBC	22.8/34	29.	Little Darlings	NBC	15.6/24	53.	Aurwolf	CBS	13.1/22
6.	60 Minutes	CBS	22.7/36	30.	Dukes of Hazzard	CBS	15.5/25	54.	Mama Malone	CBS	13.1/20
7.	Knots Landing	CBS	22.1/35	31.	20/20	ABC	15.5/25	55.	Oh Madeline	ABC	12.8/20
8.	Dark Mirror	ABC	21.9/34	32.	Mike Hammer	CBS	15.3/28	56.	Buffalo Bill	NBC	12.2/18
9.	Hotel	ABC	21.8/37	33.	Foulups, Bleeps & Blunders	ABC	15.1/23	57.	Mama's Family	NBC	12.1/20
10.	Falcon Crest	CBS	21.7/38	34.	Ripley's Believe It or Not	ABC	15.0/24	58.	Lottery	ABC	12.1/18
11.	The Spy Who Loved Me	ABC	21.0/35	35.	Matt Houston	ABC	14.9/26	59.	Silver Spoons	NBC	12.0/20
12.	Hardcastle & McCormick	ABC	20.6/31	36.	Family Ties	NBC	14.9/22	60.	Garfield Special	CBS	11.7/20
13.	Fall Guy	ABC	18.9/30	37.	a.k.a. Pablo	ABC	14.9/22	61.	We Got It Made	NBC	11.7/20
14.	Scarecrow & Mrs. King	CBS	18.7/27	38.	Suzanne Pleshette Show	CBS	14.8/23	62.	Bugs Bunny Special	CBS	11.2/19
15.	Jeffersons	CBS	18.6/27	39.	T.J. Hooker	ABC	14.5/25	63.	Diff'rent Strokes	NBC	11.2/19
16.	Webster	ABC	18.0/29	40.	Stars Salute Olympic Team	NBC	14.5/22	64.	Emerald Point, N.A.S.	CBS	11.1/19
17.	AfterMash	CBS	18.0/26	41.	Three's Company	ABC	14.5/22	65.	10	CBS	11.0/19
18.	Newhart	CBS	17.7/27	42.	Gimme A Break	NBC	14.3/22	66.	Two Marriages	ABC	10.9/16
19.	Alice	CBS	17.4/26	43.	Night Court	NBC	14.3/22	67.	Yellow Rose	NBC	10.8/20
20.	Calamity Jane	CBS	17.0/28	44.	Automan	ABC	14.3/21	68.	Mississippi	CBS	10.8/16
21.	Riptide	NBC	16.8/25	45.	Hart to Hart	ABC	13.9/24	69.	Master	NBC	9.5/15
22.	Benson	ABC	16.7/27	46.	Blue Thunder	ABC	13.9/22	70.	New Show	NBC	7.0/12
23.	Hill Street Blues	NBC	16.5/26	47.	St. Elsewhere	NBC	13.8/24	71.	Legmen	NBC	7.0/11
24.	Love Boat	ABC	16.4/28	47.	Remington Steele	NBC	13.8/24	72.	First Camera	NBC	5.1/8



of two repeat showings. ESPN sponsors include A.C. Delco, Anheuser-Busch, Datsun, Digital Equipment Corp., General Motors Acceptance Corp., Lee Filters, Noxema, Pennzoil, Pepsi, Safeco, Timex and Zenith. In addition, Micatin, makers of footcare products, is sponsoring a short USFL-related segment on the cable network, entitled "Feat of the Week."

The league added new teams in six cities this year: Jacksonville, Fla. (Bulls); Memphis (Showboats); Oklahoma (Outlaws, based in Tulsa); Houston (Gamblers); San Antonio, Tex. (Gunslingers), and Pittsburgh (Maulers).

In addition to the network contracts, most of the teams have or will soon wrap up deals with local broadcast or cable outlets for games that do not conflict with ABC's or ESPN's coverage. Generally, teams can sell local rights for from two to four games.

Around the league, the following stations are providing some local USFL coverage: KTVK(TV) Phoenix, for the Arizona Wranglers; WBRC-TV Birmingham, for the Stallions; KBTU(TV) Denver, for the Denver Gold; KTXH(TV) Houston, for the Gamblers; KTTV(TV) Los Angeles, for the Los Angeles Express; WKBD-TV Detroit, for the Michigan Panthers; WPIX(TV) New York, for the New Jersey Generals; KJRH(TV) Tulsa, for the Outlaws; WPVI-TV Philadelphia, for the Philadelphia Stars; KDKA-TV Pittsburgh, for the Maulers, and WTOG(TV) Tampa-St. Petersburg, for the Tampa Bay Bandits.

ABC Radio has a lineup of 150 stations carrying USFL games in the second year of its two-year contract. The radio networks carrying games on Saturday and Monday evenings throughout the season as well as all post season play ("Riding Gain," Feb. 27).

Carling-O'Keefe, the Canadian brewery, has purchased Canadian rights (including the championship game) for almost \$1.5 million. In turn, it is reselling the rights to local broadcast outlets around the country and to some regional networks, such as Montreal's TVA (French) Network. It has also made a deal with First Choice, the pay cable network. □

## Increase in foreign produced programs for U.S. TV predicted by NATPE's Marinoff

There is a "sure trend" in television programming toward increased use of overseas product on U.S. stations. NATPE International President Stan Marinoff told a Los Angeles audience last Tuesday (March 13). Addressing a Town Hall luncheon meeting, Marinoff noted that the once rare exchange of programs between countries "has progressed without pause over the past five years into a billion dollar enrichment process.

"Put a U.S. advertiser together with foreign television producers? Unthinkable until Procter & Gamble joined RAI of Italy and Dentsu of Japan for the mini-series, *Marco Polo*. Today, three years later, such partnerships are commonplace."

Marinoff told the civic group that the U.S. is "breeding a generation which welcomes and encourages cultural exchange." He pointed out that programs from Australia, Great Britain and Canada have gradually found acceptance with American viewers.

"With the help of co-production as an entry tool, the floodgates are now opening for France and Italy and Japan and other sophisticated sources of television," he said. "We have quickly moved from *Benny Hill* to *Scenes From A Marriage*, and the very competitive Metromedia group bravely schedules European opera performances on its stations in prime time. It's a safe prediction that this is a sure trend. Hopefully, it will encourage American producers to reach for a higher standard of excellence. In sum, program-

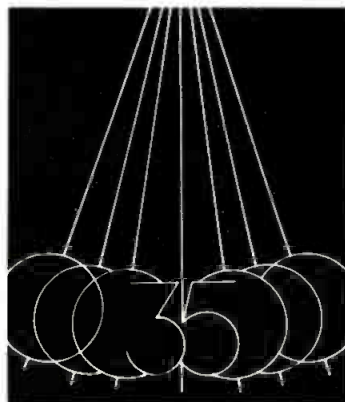
ing has never been healthier or more varied."

Marinoff, director of broadcast operations, WISN-TV Milwaukee, agreed that U.S. audiences are difficult for foreign program producers to please, since they resist subtitles and inexpert dubbing. "Foreign broadcasters have gradually learned this and are conforming to our standards," he pointed out.

An unrelated but potentially far-reaching trend is music video.

"No one yet knows what role it will play in the daily mix of entertainment," Marinoff said, "but it certainly is conditioning a generation of young viewers to expect short-form sequences. I believe it will have a clear effect on all other formats as the teen-agers get older." □

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# TELECASTINGS

## NATPE logistics

ITC Entertainment, Cannon Films and Orion Entertainment, three of 23 companies that hosted suites in San Francisco's Fairmont hotel during February's NATPE International conference instead of taking booths in NATPE's official exhibition in that city's Moscone Center, have ordered booth space for next year's conference, according to Phil Corvo, NATPE executive director. Most of the other major Fairmont suite holders, however, appear to be planning to return to the hotel next year. Worldvision Enterprises, SFM Media Services, Victory Television, Cluster Television and Television Program Enterprises have confirmed they plan to return, although TPE also plans to have a bigger booth in the Moscone than it had this year.

Those companies join four of the major studios—MCA Television, Paramount Television, 20th Century-Fox Television and Columbia Pictures Television—that reserved next year's suites in the Fairmont before this year's conference had ended. Andrews Associates, one of the smaller Fairmont suite holders, has not yet decided what to do next year, according to company President Bill Andrews, while Katz Sports, because it recently contracted with Lexington Broadcast Services for distribution of all of its programming (see page 66), has also not yet decided, although company President Fred Botwinik noted the company will probably not need as big a presence next year as it has this year. Nick Orfanopoulos, convention coordinator for NATPE, said 70 companies have reserved space for next year's exhibition in the Moscone.

## Suit sayers

Lexington Broadcast Services has sued its former president, Robert L. Turner, for breach of contract following Turner's exit nearly a month ago to form his own barter syndication company, Orbis Communications Inc. LBS is charging that Turner left LBS 18 months before his contract with the company expired, according to LBS Chairman Henry Siegel, and that Turner has subsequently violated agreements, including a promise not to hire away key LBS employees, made prior to his departure from LBS. Two weeks ago, John Rank, former executive vice president in charge of station relations for LBS, joined Orbis. Turner, whose company has attracted Metromedia Producers Corp., Capital Cities Productions and Paulist Productions as clients, said LBS's lawsuit will not hold up in court, primarily because LBS and its parent company, Grey Advertising, had previously breached their contract with him.

Turner responded to LBS's suit in court

last Thursday (March 15), and both sides of the dispute are to meet in New York Supreme Court this week, when the court will decide whether to proceed with the case.

## Sold to the South

*Together Again*, a half-hour serial proposed by Western World Television for first-run syndication next fall, will go into production this summer regardless of whether it is purchased by any U.S. television stations, according to company executive vice president, Frank Miller. A co-production of Western World and Mexico's largest network, Televisa, *Together Again* has been sold in 10 countries, including Mexico, Ecuador, Peru and the Dominican Republic, and in the territory of Puerto Rico. It is to be produced in English with an American cast, even if it never airs on American television, said Miller, who last week screened a pilot for the serial at a number of New York rep firms and who is continuing discussions with a number of broadcast station groups about carrying the series.

Because *Together Again* is being produced for the most part at Televisa's facilities in Mexico, its co-producers have been able to funnel some of what would have been much higher production costs into hiring big-name soap opera talent for the series, said Miller. Starring in the show are Jaime Lyn Bauer, John McCook, Giorgio Tozzi, Peter Barton, Irlene Mandrell and Barbara Rucker.

## 'Lampoon' launch

Golden West Television and Tribune Broadcasting have banded together to produce and distribute a new late-night comedy strip developed by the publisher of *National Lampoon* magazine. Titled *National Lampoon Presents*, the half-hour program will be a spoof on television newscasts—the happy-talk, celebrity-laden variety—and will be written by *National Lampoon* writers. Golden West Television, which will be producing the first-run series with National Lampoon Inc., has signed all five Tribune Broadcasting independent television stations, plus four Taft Broadcasting Co. stations, for a one-week "preview," to run next June, before the fall start.

The post-NATPE announcement was set in motion shortly before the San Francisco convention, when Matty Simmons, chairman of National Lampoon Inc., approached Golden West Television with the idea of developing a parody of local television newscasts, said Dick Gold, vice president at Golden West Television. Simmons will also serve as executive producer. Gold said the show will be modeled after a typical local news operation, with an anchor, a weatherman and a sports reporter, and will include

takeoffs, such as the "green grocer" and entertainment/lifestyle segments. Although a cast has not yet been chosen, Gold said that well-known talent will be brought in on a "periodic basis."

Stations that sign up for the one-week June preview also will be given first right of refusal to carry in September, Gold said. Tribune Broadcasting, which will be an equity partner in the deal by helping with production costs, will air it on its five owned stations at 11 or 11:30 p.m. The show will be sold on a barter-plus-cash basis, with one minute held back for barter spots and five minutes allotted to stations for their own sale. Gold said the production budget would be about \$200,000 per week, or about \$40,000 per show. Sale of the barter spots will be handled by Tribune Entertainment, the syndication division of Tribune Broadcasting, although distribution of the program will be done by Golden West.

The Tribune stations are WGN-TV Chicago, WPX(TV) New York, KWGN-TV Denver, WGNO-TV New Orleans and WANX-TV Atlanta. The four Taft stations that will carry the show are WDCA-TV Washington, WTAJ-TV Philadelphia, WCIX-TV Miami and WBRC-TV Birmingham, Ala. Other stations that have signed on for the June preview are Meredith's KPHO-TV Phoenix and H&C Communications' KVOA-TV Tucson, Ariz.

## Making deals

Columbia Pictures Television and Lexington Broadcast Services have entered a co-venture agreement for production of *It Came Upon A Midnight Clear*, an original two-hour television movie to be distributed on an ad hoc network next December. The Christmas season special will have Coca-Cola as its major sponsor. The film, to star Mickey Rooney, will be written and produced by George Schenck and Frank Cardez under their Schenck/Cardez Production banner, in association with CPT and LBS. Production will begin later this month in New York City.

LBS also has announced the dates for presentation of two half-hour children's specials—*Strawberry Shortcake and the Baby Without a Name* and *The Care Bears Battle the Freeze Machine*—which have been set for March 30 and April 6, respectively. Each special will be carried on an ad hoc network of more than 100 TV stations. Kenner Toys, New York, through Grey Advertising, New York, is the national sponsor on both telecasts.

## Pre-MTV

All American Television, the company that distributes *America's Top Ten* and *The Dance Show*, has developed a new program called *Deja View*. The program is designed to put into video music format many of the pre-



1978 hits that appeal to older audiences that grew up on popular music before MTV. George Back, president of All American Television, said the show will "conceptualize" popular songs from the 1960's and 70's from groups like the Doors, Lovin' Spoonful, Mamas & Papas and James Taylor. Back said there exists a large audience for which the new wave and top 40 format of music videos on MTV and other syndicated spin-offs holds no appeal. The show also will be interspersed with interviews and stories of the artists, Back explained, with the various elements pulled together by a host or host/hostess team. *Deja View* music video clips are unlikely to feature the original artists recreating their songs in front of a film camera, Back said, but instead will feature actors, dancers and others interpreting the music. Back thinks that *Deja View* will be an attractive vehicle for advertisers because, unlike most video programs, which he said are aimed at teen-agers and young adults in their early 20's, the show is designed to attract those over 24, and especially persons in their 30's.

### Funny business

NBC-TV is adding two new comedy series and one returning situation comedy to its prime time schedule next month, replacing three programs that will have completed their original episode runs for the season. *Double Trouble*, an Embassy Television production featuring "the humorous adventures of identical twin girls and their widowed father," debuts Wednesday, April 4, at 9:30-10 p.m. NYT. MGM Enterprises is contributing *The Duck Factory*, which premieres Thursday, April 12, at 9:30-10, about a group of animated-cartoon company employees who produce a network cartoon series about a duck. *Jennifer Slept Here*, which went on hiatus after its network premiere last September, returns with five new episodes beginning Saturday, April 14, at 8:30-9. Shows ending their initial runs are *Night Court*, *Buffalo Bill* and *Silver Spoons*, all of which will return in repeats later this year. NBC Entertainment President Brandon Tartikoff emphasized that all six comedies are "active candidates" for the network's 1984-85 schedule. In addition, NBC announced that *People Are Funny*, an updated version of the radio and television show of the 1940's and 50's, will premiere Saturday, March 24 (9-9:30 p.m.) with Flip Wilson as host. The new series is from Ohlmeyer Communications Co. The program succeeds *Mama's Family*, which goes on hiatus.

### IBEW out

KSTW(TV) Tacoma, Wash., reported that a 15-month strike at the station by the International Brotherhood of Electrical Workers local in Tacoma has ended in a vote for decertification of the union. A station spokesman said that permanent employees were hired to replace the union members who struck. He added that the strike resulted from differences over wages and working conditions. The spokesman said that members of the American Federation of Television and Radio Artists and the International Alliance of Theatricals and Stage Employees signed contracts and crossed the IBEW picket lines. IBEW officials in Tacoma could not be reached for comment.

### Unionizing pains

A proposed merger between the 54,000-member Screen Actors Guild and the 5,000-member Screen Extras Guild has received a vote of support from the Eastern section of the national board of directors of the American Federation of Television and Radio Artists, which voted unanimously to "support and endorse" the proposal. The Los Angeles chapter of AFTRA has already voted in support of the plan, while the union's central and Western sections have not yet taken a stand.

However, within SAG itself there is a division of opinion on the proposal, which was being voted on by SAG members through March 16. SAG narrowly rejected the plan

several years ago, while SEG members approved the merger in 1982. Reballoting among SAG members began Feb. 13.

The merger plan, which received a 70-1 favorable recommendation from the SAG national board of directors, has renewed feuding between SAG President Ed Asner and former union President Charlton Heston, who vehemently opposes the merger. Heston, who has taken out trade newspaper ads asking members to reject the merger, charges that plans to incorporate other guilds into SAG seem designed "only to increase the power" of Asner and other SAG leaders. Asner claims merger critics "seem to forget that about half of the members of the extras guild are already members of the Screen Actors Guild, and about a third of AFTRA members are also members of our



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March 12, 1984

union." Asner is also supporting a plan to merge SAG and AFTRA.

Ken Orsatti, national executive secretary of SAG, described the controversy surrounding the SEG/SAG merger as "entirely out of proportion to the realities. We are offering to absorb into this union—on a one-time basis—1,800 members of SEG. The other 3,400 members already belong to SAG." Orsatti claims the merger will ultimately yield more jobs for SAG members, protection of actors wages and a secure extras jurisdiction, and will bring SAG "one step closer to the merger we all want with AFTRA and, down the road, with Actors Equity."

Heston disagrees, insisting the mergers would pit members of the various guilds against one another and force producers to use nonunion actors if they were unable or did not want to use unionized extras.

## Break ruling

The New York Court of Appeals has ruled that ABC is not in violation of state law for failing to provide a 20-minute break between 5 and 7 p.m. to employees who began work before noon and continued working past 7 p.m. The Department of Labor had issued a notice of labor law violation, and this order was set aside by both Special Term and Appellate Division courts. The Court of Appeals noted that by contract the network and the employees (through their union) had waived their rights to specific rest periods and had agreed on substitute

provisions for rest or meal periods. The court pointed out that ABC is a producer of live and taped television programs, and the nature of its programming schedule "makes it impractical and unrealistic to afford employees who are members of the technical crews specific rest periods during certain time periods."

## Sports shift

Lexington Broadcast Services has taken over distribution of all of the programming produced by Katz Sports, including Big Eight and PCAA college basketball, the Liberty Bowl, three major college basketball all-star games and *The Olympiad*, a 22-hour series of specials. Katz Sports President Fred Botwinik said the agreement with LBS, under which Katz retains its right to sell all national commercial time in its sports programming, will permit the company to assemble the best possible station lineups for its programs. When Katz distributed its own programming, conflicts arose between Katz's function as a seller of national advertising time and its interests as a program syndicator, he said.

The relatively new LBS Sports division, which reports to Dan Greenblatt, executive vice president of marketing and planning, also distributes the New Orleans Open Golf Classic, set to air this month, and *The Golden Link*, a series of half-hour documentaries examining similarities between Olympics winners of today and yesterday, which went on the air in January.

## Love notes

Former network executive Fred Silverman is executive producer of *The Love Report*, a half-hour daytime series that will be given a five-day tryout on ABC-TV at 11 a.m. NYT, April 2-6, replacing *Benson* reruns. Described as "dealing with up-to-the-minute information on love relationships of the famous," the Intermedia Production, in association with MGM/UA Television, will be co-hosted by Chuck Henry and Tawny Little Schneider, news personality at KABC-TV Los Angeles.

## Michener movies

ABC Entertainment is developing as a 10-hour "novel for television" author James Michener's soon-to-be-published novel *Texas*, which traces development of the Lone Star state. The network recently announced it is developing Michener's current best-seller, *Poland*, as a three-hour novel for television. No air dates have been announced for either program.

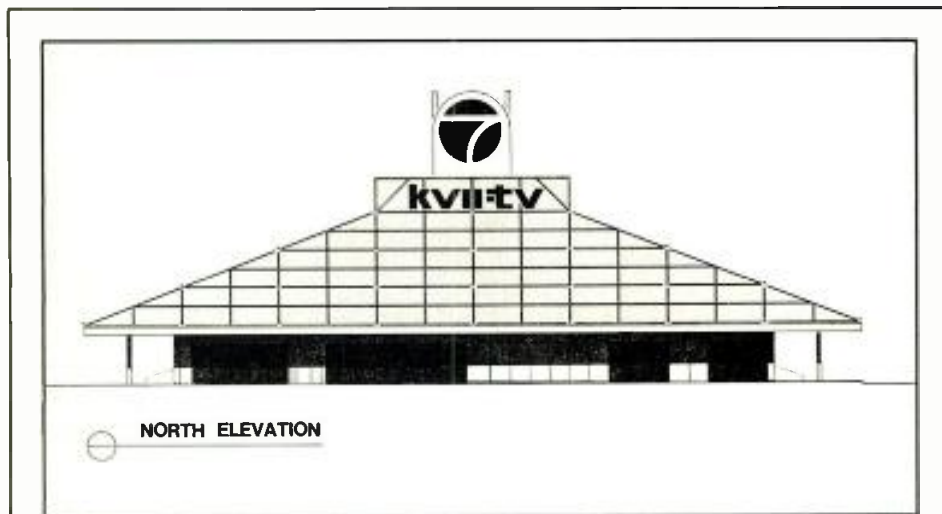
## Business look

The next edition of ABC's *Viewpoint*, set to air March 22, will focus on media coverage of the business community. Panelists will include CBS *60 Minutes*'s Mike Wallace; ABC News's Av Westin; Mobil Corp.'s Herb Schmetz; Gannett Co.'s Alice Neff Lucan; O. Mark DeMichele, president, Arizona Public Service, and Michael Blumenthal, chairman and executive officer, Burroughs Corp.

## Sports syndication

"There is a major void in sports programming for independent stations," said Nashville Network Vice President and General Manager David Hall, who roamed the aisles of the recent NATPE International program exhibition sizing up the potential for his company's entry into the syndication marketplace. Should Nashville Network, now owned by independent station operator Gaylord Broadcasting, decide to enter TV program syndication, it will do so this spring with a 90-minute weekend program, *American Sports Cavalcade*, a show that has been running on the cable network since its inception nearly a year ago, and which carries, according to Hall, coverage of events that need not be aired the same week they happen. The Ace Award-winning *Cavalcade* provides in-depth coverage of a single event—often motor sports but occasionally rodeos, swamp buggy races and other events rarely seen on national television. Independents as well as advertisers reacted positively to Nashville Network's initial queries about syndicating the show, said Hall, and it could be on the air in off-cable reruns as early as this summer.

Hall said Nashville could produce programming at a cost much lower than that of programming coming from Hollywood or New York. He noted other series produced by and carried on the Nashville Network, including *I-40 Paradise*, a sitcom produced in Knoxville, Tenn., on a budget "less than that for the script of *Newhart* [a CBS-TV comedy]" and currently having 260 half-hour episodes in the can.



**Texas design.** Construction of a new \$1.9-million facility for KVII-TV Amarillo, Tex., is expected to be completed by the fall of 1984. The contract for the work was awarded on Nov. 16, 1983, but unseasonable rains, followed by severe winter storms delayed the start of work until after the first of the year. Rees Associates Inc., an Oklahoma City-based firm specializing in broadcast facility design, is executing an unusual canopy concept designed by Paul Rudolph of Paul Rudolph Architects (designer of the Yale University School of Architecture and other landmark buildings). KVII-TV owner Stanley Marsh, a businessman and artist, had charged his architects with designing a 19,000-square-foot facility that makes "a visual statement about the show business side of broadcasting."

In furtherance of that idea, Marsh selected a site along the southern approach to Amarillo on I-40. Walter Gregg of Rees Associates, who is KVII-TV project manager, said: "Rudolph settled on a pyramid-shaped canopy covering a simple and compact building form that houses TV operations. Rees Associates executed the design concept by specifying use of stainless steel-capped structural members which make up a 10-by-10-foot grid covered with stainless steel mesh and lights. The canopy shrouds the building and parts of its pedestrian walkways and parking areas." Gregg said Rees Associates' responsibility was to design a state-of-the-art facility that "combines the needs of KVII-TV's staff and the owner's planning criteria." KVII-TV is on channel 11 and licensed to Marsh Media Inc.



## CBS sees first quarter profits up 66% from year ago

**Michael Jackson's 'Thriller' sends earnings spinning to the tune of a 25% increase over last year**

CBS surprised the investment community last week by announcing at its annual meeting with security analysts that it expected first quarter 1984 profits to be "comfortably in excess" of \$1 per share—66% above the 60 cents per share in the first quarter last year and at least 25% above what most analysts had been estimating for the first quarter of 1984. According to CBS Chairman Thomas Wyman, a significant portion of the earnings gain is attributable to the CBS/Records Group, which distributes Michael Jackson's "Thriller" album, the biggest selling album in history. And although Wyman cautioned that the first quarter performance is not necessarily indicative of full-year results, he said revenues and earnings at the CBS/Broadcast Group were "performing well ahead of initial expectations."

Wyman told analysts that one of the top priorities at CBS is "how we are going to respond in a world where inflation clearly is on a different track." In the past, he said, the company has been able to absorb anywhere between 12% to 17% annual cost increases because of a "history of living off the inflation cycle." Now that inflation has slowed, Wyman said, "our objective is to find the ways to bring that number to a single-digit cost framework."

As an example of where CBS has taken cost conserving measures, Wyman recalled the networks early dropping out of the bidding for the 1988 winter Olympic games in Calgary, Canada. CBS pulled out, Wyman tersely explained, "because we couldn't afford the cost." He also cited a greater use of made-for-television movies over paying expensive license fees for theatricals because, as he put it, "clearly, theatricals are playing a different role." In addition, Wyman called attention to the restructuring in the Records Group, initiated two years ago, and the consolidation at CBS Toys, effected last year, as other measures the company has taken to control costs. "In all divisions," he observed, "...it's going to be increasingly fashionable to be productive and efficient."

Commenting on cost increases in broadcasting, Gene Jankowski, president of CBS/Broadcast Group, said that last year's stated target of no more than a 10% annual rise in costs "looks like it could be doable." However, he said that by the end of the year it might come in a "fraction higher" due to election coverage. First quarter costs increases, Jankowski reported, would also be "10%, give or take a fraction."

On the broadcasting revenue side, Jankowski said CBS last year estimated the 1984 marketplace would be 17% above 1983



**On the set.** CBS executives met with over 116 security analysts last week in Studio 42 of the CBS Broadcast Center in New York. The meeting took place on the set of the network's new prime time show, *American Parade*. On hand were (l-r) Fred J. Meyer, senior vice president, finance, CBS Inc.; Gene F. Jankowski, vice president, CBS Inc., and president, CBS/Broadcast Group, and Thomas H. Wyman, chairman, president and chief executive officer, CBS Inc.

levels—12% excluding the Olympics. Jankowski reported that current activity is "now exceeding" earlier estimates and that the first quarter of 1984 is expected to be 14% ahead

of last year's first quarter, while the second quarter "could be 14% to 15%" greater. Jankowski declined to commit himself if the higher-than-expected increases were the be-

## Bottom Line

**RCA dividend.** RCA declared quarterly dividend of 22½ cents per share on its common stock, payable May 1, 1984, to shareholders of record March 19, 1984; board of directors also declared dividends of 87½ cents per share on \$3.50 cumulative first preferred stock; \$1 per share on \$4 cumulative convertible first preferred stock; 91¼ cents per share on \$3.65 cumulative preference stock, and 53 cents per share on \$2.125 cumulative convertible preference stock, all for period from April 1, 1984 to June 30, 1984, and all payable July 2, 1984 to holders of record June 15, 1984.

**Bottomed out.** Warner Communications Inc. reported \$417,803,000 after-tax loss for full year ended Dec. 31, 1983, or \$6.44 per share, compared to net income of \$257,811,000 or \$3.96 per share in 1982. Warner had fourth-quarter net income of \$6,860,000, or 10 cents per share, on revenues of \$1,052,009,000, compared to net income of \$33,008,000, or 50 cents per share, on revenues of \$1,158,316,000 in comparable 1982 period. Total Warner revenues for 1983 dropped 16% from 1982 to \$3,425,272,000. Warner Chairman Steven J. Ross said "negative results for the year 1983 were due to the losses at Atari caused by problems in the video game and home computer industries."

**Forward Ho!** Previously announced \$87-million sale of Forward Communications Corp., Wausau, Wis.-based owner of six TV's, five AM's and five FM's, to private investment banking firm, Wesray Corp., has been delayed but is near completion of definitive agreement, according to Frank Walsh, executive vice president of Wesray. When sale was initially announced ("Top of the Week," Oct. 31, 1983), Richard Dudley, Forward's chairman, and Thomas Bolger, president, indicated definitive agreement and FCC filings would be completed before year's end. Walsh said that necessary communications with Forward shareholders and other Wesray acquisition activity were among delays, but that "wrapping up" of deal, is now expected within next 30 days. Bert Ross, vice president of Wesray, said that Morristown, N.J.-based firm, headed by former secretary of treasury, Bill Simon, has "been in the bidding" on other broadcast properties, but is not now close to any buys.

ginning of a long-term trend, but he noted that "we're a little more bullish than when we made the conservative predictions when we put the budgets together."

Queried about the growth of barter syndication and its effect on network ad revenues, Jankowski said the estimated \$300-million-a-year barter business was "somewhat insignificant" when compared to the approximately \$7 billion in revenues shared by the three major networks. Jankowski added he did not regard barter "as getting much stronger."

In regard to CBS's DBS plans, Wyman said the company was still "in the discussion stage" with Comsat and other "potential partners." "The risks are substantial," he said, and the "return on the investment calendar is not short." He added: "We can't do it on our own." CBS is expected to reach a DBS decision by July 1, Jankowski said.

Wyman also touched upon some CBS problems in Washington.

Of President Reagan's intercession on behalf of Hollywood producers in the dispute between them and the television networks over proposed repeal or liberalization of the FCC's financial interest and syndication rules, Wyman said: "It's far too simple to say President [Reagan] intervened at the wrong moment. There's a larger question we should be asking ourselves"—how CBS is received and regarded in Washington and by the public at large. Wyman said that his concern stemmed from polls that showed that a large percentage of the American people "thought it was a right move to keep people like ourselves [CBS News] at bay" from the inva-

sion of Grenada. Wyman said that there was a sense in Washington that "we were not to be trusted." Wyman reflected "that's a serious kind of thought... we're going to approach Washington very differently... we're going to spend more time there without a cause in hand... more of us are going to spend more time talking to people there, explaining what's going on in our mind." □

## Positive predictions from FCB

Meeting with New York security analysts, Foote, Cone & Belding President Norman W. Brown said the advertising agency expects 1984 revenues to increase 25%-35% over 1983 levels, while net income is expected to jump 35% to 50%. Earnings per share, he said, would increase 17%-25%, or about half the rate of net income. Brown said that earnings per share would be affected because about half of the agency's earnings growth would come through acquisitions using FCB stock.

In 1983, FCB earnings increased 19.8% to \$13.1 million, or \$4.41 per share, on revenues of \$207 million, up 15% over 1982 levels.

Brown also forecast that FCB would have a "modest" first quarter this year, followed by a "significant lift" in the second quarter

based on the "seasonality" of the advertising business. Some of that lift should come from an economy expected to be "more favorable" to advertising than it has been for several years, supported by advertising flowing from the Olympics and election campaigns.

But he said that more important for 1984 at FCB are a number of "structural developments" under way that he said would add "internal strength." Brown cited the "momentum and balance" of FCB's current operations, which he said cover a broad range of advertising services—from basic media to Yellow Pages advertising, for example. He also said that FCB's Los Angeles and San Francisco offices are the "dominant" agencies in billing on the West Coast. Furthermore, Brown said, there is a turnaround at FCB's European operations, which lost money last year. Brown said the acquisition of the NCK Organization, an agency with 13 offices in Europe, was expected to make a profit contribution, as will FCB's own cash and tax management program. Brown said FCB had shifted its investment program away "somewhat" from conventional short-term investments toward tax-effective securities. "This has produced high after-tax returns even when interest rates have been stable or declining... and has allowed us to have a positive cash flow from taxes for the last three years," he said.

Brown reported that FCB gained \$290 million in new client billings in 1983. And with its 10 largest clients accounting for only 27% of the agency's revenues, Brown described FCB as having "the most diversified client base of any major agency." □

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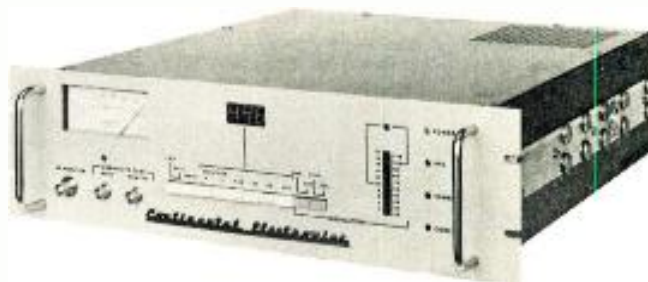
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## Appeals court agrees with FCC: broadcasters may sponsor debates

**League of Women Voters loses decision that NAB applauds**

The U.S. Court of Appeals in Washington lost little time—and spent few words—in affirming the FCC decision that permits broadcasters to sponsor as well as cover political debates without incurring equal-time obligations under Section 315 of the Communications Act. The three-judge panel that heard oral argument in the case on Feb. 21 (BROADCASTING, Feb. 27) and issued a four-paragraph, unsigned judgment on March 8 in favor of the commission's position.

The League of Women Voters had appealed the commission's action, contending that broadcaster sponsorship of political debates the broadcasters cover would not fall within any of the exemptions Congress wrote into the equal-time law. The league had held a virtual monopoly on the sponsorship of presidential debates which had been made possible by a commission ruling in 1975. That ruling held that broadcasters could cover such debates without incurring equal-time obligations if the debates were sponsored by third parties.

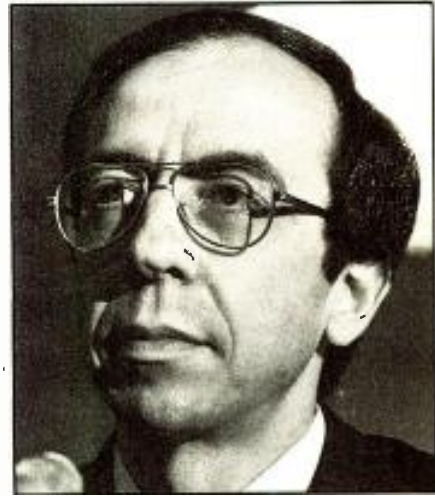
The panel, in its judgment affirming the commission, said the case is controlled by the court's decision upholding the commission's action in 1975, the so-called Aspen ruling. "The commission's action is a legitimate exercise of its discretion," the court said in the judgment.

That holding was anticipated by one of the members of the panel. Judge Harry T. Edwards, in a colloquy with the league's attorney, during the oral argument. "If we allow what we allowed in [the Aspen case]," he said, "we must allow what's at issue here." In the original case, the commission held, and the court agreed, that coverage of a political debate came within the exception to the equal-time law that permits coverage of on-the-spot coverage of bona fide news events. And although the league argued that a debate arranged and scheduled by a broadcaster could not be construed as falling within that exception, Edwards noted that another exception permits broadcasters to select candidates they will interview on regularly scheduled news programs. He indicated he saw no difference in the control a broadcaster could exert over a debate regardless of whether the broadcaster or a third party sponsored it.

National Association of Broadcasters President Edward O. Fritts expressed satisfaction with the court's action: "The American electorate benefits from this decision.



Packwood



Fowler

**Print model.** The electronic media should be subject to no more regulation than the print media are, said FCC Chairman Mark Fowler in a letter last week to Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee. Fowler, who asked that his letter be included in the hearing record on S. 1917, the Freedom of Expression Act, said he shared Packwood's belief that the electronic media deserve the full First Amendment protection accorded to the print media. The public interest will not be abandoned when content regulation falls to the wayside, Fowler said. "We simply are recognizing that broadcasting aimed at capturing the public's interest also generally serves the 'public interest,'" Fowler said. "Restoring the freedom of speech for the electronic press will not have an adverse effect on services rendered by broadcasters as a group or market by market. The number of broadcast voices in most communities is large enough to insure that competition can result in full service." To move toward the "print model," regulation that isn't applied to print media should be eliminated, he said. The fairness doctrine and "other access regulations" are cases in point. "In striking down as unconstitutional an access requirement imposed on newspapers, *Miami Herald Publishing Co. v. Tornillo*, the [Supreme] Court sent a clear statement which no longer can be ignored for the electronic press," Fowler said.

All available data indicates that the voting public relies on broadcasting as the primary source of news and information. To preclude

broadcasters from organizing debates is, in our thinking, inhibiting our industry from its right to inform the public." □

## With a little help from his friends

**White House, Congress get involved in request at FCC by Los Angeles sheriff's department for spectrum for public safety communications**

The Los Angeles County sheriff's quest to add some UHF television spectrum to his portfolio is developing into one of the more sensitive issues at the FCC these days.

Both the White House and Congress have been getting into the act. Californian Edwin Meese, White House counsellor and nominee for attorney general, went so far as to meet privately with FCC Chairman Mark Fowler on the issue. California congressmen raised the issue at an FCC oversight hearing. Congress included a clause in the FCC's last authorizing legislation directing the commission to establish a plan to insure that the radio spectrum needs of local public safety authorities are considered. And at the request of Senator Pete Wilson (R-Calif.), the

General Accounting Office is conducting an investigation of the sheriff's spectrum requests and the FCC's handling of them.

The FCC is not quite taking it in stride. Staffers decline substantive comment and are referring inquiries to their superiors. An FCC staff monitoring report that does little to advance the sheriff's case was made available last week to journalists, at their request, but not immediately to such interested parties as the Association of Maximum Service Telecasters, which opposes the diversion of UHF television broadcasting for utilities to other uses. In response to questions from Representatives Carlos Moorhead (R-Calif.) and Henry Waxman (D-Calif.), Fowler has said his office was personally overseeing action on the sheriff's latest request—hoping to act on it by summer (BROADCASTING, Feb. 13).

Sherman Block, the Los Angeles sheriff, is quick to take credit for the political activ-



Block



Meese

President Reagan on the network syndication and financial interest rules. He also said he thought he had mentioned the Meese meeting publicly at a congressional hearing, but could not recall which one. A staffer on the House Oversight and Investigations Subcommittee, which conducted the investigation in question, said the Meese meeting had not been brought up. Sheriff Block said he knew Meese, and conceded that the department had "communicated" its concerns to the White House, but wasn't aware that Meese had met with Fowler on the issue.)

An FCC report, "Limited Spectrum Occupancy Study," which was released to reporters last Monday (March 12), might make it more difficult for the sheriff to make his case, however: It appears to undermine the argument that spectrum is urgently needed in Los Angeles.

Among other things, the study, conducted by the FCC's Field Operations Bureau, noted that of the total of 74 channels assigned to the sheriff, only 15 were in use more than 20% of the time. Also, according to the study—which was reviewed, at Fowler's request, by Commissioner Dennis Patrick, also a Californian and a former White House aide—the 39 channels assigned to the sheriff at 39 mhz were not in use more than 60% of the time during peak use periods; the 20 channels assigned him at 470 mhz were not in use more than 30% of the time during peak use periods. The study also found that 15 channels at 39 mhz, and 17 channels at 470 mhz, were in use less than 10% of the time. And only one of the 15 channels assigned him at 37 mhz was being used at all. "FCC monitoring showed that the sheriff's channels are less occupied than is indicated in his petition," the study said. "However, equally important factors such as suitability of present allocation for portable radio usage and its susceptibility to skip interference may also have a bearing on any eventual decision in this matter."

In a press release, the sheriff criticized the FCC study for failing to consider "important operational factors that weigh heavily on accurate measuring and understanding" of the department's channel use. "The oversimplified view of channel utilization presented in the FCC report will cause readers to draw

false conclusions," he said.

That matter, and the others, could be resolved by summer. And Block's preferred resolution is no big secret. "We're relying on the process in Washington to do what is right and called for, which is to upgrade public safety communications, which should be second only to the military in importance," he said. □

## Canada yanks license over format switch

Move from French MOR to rock costs station its license

American broadcasters who have ever had reason to complain about what they considered unduly harsh regulation by the FCC might be interested in the story of a station on the other side of the Canadian border, CJMF-FM Quebec City. The station, which went on the air in September 1979, is due to go off the air on March 31, when its license expires, because of the Canadian Radio-Television and Telecommunications Commission's refusal to renew the license. The principal reason for the refusal: the station's failure to perform as promised; it had switched from the promised format of French middle of the road music to rock.

The CRTC has rarely denied a station a renewal of its license, according to an agency spokesman. It decided to move against CJMF-FM after a hearing in January, at which station witnesses conceded the switch in format but said the station would face "serious financial difficulties" if it complied with the CRTC's regulations. Michel Noel, president of the station, told BROADCASTING the station had changed formats after two new outlets came on with the same MOR format—becoming the third and fourth stations in the market, after CJMF-FM, to offer an MOR format. However, the CRTC said the station's noncompliance undermines the integrity of the licensing process, the objectives of the FM radio policy aimed at insuring delivery of the widest variety of services possible and "the very authority of the commission itself."

The CRTC initiated its action against the station after two other outlets in the market providing rock music—CFLS(AM) Levis and CHOI-FM Quebec City—complained that they were suffering erosion of audience and revenue losses because of the competition from CJMF-FM. The commission sent CJMF-FM three letters before convening the hearing. It cited studies showing the station was not employing the MOR format it had promised and said that, in addition, there were serious "shortfalls" in its information programming as well as discrepancies in its French-language vocal music.

The CRTC has scheduled a hearing on July 4 to consider applications for authorization to operate on the 50 kw station's frequency, 93.3 mhz. The present licensee, CJMF-FM Ltd., will be allowed to apply, and Noel said it will. But from March 31 until a new licensee is chosen, radio listeners in the area will be short one station. □

ity in his behalf. "Everybody who is involved has probably become involved because of a communication from our office," Block said in a telephone interview last week. He added that every police department, fire department and "most state legislatures" have passed resolutions in favor of the sheriff's petition.

The Los Angeles sheriff's department, citing frequency congestion, originally had asked the FCC to reallocate UHF TV channels 14 through 20 for land mobile. Block lowered his sights considerably, however, about the time the FCC was planning to act on that request last year. In a supplement to his petition, the sheriff instead requested, among other things, the immediate use of UHF channel 19.

In an interview last week, Fowler denied reports that the White House has been pressuring him to act. He conceded, however, meeting privately with Meese and Craig Fuller, assistant to the President for cabinet affairs, on the issue "some time last summer." Fowler said the focus of the meeting, which he described as "a very short one," was on the sheriff's petition. Meese, according to Fowler, said he had "heard of expressions of concern" about the issue. But Fowler said Meese expressed no position on the petition but only asked about the "status" of the petition. "A status check is perfectly proper," Fowler said, adding that he had not heard from the White House on the subject since.

(Fowler said he had mentioned the Meese meeting to congressional investigators examining the propriety of his meeting with

**Southern exposure.** The Caribbean Broadcasting Union and the Washington-based Institute of International Trade and Development have joined forces to establish an organization to deal with the problems that owners of copyrights on intellectual material—and those who want to use that material—have been experiencing in the Caribbean.

The Caribbean Copyright Center, which will have offices in Washington and Barbados, within the CBU complex, will provide a clearinghouse for those in the Caribbean wishing to obtain copyrighted television programs. It will also offer one-stop registration for copyright holders, eliminating the need for registration of material in each country to obtain protection of applicable laws. The center also will encourage the development of licensing fees uniform in application throughout the Caribbean.

The copyright problem—called the "piracy problem" by U.S. copyright owners—became acute last year when Congress amended the Reagan administration's Caribbean Basin Economic Recovery Act to condition the trade benefits of the act on a country's elimination of unauthorized use of U.S. copyrighted films and television programs. U.S. domestic satellites distributing television programming have footprints that extend far into the Caribbean and Central America.

One complaint from the region is that identification of owners of television products is sometimes difficult. The chief executive officer of CCC, Curtis T. White, a former partner in the Washington law office of Hayes & White, said the new organization would deal with those problems. CCC, already functioning, is expected to be fully operational by April 1.



# Washington Watch

**Southern threat.** Cuba has warned that it will respond in "proportional" way to broadcasts of U.S.'s Radio Marti, scheduled to go on air in spring with news and public affairs programming directed at Cuba. Cuban Vice President Rafael Rodriguez, in interview with *Washington Post*, published on Wednesday, said broadcasts would constitute "aggression" and that Cuba is prepared "to respond at the level of the aggression." He added: "The nature of the response will depend on the severity of the aggression. It will be proportional." Rodriguez was not explicit, although he appeared to be warning that Cuba would put powerful AM stations on air to interfere with U.S. AM outlets. U.S. stations, particularly those in Florida, have long complained of interference from Cuban stations, and concern that Cuba would turn up level of interference led National Association of Broadcasters to wage fight against establishment of free-standing Radio Marti broadcasting on AM frequency. Legislation creating service places it under wing of Voice of America, and mandates that standards of objectivity and truth applicable to VOA be applied to what is being called Radio Marti Program. It will be heard on same frequency, 1180 khz, on which VOA's Radio Marathon broadcasts. VOA spokesperson said Voice has no comment on Cuban vice president's remarks.

**Timely request.** In separate filings, National Association of Broadcasters, three major television networks, Hughes Television Network and Westinghouse Broadcasting & Cable Inc. have asked FCC to provide more time to review new round of access tariffs filed by Bell Operating companies. The broadcasters noted that FCC has said that tariffs, which were supposed to be filed by March 15, would become effective 18 days later, on April 3. And that's not sufficient time for review, they said. Networks recommended that "normal" 90-day notice period be provided. "After having expended so much effort—and having gone so far down the road toward achieving its stated goals in this proceeding—it simply makes no sense for the commission to opt now for unlawful and unwise shortcuts," the networks said.

**White House tips hat to BICIAP.** Efforts of Broadcasting Industry Council to Improve American Productivity have been praised by President Reagan. BICIAP, established by National Association of Broadcasters at its 1982 convention, is designed to focus on America's productivity problems and to offer solutions for those economic ills. On-air portion of project began following winter (BROADCASTING, Dec. 20, 1982). In March 6 letter to NAB President Eddie Fritts, Reagan called effort of association and broadcast industry "an outstanding example of leadership and public-spirited commitment by the private sector. As a former broadcaster, I am especially proud that your industry has chosen to address this issue and devote itself so enthusiastically to this effort to build a stronger and more prosperous America." Earlier, BICIAP had issued special report to broadcasters on council's work since campaign start little over one year ago. It noted production of 30 public service announcements (18 for radio, 12 for TV) that have been sent out in five flights. Currently, 446 TV stations and 3,817 radio outlets receive direct distribution of campaign via tape. In addition, spots are provided affiliated stations by ABC, NBC, Mutual, RKO, AP Radio, UPI Audio, Cable News Network, Public Interest Affiliates and Public Broadcasting Service. Spots are also being fed to all stations equipped to receive Group W's Synsat Service. BICIAP estimated that equivalent of \$25 million has been donated in public service time by broadcast industry. It further noted ripple effect in form of increased number of network programs on productivity; support of BICIAP campaign on numerous national and regional talk shows; productivity editorials on individual stations, and growing international interest in the form of inquiries and start of similar campaigns by broadcasters in other nations.

**Power limits.** FCC Mass Media Bureau has fined daytimer WAB(AM) Virginia Beach, Va., \$10,000 for operating over its power limitation during authorized post-sunset period.

**NBC cleared.** FCC Mass Media Bureau has ruled that no action is warranted on American Legal Foundation complaint charging that 1983 segment of NBC's *Monitor*, "Strip Mining the Treasury," violated commission policy through deliberate distortions and falsehoods. Bureau noted that, even assuming that NBC reported falsehoods, ALF had presented no "extrinsic" evidence that NBC had intentionally distorted or falsified news. "Such evidence is required before the commission may properly intervene," bureau said.

**Suit support.** American Legal Foundation has announced it is planning to open "libel prosecution resource center" in Washington this August. Spokesman said ALF planned to offer free legal advice to persons wishing to sue media.

**Money matters.** Public Broadcasting Service executive committee passed fiscal 1985 budget totaling \$63 million. Fiscal 1984 budget is \$61,920,000.

**Comment sought.** FCC has requested comment on Multimedia request that *Donahue* be declared "bona fide news interview" program exempt from equal time obligations. Comments are due March 21.

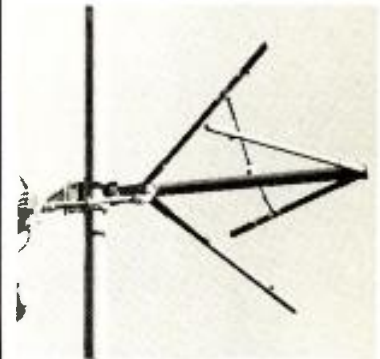


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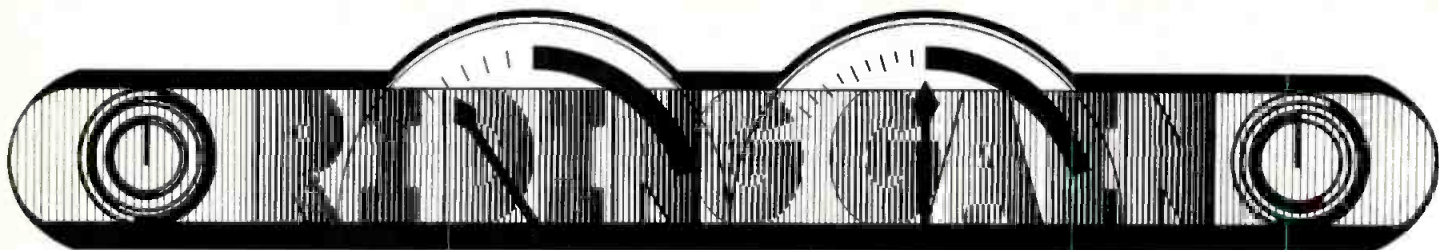


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## Racy coverage

Stock car racing has been a major spectator sport for years. And now, according to the Motor Racing Network, Daytona Beach, Fla., Americans in growing numbers are turning to its live radio coverage of 34 car races a year.

The network has been operating since 1970, and according to John McMullin, its general manager, it has more than 500 affiliates, of which 180 carry all events. The latest station to sign, he said, was WMCA(AM) New York, which gave MRN representation in New York coincident with the staging of the Daytona 500 race last Feb. 19.

McMullin said that each race lasts an average of four hours and events are broadcast in their entirety. The live broadcasts are transmitted by telephone lines, but MRN plans to switch to satellite in the near future, McMullin said.

To carry the broadcasts, stations pay MRN a rights fee of \$80 to \$160 per broadcast, depending on the size of the market, and can sell local advertising. MRN sells national advertising and McMullin estimated that those sales would reach \$2.5 million this year. Advertisers in the past have included Anheuser-Busch, Pontiac, Wrangler jeans, STP, Union Oil and Piedmont Airlines.

In addition to New York, MRN has affiliates in major markets including Detroit, Cleveland, St. Louis, Los Angeles, Atlanta, Baltimore and Portland, Ore.

## Pacifica party

The Pacifica Foundation and its six non-commercial radio stations are getting ready to celebrate the foundation's "three-and-a-half decades of listener-sponsored free-speech radio." The anniversary is April 15, the date in 1949 when Pacifica's first station, KPFA(FM) Berkeley, Calif., went on the

air "as the world's first listener-sponsored radio station." But the foundation plans to celebrate throughout the year.

Among the features: nationally coordinated broadcast of program highlights from the first 35 years; special events in all Pacifica cities, including simultaneous broadcast of a live concert by a major recording group; the first all-Pacifica conference of past and present Pacifica programmers, staff, directors and volunteers, featuring guest speakers; the installation this year of \$100,000 in new equipment by Pacifica Radio News, financed in part by a federal grant, and the allocation of an extra \$50,000 to the news bureau to allow for major coverage of the El Salvador elections and the Republican national convention (the Democratic convention will be covered for the group by KPFA).

Aside from the stations, the Washington-based Pacifica Radio News currently feeds a half-hour newscast to 30 public radio stations, the Pacifica Program Service distributes tapes to stations, schools and libraries, and the Pacifica Tape Archive, with 20,000 programs, operates as a repository for the history of noncommercial broadcasting in the U.S. The Pacifica stations, are KPFA; KPFB(FM) Berkeley, Calif.; KPFC(FM) Los Angeles; WPFW(FM) Washington; WBAI(FM) New York, and KPFT(FM) Houston.

## Michigan net

Michigan's 11 public radio stations are getting daily satellite reports on state legislative and other governmental affairs through their new Michigan Public Radio Network, launched March 5 by the Michigan Corporation for Public Broadcasting. Donovan Reynolds, former executive director of California Public Radio, heads the network, serving as its political correspondent and overseeing its day-to-day operations. Sally Eisele, correspondent for WKAR-AM-FM East Lansing,

also contributes news and features to the network report. Reynolds and Eisele provide nightly feeds, up to 15 minutes, starting at 7:15.

The network's first-year budget was put at about \$40,000, contributed by the member stations. Its purpose is to provide the state's public stations with comprehensive coverage of the events, activities and legislation having statewide interest, but Reynolds hopes to expand soon. "Though governmental and legislative activities will be the top priority of MPRN," he said, "we hope the network will quickly expand to include reporting on the arts, sciences and the humanities." The WKAR stations were said to have been instrumental in developing the network, which is overseen by MCPB.

## Reliable ratings

The Electronic Media Rating Council, a non-profit organization that monitors the procedures and performance of accredited electronic media rating services, has approved the estimates used by Arbitron Radio Ratings in its local and condensed market reports. According to EMRC executive director, John Dimling, Arbitron was asked to investigate "a number of special circumstances—stations with limited geographic coverage, daytime-only stations, stations with high audience turnover versus stations with low audience turnover"—and the Arbitron research "indicated that the reliability model handles each of these circumstances."

## Data delivery

Dodge Data Systems, a Helena, Mont.-based computer software company, has begun to market its system nationally to radio stations. The software, which, among other things can track traffic and billings, is designed to operate with IBM personal computers.

## Playback

"Eclectic Oriented Rock" (EOR), a format targeted to 25-to-49-year-old men who have outgrown traditional album oriented rock, picked up a second station when WGRX(FM) Westminster (Baltimore), Md. (formerly WTTR-FM) began broadcasting it in place of beautiful music. Created by rock radio consultant John Sebastian of Scottsdale, Ariz., EOR also airs on WKGR(FM) Fort Pierce, Fla. (formerly WIZD(FM)). Sebastian, who continues to consult AOR stations, said "EOR" is more viable for the future because it targets a broader audience and follows the tastes of the baby boom generation.



RKO's WOR(AM) New York announced that it will soon drop radio/television personality Arlene Francis from her noon-to-1-p.m. time slot. But, according to station spokesman, she "has been offered other opportuni-

**Guadalcanal diary.** An American GI radio station, established 40 years ago last Tuesday (March 13), will be honored as the "granddaddy" of a thriving broadcasting system in a small South Pacific nation. The station wvuq, on Guadalcanal in the Solomon Islands, was set up in early 1944 by Army engineers under the supervision of the Armed Forces Radio Service. Designed primarily to serve World War II armed forces in that area, it was joined by four other stations subsequently started on nearby islands and dubbed the Mosquito Network. This July, when the Asia-Pacific Broadcasting Union observes its 20th anniversary, the Philatelic Bureau of the Post Office for the Solomon Islands (now independent and a member of the union) will release a special issue.

At the suggestion of Martin Hedlow, Australian adviser to the Solomon Islands Broadcasting Corp., one stamp in the issue is being designed to acknowledge the start of service by AFRS. Working with Hedlow on documentation of wvuq and the Mosquito Network is Spencer Allen, one-time news director at WGN Inc., Chicago and KMOX-TV St. Louis as well as associate professor at the University of Missouri School of Journalism. As Captain Allen, he was commanding officer of the Guadalcanal station, landing with a crew of 10 in February 1944. He recalls that, after he left, the station was shut down in 1946, but that the natives resurrected the facility and put it back on the air in 1947. Allen now resides in Cocoa Beach, Fla., and is a part-time stringer for CBS Radio News, covering space shuttle events at the nearby Kennedy Space Center.



# **BUICK IS ROLLING WITH MOTOROLA C-QUAM AM STEREO!**

GM's Buick division is the first domestic automaker to offer AM Stereo radios.

Delco single-system radios, using the Motorola C-Quam® decoder integrated circuit, will be introduced in selected 1984 models.

But one of the most enthusiastic responses to this news came from a man who isn't even a Buick dealer. He's Tom Cassetty, General Manager of WSM, Nashville. "I heard the Delco playing C-Quam AM Stereo at the National Radio Broadcasters meeting in New Orleans, and I was really impressed. The sound was terrific! If they'd been playing WSM, I never would've gotten out of the car!"

If your station had the choice, wouldn't you really rather be heard in the new Buicks? You can be. Just call Dick Harasek at (312) 576-2879, or Chris Payne (202) 862-1549.

**MOTOROLA AM STEREO. THE WINNING SYSTEM.**



ties within the station" including doing features during its new *Good Afternoon, New York* program. The move is seen as part of station's new image and programing campaign ("Riding Gain," Feb. 27). Francis has been a fixture on WOR for 23 years.

ABC's Contemporary Network is planning to air a live 90-minute Heart concert via satellite from Daytona Beach, Fla. The event, scheduled for March 22 at 8 p.m. NYT, will be sponsored by Budweiser.

Draper & Hampton, an Encino, Calif.-based producer of radio programing, is preparing a

two-hour Hall & Oates special for airing the weekend of March 23. The program is being packaged and sold nationally to stations in the top 150 markets by Barnett-Robbins Enterprises, also of Encino. Exclusive national sponsor is Orion Pictures for its new motion picture "Hotel New Hampshire."

Al Ham Productions continues to add Canadian stations to its "Music of Your Life" roster. The latest two outlets to pick up the nostalgia format are CFMP-FM Peterborough, Ont. (previously programing easy listening), and CHLO(AM) St. Thomas, Ont. (previously programing contemporary/oldies). CJCL(AM)

Toronto and CING-FM Burlington, Ont., also program the "Music of Your Life" format.

The Bronx, N.Y.-based Progressive Radio Network is now distributing its *Computer Program* series on a continuing, market-exclusive cash basis. Each 60-second program centers on various aspects of the home computer industry, with five different segments offered each week, according to PRN assistant sales manager, Tony Garcia. The *Computer Program*, which began as a limited 13-week, 90-second series last October, is now airing on approximately 40 stations including WNCN(FM) New York.

## Journalism

# Study sees too much emphasis on bad business news

**Report, sponsored by group of corporations, says that there has been greater economic recovery than Reagan administration has been given credit for**

A new indictment of network TV coverage of economic news is handed down in a report on a six-month study of early evening newscasts by the Institute for Applied Economics, a nonprofit organization sponsored by 39 large U.S. corporations ranging alphabetically from Alcoa through Westinghouse.

The report says in effect that the networks made economic recovery sound like hard times. President Reagan picked up on the report last week, citing it in a paid political broadcast to support his charge that the commercial TV networks are serving the same political agenda as Democratic presidential candidates who want to dismantle his economic programs.

Reuven Frank, NBC News president, replied in a statement that "our coverage of the economic picture in the last six months of 1983 was an accurate reflection of what was going on across the country. Out of more than 50 economic reports, nearly 30 told, in positive terms, a story of economic recovery." An ABC spokesman had no comment on the report, but CBS News officials indicated they might prepare one.

The institute's study was its second on media coverage. Its first, in 1982 when the economy was limping, concluded that the media "focused on the supposed failure of Reaganomics." In 1983, with recovery under way, the institute undertook the new study to see "whether the change in economic news had a significant impact on the bias that was found in [network] coverage." To get the answer, the institute said, all evening newscasts of ABC-TV, CBS-TV and NBC-TV were monitored throughout the last six

months of 1983.

Some conclusions:

■ "There were at least four and up to 15 economic statistic stories per month. About 95% of these statistical reports were positive as a result of the economic recovery that was under way."

■ "However, of the 104 economic stories of an in-depth or interpretive nature that were aired during this period, 89, or about 85%, were judged as primarily negative and only 15, or just below 15%, were judged as positive. . . . In effect, this survey found that although the economic news has changed for the better, television's coverage of the economy continued to highlight bad news, not healthy economic trends."

The report found "several difficulties" with the networks' coverage of the economy and the Reagan administration.

One, it said, was omission: "Good economic news was simply not reported—or, more often, not reported in depth.

"Frequently," report continued, "the networks reported good economic statistics but illustrated the statistics with exceptions to the statistics. Good unemployment statistics throughout the period, for example, were consistently accompanied by stories about pockets of unemployment. Television concentrated on individual trees and ignored the economic forest. . . . The human interest stories which would have provided support for and depth for the positive economic indicators were aired infrequently."

The report said the networks "focused on the minority of Americans [who were poor, unemployed, homeless and hungry] almost to the exclusion of the millions of Americans who were working, who had been returned to work or who were enjoying the fruits of the economic boom."

The report charged that: "the skepticism which pervaded those broadcasts cast doubt on the depth, the breadth and the strength of recovery." It said "the pathos of the hungry was often contrasted with the 'politics' of the Reagan administration."

"The impact of the recovery," the report asserted, "was denigrated in several ways:

### Looking for a local broadcasting leader

The University of Missouri School of Journalism is gearing up to start its search for the seasoned broadcaster who will fill its Leonard H. Goldenson Endowed Chair of Local Broadcasting.

James Atwater, school dean, last week said that about half of the \$1 million being sought to endow the chair has been raised. The school, hoping that the remaining funds will soon follow, thinks it has raised enough to start the program in the fall, he said.

As planned, the person selected for the position will oversee, with a small staff, the collection of an archive of tapes of locally produced material, the development of a data bank of information for station managers and year-round workshops and seminars offering mid-career training for TV executives at all levels.

Martin Umansky, president and general manager of KAKE-TV Wichita, Kan.—and chairman of the Goldenson Chair Steering Committee of the ABC-TV Network Affiliates Association—said the program would be aimed at helping broadcasters sharpen their skills—and to hold their own with the so-called new technologies coming on line. Broadcasters, he said, have to learn to take advantage of a major strength—their ability to serve their local communities. "You can't serve the local communities through a satellite," he said. "We all have to recognize that we have a common goal and a common interest."

Umansky, whom Atwater credited with raising the funds collected thus far in a "one-man crusade," said he would like to raise more money from the Hollywood community—and the other networks. "The other networks should come in on this thing," he said. "This is theirs too. I think they all have to recognize that this is in their own interest."

Atwater said the ideal candidate for the tenured position would have "stature and experience" in local broadcasting, from both the news and business sides. The selected candidate also probably will be required to teach one course, he said.



presenting good economic news in conjunction with other negative coverage of the Reagan administration such as its problems with women voters. It was undercut by limiting positive economic news to brief flashes rather than fuller explanations complete with 'human interest' segments. Coverage of 'budget cuts' made it appear that actual outlays had been cut back—rather than simply the increase in outlays. Grass-roots supporters or benefactors of the Reagan administration programs were seldom seen on TV. Experts were frequently weighted against the Reagan administration—both in number and in the quantity of quotations used in network news segments."

But "the most difficult problem to counteract," the report said, "was the tendency of the networks to make the exception into the rule—to overemphasize coverage of unemployment to the point where doubt was cast on the efficacy of the recovery."

The report contains a 51-page rundown, network by network, of economic coverage from July through December. As the institute tallied the score, CBS presented 35 negative stories and five positive stories during this period; NBC presented 25 negative and six positive stories, and ABC presented 29 negative and four positive stories. □

## TV station, Maryland in 1st Amendment fight

WBAL-TV Baltimore and the state of Maryland are engaged in what lawyers for the station and the state are calling an unprecedented case of qualified First Amendment privilege. At issue is the station's refusal to turn over to the state video outtakes of an interview a WBAL-TV reporter conducted with a man who had been a defendant in a drug-related case and who had just been convicted in two gangland-style slayings. One of the arguments the station is expected to make in seeking reversal of a contempt of court conviction for its refusal is the expressed willingness of the convicted man to inform the state of what he said in those portions of the interview that were not aired.

On Nov. 30, the station broadcast on its 6 p.m. and 11 p.m. newscasts a boiled-down version of the interview Linda Mann did with Anthony Grandison earlier that day, following a federal court jury's verdict that he was guilty of violating the civil rights of two individuals—a man and a woman—who had been shot to death as they worked behind the desk of a motel in Pikesville, Md., near Baltimore. One had been a federal witness in Grandison's drug-related case and the other was his sister-in-law, who apparently had been mistaken for the man's wife, who also was to be a government witness in the trial. Grandison had been in jail at the time of the killings, but he was said to have arranged them.

The interview, when transcribed, filled 55 pages. The portions that were broadcast filled only six. And the Maryland attorney general's office filed a motion in state court to obtain the original videotapes of the interview, as well as audio tapes. The state had

**TV execution.** If James David (Cowboy) Autry had had his way, his execution by lethal injection for 1980 murder of mother of five would have been available for television coverage. He had asked that his execution—which occurred shortly after midnight on Wednesday, in Huntsville, Tex.—be televised, and Texas attorney general said idea was "logical." But Texas Board of Corrections, on 8-0 vote, on Monday refused to change state guidelines to allow cameras into death chamber. Board Chairman Robert Gunn, who was one of two witnesses to execution, said he had "many concerns" about permitting television coverage. "Not just the propriety and decency of it, but the potential that it could have an effect on the death penalty itself." Autry, 29, who escaped execution in October when he was granted stay with 30 minutes to spare, had maintained his innocence of murder for which he was convicted. But he said if he is to be executed, public should be allowed to view scene in death chamber, to learn what executions are like. Texas Attorney General Jim Mattox supported idea. "If executions serve as a deterrent, then there's a very logical argument that they be done publicly," he said. He added that if public supports death penalty, as polls show, public "should be willing, frankly, to inject the poison, if necessary, themselves." Texas Governor Mark White was one of those opposed to televising execution. He acknowledged that executions once were public—but only to those who would travel to scene of execution. "Today," he said, "TV is in the home, business, just about everywhere. Televising executions would be invading the home atmosphere." Corrections board's decision was affirmed by U.S. District Judge George Cire, who turned down petition by lawyers for Autry and television reporter, John Kobos. KTRK-TV Houston, seeking reversal. □

**Craft appeal.** Metromedia Inc. has appealed fraud verdict and \$325,000 damage award of federal district jury in suit former television co-anchor Christine Craft filed against company. Craft had alleged that KMCB-TV Kansas City had hired her, in December 1981, for what it said were her skills as journalist but then attempted to change her appearance with makeup and clothes, and eventually demoted her to reporter. Craft, who resigned rather than take new assignment, said station official complained she was "too old, unattractive and not deferential enough to men." Metromedia, in appeal to U.S. Court of Appeals for Eighth Circuit, in St. Louis, asked court either to reverse verdict or to grant new trial. There have already been two trials. Following first one, in August, jury awarded Craft \$500,000, and found Metromedia had been guilty of sex discrimination (BROADCASTING, Aug. 15, 1982), but presiding judge set aside verdict, rejected discrimination charge, and ordered second trial on fraud charge only. Craft, meanwhile, has shown interest in politics. Craft, resident of Santa Barbara, Calif., two weeks ago sought to take out nominating papers preparatory to running for Democratic nomination for Congress from 19th district, which includes President Reagan's ranch. However, she was balked by state law barring anyone from running as candidate in one major party if that aspirant had been member of other major party within past 12 months. Craft had been member of Republican party before registering as Democrat in December. □

**Another court.** Effort to gain permission for broadcasters to cover state courts in Virginia has failed. Virginia state senate, by vote of 20-17, killed bill that would have allowed experimental use of cameras and tape recorders in state's courts. Thus, number of states permitting such coverage on permanent or experimental basis remains at 40. □

**Chilled relations.** Chairman of Pentagon-created panel on military-media relations says those relations "have been bad since the Vietnam war and are getting worse." Retired Major General Winant Sidle said military's distrust of press is "surprisingly deep." He said officers complain that reporters inject opinion into their stories and that they often are wrong on facts because of lack of knowledge about military. Sidle, who addressed members of American Newspaper Publishers Association, said distrust has its roots in Vietnam war coverage, which, Sidle said, many in military thought "was really bad." Sidle, who was U.S.'s chief of information during that war, now heads panel that will recommend military guidelines for press coverage of military actions. Panel was formed in wake of outcry over military's ban on coverage of invasion of Grenada during first two days of that operation. □

indicted Grandison for murder while the trial in federal court was under way, and was seeking evidence. A state judge, after reviewing the full transcript *in camera*—at the request of the station's lawyers—directed the station to honor the summons that had been issued for the material. The station refused—on First Amendment grounds—and the judge promptly cited it for contempt and imposed a \$300-a-day fine for every day WBAL-TV refused to obey the summons.

However, the fine has been stayed while the matter is reviewed by the Maryland Court of Appeals, the state's highest court.

Lawyers for the station, with the backing of the state's attorney general, had successfully petitioned that court take the case on appeal directly—without requiring the parties to proceed through an intermediate appellate court. They based their request on the ground that the case is one of "first impression" in Maryland regarding "a qualified First Amendment privilege" in the context of a state's request for information in a criminal trial. State Assistant Attorney General Kathleen Meredith last week said it is a question that "that has not been reviewed [in the state]," and "should be answered by the



state's highest court."

The Maryland Court of Appeals has held—in a case involving a *Washington Post* reporter—that there is no such privilege in connection with grand jury proceedings, and Meredith said the state will argue that that holding should be read broadly, to include criminal trials. But the station is arguing that the First Amendment protects the newsgathering and the editorial processes—in the Grandison case, the paring away of 49 pages of transcript—and that the state should not be allowed to intrude in those processes by obtaining material that was not published.

An aspect of the case that has intrigued observers is the application of the test followed by most courts in such cases. One question posed is whether authorities could obtain the requested information from sources other than the journalist involved. (The other questions are whether the material is relevant and whether it is necessary to determine guilt or innocence). And the state's attorneys, in response to a suggestion from WBAL-TV's lawyer, Theodore Sherbow, said they had not sought to question Grandison on the interview because of his Fifth Amendment right against self-incrimination. But Grandison, in an on-the-record statement on March 5, said he had never expressed a Fifth Amendment right and that "any time the state wants to ask me anything that occurred in the interview with Linda Mann, I am available."

But Meredith last week said Grandison could not provide the information the state needed. "Even if he attempted to be truthful," she said, "he couldn't give the particular statements he gave to Linda Mann." □

## State of libel law 20 years after 'Sullivan'

**Practising Law Institute seminar finds public opinion, jury verdicts increasingly critical of media performance**

Is there any way to stem the flow of "mega-verdicts" against the media? Can libel problems be eased before they arise? And what about hostile juries—which return adverse verdicts in 83% of libel cases?

Those were some of the questions pondered by leading media attorneys, judges and journalists at a New York conference marking the 20th anniversary of the *New York Times v. Sullivan* ruling.

Many speakers at the two-day Practising Law Institute session recalled that the *Times* ruling—which held that public officials could collect libel damages only by proving "actual malice" and "reckless" or "willful" disregard of truth—had been cause for celebration. Just as many decried the present atmosphere of libel law—citing stratospheric verdicts (averaging \$2.2 million since 1980) that they said can put a small news organization out of business and force a large one into toning down its scrutiny of society.

Prominent among participants was Irving R. Kaufman, chief judge of the U.S. Court of Appeals for the Second Circuit (which, in the *Herbert v. Lando* case against CBS,

upheld the network's right not to testify about the thought process of editors in preparing a story but was overruled by the Supreme Court). Kaufman, *New York Times* columnist Anthony Lewis and *Philadelphia Inquirer* executive editor Eugene L. Roberts all questioned the validity of punitive damage judgments against the media—which have been averaging \$1.5 million. Kaufman and Lewis advocated restricting libel recovery to actual damages if the news organization runs a retraction.

But Las Vegas lawyer Morton R. Galane, who is representing entertainer Wayne Newton in a libel suit against NBC, said that if punitive damages were abolished, juries would continue to punish the media in other ways. He recalled a recent case in which a jury awarded his client \$2.8 million in compensatory damages.

Is there a way to ease libel problems before they go to court? Landmark Communications lawyer Conrad M. Shumadine, of Norfolk, Va., outlined questions to be raised in the preparation of a potentially troublesome story.

"Will the jury call it a cheap shot? Do you cringe or are you proud to use it? Use the smell test. If it smells, the [libel] case may have to be settled," Shumadine said.

If the story is true, "hang tough," the lawyer said. "It's a journalistic disaster to retract the truth," he said, "but a jury will never understand why a [false] story isn't retracted immediately and prominently."

Although juries are ruling against media defendants 83% of the time, appeals courts are reversing three of every four of those verdicts. Why the contradiction? Shumadine was among many speakers to attribute it to the public perception that journalists are arrogant and indifferent to personal feelings.

Former Secretary of State William P. Rogers, a New York lawyer who helped argue the landmark *Times v. Sullivan* and *Associated Press v. Walker* cases expanding media libel rights, said that "the press on the whole is remarkably accurate" but that less responsible reporters had hurt public respect for their profession by treating bereaved persons as if they had no rights.

Judge Sol Wachtler, who as a member of New York State's highest court, the Court of Appeals, has considered groundbreaking media cases like *Gannett v. dePasquale*, called the press "a target the public would like to rough up."

Journalists should consider that "the enemy is us" and that if they're seen as arrogant, insensitive and eager to violate privacy rights, the resulting public animosity will seep into the jury room, he said.

"Who makes the distinction between what's in the public interest and what's mere curiosity?" Wachtler questioned. "If the press can't see the distinction, then they're wrong—even if they win a libel suit, they'll be hurt. In competing for ratings or circulation, satisfying the public's curiosity doesn't bring the public's love. Lust isn't love."

A national poll has found that only 13.7% of Americans have "a great deal of confidence" in the media—half as many as in 1976. And if public confidence is diminishing, Wachtler warned, "the entire First Amendment [guaranteeing free speech] is in jeopardy." □

**How to handle the growing libel threat.** What to do now that juries are finding against media defendants in most libel cases and the Supreme Court has ruled against media defendants in every libel case brought before it?

For starters, attorneys could let their media clients know how important it is to seek counsel as early as possible ahead of publication. Or so said Muriel Henle Reis, Metromedia assistant general counsel and assistant secretary, before the Copyright Society of the USA. "If anything, today's climate teaches the absolute necessity of care, of checking, of rechecking and maintaining an open mind as the reporter puts together his piece," she said.

Prayer might help too. "Since the early 1970's, we have been living with a Supreme Court which has found against media defendants in every single libel case it has heard," she said. "But take heart—by 1988, five of those justices will be over 80 years old. While whoever will occupy the White House will ultimately affect the composition of the court, a new court is coming and hopefully one [that] will recognize the importance of protecting First Amendment rights."

In the newsroom, it should be remembered that a "little extra care ahead of time can save a lot of grief later," she said. "Educate your reporters to certain basic facts of life. It is amazing how many journalists still believe that if they are quoting someone or broadcasting someone else's statement, the broadcaster or the paper is immune from libel. Particularly in television, where the practice is to hurriedly stick a microphone in front of someone at the scene of an event, it is easy to inadvertently publish a libel."

Care should be taken in monitoring the relationship between video and audio in television reports, she said. "Often perfectly innocuous copy, when juxtaposed against the video, can inadvertently result in libel," she said.

TV journalists also should beware of inadvertently including identifiable persons—who have nothing to do with the story—in background shots. Some other warnings: A story can be "totally decimated" by a careless headline or lead-in; the omission of a critical fact can create a libelous inference; reporters must contact the target. "If what you discover will blow the story, it is better to hear it before publication than after," she said.

It's also most important to challenge attempts to punish the media with punitive damages, awards of which "have gone wild" recently, she said. "Clearly if this were done by any other branch of government, it would be considered a clear and flagrant violation of the First Amendment," she said. "I strongly believe that at every opportunity, the issue of punitive damages being a violation of the First Amendment must be raised," she said.

All of the news isn't so downbeat, however. Tucked in among her other messages was the word that 70% of libel verdicts are reversed or modified on appeal.



## IRI urges U.S. to support Colino's proposals to Intelsat

**Comsat agrees to new satellite over Atlantic but reserves verdict on video services**

International Relay Inc., a potential competitor of the Communications Satellite Corp. in marketing the services and capacity of the International Telecommunications Satellite Organization, is urging the U.S. government to instruct Comsat, as the U.S. representative on Intelsat, to support proposals being made at the Intelsat board of governors meeting now under way in Washington. IRI, which says the proposals will benefit it and other potential competitors of Comsat, calls on three government agencies to scrutinize Comsat's position on the Intelsat board in terms of the "potential to foreclose meaningful competition."

IRI's counsel last week wrote to FCC Chairman Mark S. Fowler: David Markey, assistant secretary of commerce for communications and information, and Earl S. Barbely, director of the State Department's Office of International Communications Policy, regarding two of the proposals Intelsat director general Richard Colino had said last month (BROADCASTING, Feb. 27) he would put before the board of governors at the meeting that began on Wednesday (March 14) and is to conclude on March 23: One calls for the deployment of a satellite at 307 degrees east over the Atlantic Ocean; the other calls for the offering of a new video services package with flexible "unbundled" pricing.

IRI's concern is based on the fact that, once it receives the necessary authorization from the FCC, it will be in direct competition with similar services offered by Comsat. IRI plans to build earth stations in Chicago and New York City to provide international business service using Intelsat capacity, through Comsat as the U.S. signatory to the global organization. It has also made arrangements with correspondents in Germany and the United Kingdom to provide end-to-end service at key points in Europe.

The letter to the U.S. officials from IRI attorney Steven A. Levy says Comsat should be instructed to support the proposals outlined by Colino.

Levy said a satellite at 307 degrees east "would allow access to Intelsat's business service package from any point within the continental U.S. to most of Europe, Africa and the Near East. But he said, "Comsat, we understand, may wish to delay the deployment of a satellite at this location until 1986, thereby limiting the utility" of the international business service. Levy said that position would be consistent with a determina-

**For status quo.** The National Conference of Black Lawyers Communications Task Force, Black Citizens for a Fair Media, Citizens Communications Center, League of United Latin American Citizens, the National Association for the Advancement of Colored People and the Telecommunications Research and Action Center have come out in opposition to the FCC's proposal to eliminate its regional concentration rule, which prohibits the ownership of three broadcast stations when any two are located within 100 miles of the third and the primary service contours of any two overlap. In reply comments at the FCC, the groups said the commission lacked evidence to make a rational decision adopting any changes. Complete repeal of the rule, they said, would constitute an "arbitrary and capricious" violation of the law. The groups asked the FCC to consider alternatives, including clear guidelines for granting waivers of the rule. "If the commission is concerned that the regional concentration rule imposes costs on the public through loss of broadcast service or programming diversity in some cases, then the commission can easily eliminate those costs by applying the waiver more rationally," they said. Another possibility, they said, would be to eliminate the rule's contour-overlap requirement. "This alternative would strengthen the rule while eliminating the problem of grants of licenses to stations with nonoverlapping service contours which nevertheless pose a threat to regional diversity."

tion to avoid fostering new Intelsat services that might divert traffic away from Comsat's general purpose earth stations in the Eastern U.S.

As for the international video service proposal Colino said he would make to the board, Levy said they would "supplement the existing occasional use and leased television channel services." and "would be offered at much lower rates than existing services and with a variety of access and connectivity features tailored to meet specific user requirements..." He also said the "new configurations are designed to better meet the needs of the video market."

U.S. officials last week indicated that Comsat probably would be instructed to support both proposals. But they also indicated some reservations about them. One source noted that allocating the slot at 307 degrees east to Intelsat would preclude a U.S. firm from requesting it in the future—and the slot is one from which a satellite could "look" at the entire continental U.S. As for the video services, one source noted that the U.S. "generally favors" the introduction of new services by Intelsat but that there are "some questions about the tariffing" involved.

Comsat said it would not object to the proposal calling for a satellite over the Atlantic. A spokesperson noted that the company, as the U.S. representative to Intelsat, discusses in advance with government agencies the positions it is to take at board meetings. However, she said Comsat has no objections to location of a satellite at 307 degrees east. She said the shift of a new Intelsat V F-8 satellite now in orbit over Italy to the Indian Ocean area is under consideration, because of the maritime package on board. But in that event, Comsat would favor relocating one of the Intelsat V's now over the Indian Ocean to the 307 degrees east slot.

As for the video services mentioned by Colino, the spokesperson noted that Colino had talked of "a number of them," and added: "We're looking at this case by case. A lot

of our decisions will come out of discussions with the government agencies."

The spokesperson also said, in almost so many words, that what is good for Comsat is good for Intelsat. "Comsat wants to offer more service, provide more quality," she said. "If it helps Comsat, it helps Intelsat."

Whatever influence the letter from Levy has on the instructions that are given Comsat, a section in which the attorney notes the present lack of machinery for public participation in the U.S. governmental process for instructing Comsat at Intelsat meetings may have some effect on procedures. Levy said because of the importance of the proposals to IRI, it was bringing the government officials involved "in this extraordinary manner." Commerce's Markey said the point was a "good" one. □

## Demographics for formats released

**Hillier/Newmark/Wechsler & Howard lists characteristics of listeners to six of most popular radio sounds**

New audience composition data for six radio formats, the information most in demand among advertisers and ad agencies, has been compiled by Elaine Pappas, research director for Hillier/Newmark/Wechsler & Howard, the radio rep firm. Listener profiles (based on Simmons 1983 Multi-Media Audiences, average daily come, adults 18-plus, 6 a.m. to midnight, Monday to Friday) center on the adult contemporary, country, contemporary hit radio, album-oriented rock/progressive, black/urban contemporary and classical formats. The following is a breakdown of each format's listener characteristics:

- Adult contemporary: More than 34 million adults over 18 (47.6% men and 52.4% women) listen to the format daily, Monday to Friday, with 57.4% of the listeners in the

25-54 demographic. Over 56% are heads of households, 55.6% are employed full time, 62.5% are married, 74.1% own their own homes and 37.7% have household incomes averaging over \$30,000 per year. Adult contemporary is the most popular format among professionals and managers, according to the study.

■ **Country:** This format reaches more than 28 million adults, 18-plus (51.6% men and 48.4% women), each weekday. Of that figure, 60.8% fall into the 25-54 demographic. Sixty-one percent of country listeners are heads of households, 55.4% are employed full time, 67.4% are married, 76.7% own their own homes and 14.6% of men, 18-plus, make \$30,000 or more per year.

■ **Contemporary hit radio:** Over 19 million adults, 18-plus (47.9% men and 52.1% women), listen to a CHR station daily, Monday to Friday. Many of the listeners (85.3%) fall into the 18-49 demographic, while 63.2% overlap into the 18-34 category. More than 51% of all CHR listeners, 18-plus, are heads of households (with 76.9% of that total employed full time), 57.5% are married, 68.6% own their own homes and 36.1% have a household income over \$30,000 per year.

■ **Album-oriented rock/progressive:** Over 12 million adults, 18-plus (58.9% men and 41.1% women), listen to an AOR station daily, Monday to Friday. Demographically, 91.2% of the listeners are between 18 and 49, while 76% fall into the 18-34 category. Just over 50% of the AOR audience are adults 25-54. Half of the listeners are heads of households, 58.6% are employed full time, 43.2% are married, 62.9% own their own homes and 39.3% registered household incomes over \$30,000 per year. Eighty percent of all women, 18-plus (5,048,000), who listen to an AOR station said they are homemakers.

■ **Black/urban contemporary:** More than 7.6 million adults, 18-plus (43.8% men and 56.2% women), are listening to black/urban contemporary stations nationwide daily, Monday to Friday. Of the total listening audience, 38.1% are white adults and 61.4% are black adults. Eighty-five percent of the listeners are in the 18-49-year-old demographic, followed by adults 18-34 (63.6%) and adults 25-54 (56%). Nearly 54% of all adult black/urban contemporary listeners are heads of households, 66.6% are employed full time, 42.8% are married, 56.7% own their own homes and 11.8% earned between \$20,000 and \$29,999 per year.

■ **Classical:** This format has an average daily cume (Monday to Friday) of over three million adults, 18-plus (55.9% men and 44.1% women). Nearly 70% of those listeners fall into the 18-49 age bracket. Sixty-six percent are heads of households, 66.4% are employed full time, 59.6% are married, 67.1% own their own homes and 50.5% have a household income of over \$30,000 per year (31.6% earned more than \$40,000 a year).

There are six separate reports available to all stations from Hillier/Newmark/Wechsler & Howard at \$25 for the first report and \$10 for each additional study for non-Intercept clients.

(Intercept comprises McGavren Guild Ra-

dio, Major Market Radio, Weiss & Powell and Hillier/Newmark/Wechsler & Howard.) □

## Writers Guild, CBS close to settlement on contract

### East and West Coasts of WGA voting councils are considering three-year proposal

After some surprising twists and turns, the Writers Guild of America was poised last week to submit for ratification by its members a proposed agreement by CBS for a new, three-year contract.

The East Coast Council voted to submit the CBS proposal to its members there and the West Coast board of directors was expected to consider the matter. There was no certainty that the West Coast would opt for a referendum.

For several weeks, union heads and members provided ample proof that some unions are not monolithic institutions. Two weeks ago, union negotiators reached a tentative agreement with CBS, despite misgivings about some provisions.

But 10 days ago the executive council of the WGA and the West Coast board of directors rejected the agreement. Last week, the union asked its CBS members to authorize a strike. Instead, the members roundly defeated the union's request by a 226-107 vote.

Union leaders in the East decided last Tuesday (March 13) to send CBS's latest proposal to members in a mail referendum. Obscured by the topsy-turvy development involving the CBS proposal is the fact ABC reached agreement with the guild about two weeks ago and mail balloting has already begun.

The issues that prompted the unconventional behavior within the union dealt basically with union jurisdiction and job security. CBS insisted on and won the right in the agreement to assign local correspondents and anchors to write for one another; to hire temporary employes for indefinite periods in the news department and to employ non-members of WGA in graphic arts work for news.

ABC did not press for any of these conditions, reportedly because the company did not consider them vital in the ABC News operation.

The proposed contracts at ABC and CBS cover both radio and television news writers, clerks, researchers and graphic artists in various cities. About 350 are employed at CBS and about 250 at ABC. The agreement calls for a 6.5% increase in the first year, retroactive to March 2, and 60% in each of the second and third years. Top scale writers receive \$660 per week rising to \$790 in the third year.

NBC is not involved in these negotiations; its news personnel belong to the National Association of Broadcast Employees and Technicians, which is conducting separate talks. □

*The National Association of Broadcasters has 25 committees charged with examining a plethora of regulatory, legislative and industry-related issues. In this series, BROADCASTING is examining each committee, focusing on its chairman, members and goals.*

**TASK FORCE ON ALCOHOL/DRUG ABUSE** □ This is a new National Association of Broadcasters unit, formed two weeks ago. "We just wanted to get out front on a serious national issue," said Shaun Sheehan, NAB senior vice president for public affairs.

Broadcasters, Sheehan noted, have done much to call attention to the dangers of drinking and driving and teenage drug abuse. But the NAB board concluded during its January meeting that the industry needed to demonstrate more civic responsibility.

According to the task force's chairman, Andrew Ockershausen, executive vice president, WMAL(AM) Washington, the



Ockershausen

committee wants to strengthen the industry's participation through better use of its resources. He said the task force also would work with organizations like Mothers Against Drunk Driving (MADD).

Broadcasters can play a "unique" role in generating public awareness on drug and alcohol abuse, says Ockershausen, whose station participated in a public awareness campaign on drunk driving during the Christmas holidays. During the campaign, which also involved civic groups and local police, there were "no [alcohol related] traffic fatalities" in Washington, Ockershausen said.

The task force, which is scheduled to hold its first meeting this month, will exchange ideas for public service announcements and special programs devoted to the topic.

In addition to Ockershausen, the committee includes Eugene Cowen, ABC, Washington; Willie Davis, KACE(AM) Los Angeles; James Dowdle, Tribune Broadcasting, Chicago; Wayne Godsey, WISN-TV Milwaukee; Robert Hynes, NBC; Tony Jewell, KIUL(AM) Garden City, Kan.; George Kohler, Gateway Communications, Cherry Hill, N.J.; Jack Thayer, WNEW(AM) New York; Fred Walker, Broad Street Communications, New Haven, Conn.; Carolyn Wean, KDKA-TV Pittsburgh, and Donald Wear Jr., CBS, Washington.



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# Changing Hands

PROPOSED

**WJJD(AM)-WJEZ(FM) Chicago** □ Sold by Plough Broadcasting Inc. to Infinity Broadcasting for \$14 million, including \$7 million cash. **Seller**, Memphis-based group owner of six AM's and six FM's, is subsidiary of Schering-Plough Corp., Kenilworth, N.J.-based pharmaceutical and health care products company. It has also sold, subject to FCC approval, WSUN(AM) St. Petersburg (Tampa), Fla., for \$7.5 million ("Changing Hands," March 12), and is exploring group sale of remaining stations ("Changing Hands," Feb. 6). **Buyer**, New York-based group owner of three AM's and six FM's, is owned by Michael A. Wiener, chairman, and Gerald Carrus, president (27.5% each), and seven others. It recently bought KCBQ-AM-FM San Diego for \$8.5 million and KXYZ(AM) Houston for \$1.5 million (both "Changing Hands," May 16, 1983). WJJD is on 1160 khz with 50 kw day and 10 kw night. WJEZ is on 104.3 mhz with 18 kw and antenna 820 feet above average terrain. *Broker: Crisler & Co.*

**KZAZ(TV) Nogales (Tucson), Ariz.** □ Sold by Roadrunner TV Ltd. Partnership to Ackerley Communications Inc. for \$13.2 million. **Seller** is limited partnership headed by Eugene D. Adelstein and Edward B. Berger, general partners. Adelstein and Berger are also general partners in Southwest Television, co-owner of KGSW(TV) Albuquerque,

N.M., and licensee of KADQ(FM) Rexburg and KTEE(AM) Idaho Falls, both Idaho. They also own 10% of KIOY(FM) Hanford, Calif. **Buyer** is 98% owned by Barry Ackerley, who also owns Seattle-based outdoor and airport advertising firm and Seattle Supersonics professional basketball team. It also owns KKTV(TV) Colorado Springs and WIXT(TV) Syracuse, N.Y., and recently bought KPWR-TV Bakersfield, Calif., for \$6.3 million ("Changing Hands," Oct. 31, 1983) and KJR(AM) Seattle, Wash., for \$5.8 million ("In Brief," Feb. 27). KZAZ is on channel 11 with 150 kw visual, 15 kw aural and antenna 1,570 feet above average terrain. *Broker: Kalil & Co.*

**WFAN(FM) Stonington, Conn.** □ Sold by Mystic Stonington Broadcasting Corp. to Shoreline Communications Inc. for \$825,000, including \$800,000 cash. **Seller** is majority owned by Danny C. Lennon. He is also 50% owner of WASY(AM) Gorham, Me. **Buyer** is owned by David J. Quinn and wife, Barbara A. (33 1/3% jointly); their son, David J. Quinn, and William P. Egan (33 1/3% each). Edward and Barbara Quinn are also applicants for new FM at Chatham, Mass. David Quinn is general manager of WNLC(AM)-WTYD(FM) New London, Conn. Egan is partner in Boston-based venture capital firm, Burr, Egan & Deleage. WFAN is on 102.3 mhz with 3 kw and antenna 260 feet above average terrain.

**KVML(AM)-KROG-FM Sonora, Calif.** □ Sold by Portugese American Communications Corp. to Crown-Sierra Broadcasting Co. for \$735,000, comprising \$175,000 cash and \$560,000 note. **Seller** is owned by Anthony D. Azeredo, Joe Quadros and brothers, Albano G. and Decio G. Oliveira. None have other broadcast interests. They bought station for \$750,000 ("Changing Hands," Nov. 26, 1979). **Buyer** is owned by sisters, Lindsay Fenton Meikle, Brooke W. and Kimberly N. Fenton (16.7% each), and David W. Winters (30%) and his sister, Deborah S. Winters (20%). Winters are accountants in Los Angeles. Their father, Melvin Winters, is one-third owner of recent buyer of KCEY(AM)-KMIX(FM) Turlock, Calif. ("Changing Hands," Nov. 7, 1983). Brooke W. and Kimberly N. Fenton are students; Lindsay Fenton Meikle is housewife. Their father, F. Robert Fenton, is also 33% owner of KCEY(AM)-KMIX(FM), majority owner of KPLS(AM) Santa Rosa, Calif., and 25% owner of KHSN(AM) Coos Bay and KOOS-FM North Bend, both Oregon, and KMYC(AM)-KRFD(FM) Marysville, Calif. KVML is on 1450 khz with 1 kw day and 250 w night. KROG is on 92.7 mhz with 3 kw and antenna 650 feet above average terrain.

**KCLE(AM) Cleburne, Tex.** □ Sold by Earle Fletcher and son, John Fletcher, to Richard C. Klement for \$547,800. **Sellers** recently bought KJNE-FM Hillsboro, Tex., for \$300,000 ("Changing Hands," July 27, 1983). They also are 70% owners of KOPY(AM)KSDI(FM) Alice, Tex. **Buyer** also owns KGAF(AM) Gainesville and KOGT(AM) Orange, both Texas. KCLE is 250 w daytimer on 1120 khz.

**KOWO-AM and KQDE-FM Waseca, Minn.** □ Sold by KOWO Inc. to Waseca Communications Inc. for \$480,000 cash. **Seller** is majority owned by Richard and Edwin Darby, who have no other broadcast interests. **Buyer** is majority owned by Richard Seehafer, West Des Moines, Iowa-based insurance executive. He has no other broadcast interests. KOWO-AM is on 1170 khz with 1 kw full time. KQDE-FM is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: The Keith W. Horton Co.*

**KGUL(AM) Port Lavaca, Tex.** □ Sold by Double "R" Radio Inc. to Flamingo Broadcasting for \$362,000 cash. **Seller** is equally owned by D. Ray Muse and Ronald L. Bailey. They bought KGUL three years ago ("Changing Hands," July 13, 1981) along with co-located KAOC(FM), which they are keeping. **Buyer** is owned by Jerry G. Benavides, Corpus Christi-based businessman who owns mattress factory, nightclub, farms and other enterprises. He has no other broadcast interests. KGUL is 500 w daytimer on 1560 khz.

**KKSI(AM) Mount Pleasant, Iowa** □ Sold by B.C.S.T. Co. of Iowa Inc. to KILJ AM Inc. Ltd. for \$210,000, comprising \$135,000 already advanced to seller and \$60,000 cash. **Seller** is group of nine investors headed by Edward R. Carney Jr., president and general manager. None have other broadcast interests. **Buyer** is owned by Paul L. Dennison and wife, Joyce E. They also own co-located KILJ(FM) and KCOG(AM)-KMGO(FM) Center-

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ville, Iowa. KKSJ is 250 w daytimer on 1130 khz.

□ Other proposed station sales include: WHMA-AM-FM Anniston, Ala. ("Changing Hands," March 12); WADS(AM) Ansonia, Conn. ("Changing Hands," March 12); WTKW(TV)(CP) Key West, Fla.; KSDW-FM Sulphur, Okla. ("Changing Hands," March 5); KMTR-TV Eugene, Ore.; WBER(AM) Moncks Corner, S.C.; WAKI(AM) McMinnville, Tenn. ("Changing Hands," March 12), and KVRN-AM-FM Sonora, Tex. (see "For the Record," page 88).

APPROVED BY FCC

**WXVT(TV) Greenville, Miss.** □ Sold by Big River Broadcasting Co. to Lamco Communications Inc. for \$4.8 million. **Seller** is owned by group of Greenville-area businessman. None have other broadcast interests. **Buyer** is Williamsport, Pa.-based company headed by Andrew W. Stabler Jr., president. It also owns WLYC(AM)-WILQ(FM) Williamsport and WCYB-TV Bristol, Va. WXVT is CBS affiliate on channel 15 with 2,746 kw visual, 549 kw aural and antenna 887 feet above average terrain.

**WEZL(FM) Charleston, S.C.** □ Sold by WEZL Inc. to Price Broadcasting for \$3.9 million cash. Price does not include real estate, tower or receivables. **Seller** is owned by William O. Jones, president, Charles N. Barton and William Dixon. Barton also has interest in WSSCI(AM) Sumter, S.C. Others have no other broadcast interests. **Buyer**, owned by John Price, Salt Lake City-based real estate developer, also owns four AM's and five FM's. WEZL is on 103.5 mhz with 100 kw and antenna 700 feet above average terrain.

**WPNT(FM) Pittsburgh** □ Sold by Westinghouse Broadcasting & Cable Inc. to WPNT Inc. for \$3 million cash. **Seller**, subsidiary of Pittsburgh-based Westinghouse Electric Co., also owns six AM's, four FM's, including co-located KDKA(AM), and six TV's, including co-located KDKA-TV. It is headed by Daniel L. Ritchie, chairman and president, and Richard H. Harris, president, Group W Radio. **Buyer** is Saul M. Frischling, former station owner and currently president of H-F/Stone Inc., New York holding-company. He has no other broadcast interests. WPNT is on 92.9 mhz, 47 kw, HAAT: 890 ft.

**WZID(FM) Manchester, N.H.** □ Sold by Sallie Jo Lyons to Sunshine Broadcasting Inc. for \$2,750,000, including \$750,000 note. **Seller** has no other broadcast interests. **Buyer** is owned by George Silverman. He also owns WMGX(FM) Portland, Me. His wife, Sunnie G., is applicant for new FM at Belfast, Me. WZID is on 95.7 mhz with 10.5 kw and antenna 930 feet above average terrain.

**WETT(AM) Ocean City, Md., and WWTR-FM Bethany Beach, Del.** □ Sold by Coastal Telecommunications to Resort Broadcasting of Maryland Inc. for \$2.6 million, including \$1.3 million cash. **Seller** is owned by Stuart D. Frankel, president of Abell Communications, Baltimore-based station group owner and publisher of *Baltimore Sun*. **Buyer** is owned by William E. Tart, who also owns WANC(AM) Aberdeen, N.C. WETT is on 1590 khz with 1 kw day and 500 w night. WWTR-



**Four-station sale.** Billings, Mont., was scene of closing of \$20-million sale of WTVQ-TV Billings, KXLF-TV Butte, KRTV-TV Great Falls and KPAX-TV Missoula, all Montana, from Joseph S. Sample to S.J.L. Inc. Present were (l-r): Brian McNeill, Bank of Boston, which provided loan financing; Larry C. Wood, vice president, R.C. Crisler & Co.; George D. Lilly, former vice president of television operations at Park Broadcasting and president of S.J.L.; Joseph S. Sample, and Steve Gormley, associate, T.A. Associates, Boston-based venture capital firm assisting in financing. John Babcock, special national representative for R.C. Crisler & Co., who also brokered deal, is not pictured.

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FM is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain.

**WHGI(AM)-WYMX(FM) Augusta, Ga.** □ Sold by Briar Creek Broadcasting Corp. to American Republic Communications Corp. of Georgia Inc. for \$1,840,000, including \$1,090,000 note. Seller is owned by A. Mills Fitzner, who has no other broadcast interests. Buyer is subsidiary of Dallas-based real estate investment company, American Republic Corp., owned by 16 investors, including Robert J. Werra, chairman (41%); Barry T. Conway, senior vice president (18%), and Roland D. Freeman, senior vice president (22%). It also owns WGSP(AM) Charlotte, N.C. WHGI is 5 kw daytimer on 1050 khz. WYMX is on 105.7 mhz with 50 kw and antenna 83 feet above average terrain.

**WISP(AM)-WQDW(FM) Kinston, N.C.** □ Sold by Joyner Broadcasting Corp. to Caravelle Broadcast Group of Kinston for \$1.8 million, including \$550,000 cash and noncompete agreement. Seller is equally owned by David Weil and A. Thomas Joyner, who bought station two years ago for \$1.35 million ("Changing Hands," April 19, 1982) and have no other broadcast interests. They recently sold WQLS(FM) Cleveland, Tenn. ("Changing Hands," April 11, 1983). Buyer is group of 27 investors headed by Howard L. Schrott and Robert E. Beacham, general partners and majority owners. Schrott is Washington-based communications attorney. Beacham is Charlotte, N.C.-based attorney. Limited partners include Schrott's father, Norman B. Schrott, Alexandria, Va.-

based investment banker, and Roger L. MacBride, co-creator of former NBC series, *Little House on the Prairie*. None have other broadcast interests. WISP is on 1230 khz with 1 kw day and 250 w night. WQDW(FM) is on 97.7 mhz with 3 kw and antenna 248 feet above average terrain.

**WTGI(FM) Hammond, La.** □ Sold by Tangi Broadcasting Inc. to Keymarket Communications of Louisiana Inc. for \$1.8 million. Previously announced sale of station ("Changing Hands," Nov. 28, 1983) was never completed. Seller is owned by Ron Strother, president (65%), and Donald Lobell (35%). Strother has also bought, subject to FCC approval, KREH(AM)-KGBM(FM) Oakdale, La., for \$350,000 ("Changing Hands," Feb. 6), and KRIZ(FM) Roswell, N.M., for \$550,000 ("Changing Hands," Jan. 30). Buyer is equally owned by Paul H. Rothfuss and Kerby E. Confer. They also own WJDX(AM)-WMSI(FM) Jackson, Miss.; WDX(AM)-WIGL(FM) Orangeburg, S.C.; and are 45% owners each of WGVL(AM) Greenville and WSSL(FM) Gray Court, both South Carolina. They are 31% owners each of buyer of WTBC(AM)-WUOA(FM) Tuscaloosa, Ala. ("Changing Hands," Dec. 12, 1983). Confer also owns 50% of KSSN(FM) Little Rock, Ark., and has interest in WGKX(FM) Memphis, recently bought for \$3.2 million ("Changing Hands," Feb. 28, 1983). WTGI is on 103.3 mhz with 100 kw and 500 feet above average terrain.

**WCCF(AM)-WQLM(FM) Punta Gorda, Fla.** □ Sold by DeBeau Broadcasting Inc. to Ogden Broadcasting of Fla. Inc. for \$1,175,000 in-

cluding \$725,000 note and \$275,000 non-compete agreement. Seller is owned by Larry DeBeau and wife, Mildred M. They have no other broadcast interests. Buyer is subsidiary of The Ogden Newspapers Inc., Wheeling, W. Va.-based publisher of 15 newspapers. Owned by G. Ogden Nutting, president and treasurer, and 17 others, it also owns WGSN(AM)-WNMB-FM North Myrtle Beach, S.C.; WAMT(AM)-WAJX(FM) Titusville, Fla.; and WTON(AM) Staunton, Va. It is also applicant for four LPTV's. WCCF is 1 kw daytimer on 1580 khz. WQLM is on 92.7 mhz with 3 kw and antenna 156 feet above average terrain.

**WPRZ(AM)-WWWK(FM) Warrenton, Va.** □ Sold by Northern Virginia Broadcasting Inc. to First Virginia Communications Inc. for \$1 million cash. Seller is owned by Bruce A. Houston, who has no other broadcast interests. Buyer is owned by Sydney A. Abel (55%), Joseph Gildenhorn (36%) and Robert D. Lerner (9%). Gildenhorn is Washington lawyer and real estate investor. Lerner is executive vice president of Washington-based automobile leasing company. Buyers recently sold WYRE(AM) Annapolis and WBey(FM) Graysonville, both Maryland, for \$1.3 million ("Changing Hands," Aug. 15, 1983). WPRZ is 5 kw daytimer on 1250 khz. WWWK is on 107.7 with 20 kw and antenna 837 feet above average terrain.

**KPEN(FM) Los Altos, Calif.** □ Fifty-one percent sold by LDS Enterprises to Alan Baer for \$60,000 and assumption of seller's share of approximately \$1.8 million in debts. Don W. Burden, station's general manager, owns other 49%. Burden, previous owner of Indianapolis-based group owner, Star Stations, whose station licenses were denied renewal by FCC (BROADCASTING, Dec. 22, 1975), had applied to purchase of KPEN ("Changing Hands," Aug. 4, 1980), but withdrew application after commission failed to approve it within one year. Seller is owned by Frank DeSmidt, who has no other broadcast interests. Buyer is chairman of Brandeis Corp., Omaha-based department store company. He has no other broadcast interests. KPEN(FM) is on 97.7 mhz with 3 kw and antenna 350 feet above average terrain.

**WXPX(AM) West Hazleton and WQEQ(FM) Freeland, both Pennsylvania** □ Sold by Edward F. Genetti (50%) and estate of Richard S. Genetti (50%), late brother of Edward Genetti, to Guy T. Block for \$770,000, plus \$70,000 noncompete agreement. Sellers have no other broadcast interests. Buyer is former owner of WCRV(AM) Washington, N.J., which he sold three years ago ("Changing Hands," Dec. 22, 1980) and WFMV-FM Blairstown, N.J., which he sold recently for \$560,000 ("Changing Hands," Aug. 8, 1983). WXPX is 500 w daytimer on 1300 khz. WQEQ is on 103.1 mhz with 3 kw and antenna 680 feet above average terrain.

**WWHB(FM) Hampton Bays, N.Y.** □ Sold by EFEM Inc. to South Fork Broadcasting Corp. for \$825,000, including two-year noncompete agreement. Seller is equally owned by Richard H. Brown and Lloyd A. Werner. Brown is vice president and general manager of Katz Independent Television, national TV station representative firm.

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Werner is senior vice president, sales and marketing, Group W Satellite Communications, wholly owned cable programming subsidiary of Westinghouse Broadcasting & Cable Inc. **Buyer** is owned by Edward Simon, president, and his brother, Paul Simon, singer and songwriter (33.3% each); television producer Lorne Michaels (18.2%) and his wife, Susan Forrestal Michaels (15.1%). WWHB is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

**WTNC(AM)-WEYE(FM) Thomasville, N.C.** □ Sold by Radio Thomasville Inc. to Hi-Toms Broadcasting for \$805,000. **Seller** is owned by Donald W. Curtis. He recently sold WEW(AM)-WSTS(FM) Laurinburg, N.C., for stock worth \$2.8 million. to Durham, N.C.-based group owner, Durham Life Broadcasting, of which he is now general manager ("Changing Hands," July 25). He is 90% owner of recent seller, subject to FCC approval, of WTAB(AM)-WKSM(FM) Tabor City, N.C., ("Changing Hands," Feb. 6). **Buyer** is owned by William C. Boyce Jr. (30%), who is Raleigh, N.C., piano and organ store owner. Other owners are all employed by WBBB(AM)-WPCM(FM) Burlington-Graham, N.C.: Glenn Thompson (30%), as assistant manager; Charles Anderson Poole (25%), as general manager, and George B. Wilkes III (15%), as FM's sales manager. None have other broadcast interests. WTNC is 1 kw daytime on 790 khz. WEYE is on 98.3 mhz with 3 kw and antenna 250 feet above average terrain.

**WFOY-AM-FM St. Augustine, Fla.** □ Sold by Ponce DeLeon Broadcasting Co. to Douglas D. and Marilyn Shull for \$800,000, including real estate and \$700,000 note. **Seller** is owned by estate of John Bernhard Jr. and has no other broadcast interests. **Buyers** are husband and wife. Douglas Shull is former vice president and general manager at WJNO(AM) West Palm Beach and WRMF(FM) Palm Beach, both Florida. Marilyn Shull is registered nurse. WFOY is on 1240 khz with 1 kw day and 250 w night. WFOY-FM is on 97.7 mhz with 3 kw and antenna 160 feet above average terrain.

**KRKO(AM) Everett, Wash.** □ Sold by Melvin Squyres and Dexter Taylor to Everett Broadcasting Co. Inc. for \$1.1 million, including \$770,000 cash. **Sellers** have no other broadcast interests. **Buyer** is group of seven investors including Norman F. (Sparky) Taft, president, and Niles R. Fowler (25% each). Taft is former national sales manager for O'Day Broadcasting, owner of KXA(AM)-KYYX(FM) Seattle and KORL(AM) Honolulu. His father, William R. Taft, owned KRKO for 35 years before selling it in 1976. Norman Taft was general manager of station in 1967-75. KRKO is on 1380 khz with 5 kw full time.

**WCNW(AM) Fairfield, Ohio** □ Sold by Broadcast Management Inc., debtor-in-possession, to Vernon R. Baldwin Inc. for \$700,000, including noncompete agreement. **Seller** is Fairfield, Ohio-based group owner, with 46 shareholders, headed by Joel M. Thrope, president, and Samuel A. Frankel, executive vice president. It recently sold WNDB(AM)-WWLV(FM) Daytona Beach, Fla., for \$2.5 million ("Changing Hands," Sept. 19, 1983) and WINF(AM) Manchester, Conn.,

for \$295,000 ("Changing Hands," Jan. 23). It also owns WWEG(AM)-WRKR(FM) Racine,

Wis. **Buyer** is Hamilton, Ohio-based furniture dealer, who has no other broadcast inter-



**Finalized in Florida.** Putting finishing touches on the \$925,000 sale of WRD(AM) Daytona Beach, Fla., from First Daytona Investment Corp. to Central Florida Broadcasting Corp. ("Changing Hands," Jan. 23) are (back row, l-r): Keith E. Putbren, partner in the Washington-based communications law firm of Putbren & Hunsaker, and part owner of First Daytona; Greg Seeley, counsel for Central Florida, and Doyle Tumbleson, counsel for the previous licensee, Eyria-Lorain Broadcasting Co. Sitting in front row are: Frank Ward, also part owner of First Daytona, and Barry Gerber, Cleveland-based investment counselor and president of Central Florida Broadcasting.

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ests. WCNW is on 1560 khz with 5 kw day and 1 kw critical hours.

□ Other station sales approved by FCC include: KDXY(FM) Paragould, Ark.; KSFE(AM) Needles, Calif.; WINF(AM) Manchester, Conn.; \*WZZE(FM) Hockessin, Del.; KIPO-AM-FM Lihue, Hawaii; KCDR(AM) Cedar Rapids, Iowa; KLIB(AM) Liberal, Kan.; KWNRFM(CP) Liberal, Kan.; WINN(AM) Louisville, Ky.; WTKY-AM-FM Thompsonville, Ky.; WCAS(AM) Cambridge, Mass.; WGFP(AM) Webster, Mass.; WBUK(AM) Portage, Mich.; WVNH(AM) Salem, N.H.; WQBQ(AM) Selinsgrove, Pa.; WPAL(AM) Charleston, S.C.; WHMT(AM) Humboldt, Tenn.; WEZF-FM Burl-

ington, Vt., and WXAM(AM) Charlottesville, Va. (see "For the Record," page 88).

#### CABLE

**Cable systems serving Golden Gate and Cape Coral, both Florida** □ Sold by G.A.C. Properties Inc. to Cablevision Industries Inc. for reported \$13.7 million. Seller is Coral Gables, Fla.-based MSO, headed by F.J. Callahan, chairman. It has six systems, in Arizona and Florida, serving 13,800 subscribers. Buyer, based in Liberty, N.Y., is 40th-ranked MSO with systems, mostly in Massachusetts, New York and Pennsylvania, serving 140,000 subscribers. It is

owned by Alan Gerry, who is also 47% owner of WAQX-FM Manlius, WOLF(AM) Syracuse and WQNY-FM Ithaca, all New York, and 10% owner of WSWB(TV)(CP) Scranton, Pa. He also has interest in WTUV-TV(CP) Utica, N.Y., and applications for new AM's at Cohoes and Canton, both New York, for new FM's at Sanibel, Fla., and Honolulu, and for new TV's at Ithaca and Jamestown, both New York, and Burlington, N.J. Golden Gate system passes 2,600 of 5,900 homes in franchise area, serving 1,913 subscribers with 15 channels and 40 miles of plant. Cape Coral system passes 17,300 homes serving 12,500 subscribers with 12 channels and 202 miles of plant.

## Technology

### The AM stereo marketplace struggles for a standard

**In two years since FCC decided not to decide on a standard, the decision on a winner may be left up to the receiver manufacturers; will it be Motorola-only sets or will the multisystem receivers prevail**

With the loyalties of AM stereo broadcasters split among four stereo transmission systems, the fate of the systems is now in the hands of the world's receiver manufacturers. If the receiver manufacturers line up behind Delco Electronics in building and marketing Motorola radios, the Motorola system could emerge as the runaway national standard. But if they opt for multisystem receivers capable of tuning in the signals of all four systems, two or more systems may carve up the broadcasting market and none will become dominant enough to become the standard at the transmission end.

It's been almost two years since the FCC decided to let five proposed AM stereo systems fight it out in the marketplace. Although the Belar Electronics system quickly fell by the wayside, proponents of the four other systems (Motorola, Harris, Magnavox and Kahn) have been battling, with varying success, to win the acceptance of broadcasters, receiver manufacturers and consumers.

According to the system proponents' own numbers, Motorola has moved into the lead in the race to sign up broadcasters, but Kahn and Harris are close behind. Motorola has lined up almost 120 stations, with 94 of them on the air. Kahn has shipped 93 exciters, the bulk of which are on the air, and expects to ship several more by the end of this month. Harris has sold 98 exciters and put the "majority on the air." With just four stations on the air, Magnavox is running a distant fourth.

Unlike its competitors, Motorola has receiver manufacturers in its camp. After extensive testing of the Harris, Magnavox and Motorola systems, Delco Electronics, a division of General Motors and the largest domestic maker of radio sets, endorsed the

Motorola systems and has produced receivers for GM's Buick division. According to Motorola's Chris Payne, other receiver manufacturers including Motorola, Chrysler, Sherwood, McIntosh and Concord, are prepared to follow Delco and market Motorola radios in 1984. And Motorola's Oscar Kusisto claims that there are other receiver manufacturers, including major Japanese firms, ready to fall in line.

With wide support among broadcasters and receiver manufacturers, the Motorola system would appear to be in the best position to become the industry standard. But Motorola's advantage could be undermined by multisystem receivers. During last year's National Association of Broadcasters convention, Sansui and Sony announced the development of multisystem radios. True to its

word, Sony introduced a portable AM stereo-FM stereo set with two three-inch speakers last August and a Walkman-type version two months ago. Sansui was a little late with its table-top tuner which was promised last fall, but is only now being delivered to retailers.

If other large receiver manufacturers such as Sanyo and Panasonic follow Sony instead of Delco, the market could soon be flooded with multisystem receivers and broadcasters would be free to choose whatever system they wished. "The multisystem receiver is the way to resolve the problem," said Fred Walker, president of Broad Street Communications and an advocate of the Kahn system. "Why should receiver manufacturers who know little about broadcast technology dictate to broadcasters that this is the kind of



Sony's SRF A100 multisystem stereo receiver





Motorola's AM stereo monitor (l) and exciter

system we should use? The receiver manufacturers have flooded the market with cheap [monophonic] sets and destroyed the fidelity of the basic product."

It's impossible to say at this point which way the major receiver manufacturers will go. Jon Strom, Sony's national sales manager, audio products, wouldn't be surprised if other receiver manufacturers followed Sony. "I would imagine our competition would watch our success and want to join us," he said. "And when the competition comes, 'the market will expand exponentially,' he said. "Our share of the pie will decrease, but the pie will be so much bigger that it will be great for everyone."

Strom said sales of the Sony multisystem receivers have been "going very well." Of Sony's top 10 accounts, he said, five or six have already said they would handle the Walkman-type radios. And the presence of the receivers has spurred many AM broadcasters to make the move to stereo, he said. Since Sony announced plans to market the sets last spring, he said, the number of AM stereo stations has quadrupled. For some inexplicable reason, he noted, interest among broadcasters in the Sony sets has picked up over the past several weeks.

Leonard Kahn, inventor and one-man marketing force of the Kahn system, believes that receiver manufacturers really have no choice. As long as a handful of major-market broadcasters insist on using systems other than Motorola, he said, no receiver manufacturer will be able to sell Motorola-only radios for very long. "The multi-system radios will drive the single system radios out of the market," he said.

"Delco is bluffing," said Kahn. By making and marketing the Motorola radios, he said Delco is gambling that other receiver manufacturers and broadcasters will, for the sake of a single standard, jump on the Motorola bandwagon. "If it works, fine," he said, "but if it doesn't work, [Delco] will drop [Motorola] like a hot potato."

Jerry Lebow, a consultant for Sansui on AM stereo, agrees with Kahn that single-system receivers will not have a long life in a multisystem environment. The marketing of single-system radios could "boomerang" on the manufacturers, he said, when consumers discover that the radios do not receive in stereo their favorite AM stereo station. Wanting to avoid such a backlash, he said, Sansui is "very firmly committed to multisystem receivers until the broadcasting industry clarifies where it is going."

But the reality is that major receiver manufacturers are entering or intend to enter the market with Motorola-only radios. According to Lew Eads, sales promotion manager for Delco Electronics, the General Motors' division has already shipped more than 500

Motorola-only AM stereo-FM stereo radios, which can be installed in late-model GM cars, to General Motors service centers where they are available for around \$275. What's more, he said, the radio is now available as a \$302 factory installed option on Buicks. Sherwood Electronics, according to Irwin Zucker, director of marketing, will begin making and shipping two AM stereo-FM stereo radio/cassette players for automobiles this spring. The CRD150, retailing for \$210, will be out in May, he said, and the CRD350, at \$320, in June.

A multisystem receiver would be "ideal," said Eads, but a practical and economical chip that would automatically switch among the systems and deliver high quality sound is not available. "We don't feel that technology is even close to being created," he said, dismissing the chips used in the Sony and Sansui systems as inadequate. In the absence of such a chip, he said, Delco adopted the Motorola system, believing it to be the best all-around system. "We are committed to the best quality we can get," he said.

Sherwood decided to opt for the Motorola-only receivers because of the unavailability of adequate multisystem chips and because momentum for Motorola seems to be mounting. "Motorola currently has a much better roster of broadcast stations and the list seems to be growing daily," he said. Sherwood had considered multisystem receivers, he said, but the performance of single-system receivers is superior and their production is less expensive.

Delco and Sherwood were concerned, but not overly concerned, about the "boomerang" effect described by Lebow. Eads said Delco's AM stereo-FM stereo is replacing an AM mono-FM stereo with no price increase. Purchasers of the new set will still receive the non-Motorola stations in mono, he said. "We are not depriving them of anything," he said. The Motorola system now has enough momentum, Zucker added, "that most broadcast stations will end up with it. Given time, the problem will go away."

But just in case some consumers feel cheated after having purchased Motorola-only radios, Kahn has announced that he is prepared to make available through Kahn AM stereo stations, "adaptors" that can transform any Motorola-only car radio into a multisystem radio. In quantities of 1,000, he said, the adaptors will cost less than \$6.50. With the inevitable proliferation of multisystem receivers, Kahn said, broadcasters will become the sole arbiters of AM stereo systems. And, he said, they will chose his system, because of a serious flaw in the Harris and Motorola systems. (Kahn no longer believes Magnavox is a factor.) The Motorola and Harris systems suffer from "platform motion." When a signal of a Harris or Mo-

torola station is subjected to strong co-channel interference, the station's audio image at the receiver, instead of remaining in the center, will move back and forth between the speakers.

To make his point, Kahn recorded the Motorola signal of WPAT-AM Patterson, N.J., in his Garden City, Long Island, office at around 5:30 p.m. as it was being subjected to interference from WWNH-AM Rochester, N.H. Both stations are at 930 khz. The platform motion, according to Kahn, is so severe that it gives some listeners motion sickness. He plans to send a copy of the tape to every AM station in the country. "Let them judge whether they are willing to let their listeners—those who aren't sailors—get sick to the stomach from listening to the platform motion." Once the market is flooded with multisystem receivers, he said, Harris and Motorola are going to be in trouble. "We are going to drive them right out of the business with the platform motion."

Motorola and Harris believe Kahn's platform-motion issue is specious. According to Robert Weirather, Harris's director of engineering, transmission division, it's true that the effect occurs when a weak signal is confronted by strong co-channel interference, but the interference itself, not the effect, would cause listeners to tune out. "When the effect is noticeable," he said, "people are not going to be listening to the station anyway." Payne made the same counterargument and noted that the Motorola decoder is designed to switch in the mono mode in the presence of strong co-channel interference.

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ence.

Before there can be multisystem receivers, there must be multisystem chips. Up to this point, none have been generally available, but the situation may soon change. Sony is reportedly considering selling the multisystem chip used in its portable and Walkman stereo sets to other manufacturers. Sources also indicate that Sony is developing a "second generation" chip that will feature automatic switching and a stereo indicator light capability, features left off the original chip.

According to Lebow, the supplier of the multisystem chips for the Sansui tuner will probably make the chip available some time in early 1985 after its exclusive arrangement with Sansui expires. According to one report, the supplier of the chips is Hitachi, but Lebow would not confirm the information. (The Sansui tuner [TUS-77AMX] has automatic signal switching and a stereo indicator light and retails for around \$349. Lebow said Sansui has already shipped 450 tuners to broadcasters and several hundred to dealers.)

Responding to domestic receiver manufacturers interested in building multisystem receivers, National Semiconductor is putting together a three chip set capable of automatically switching among and decoding all four systems. According to National Semiconductor's Dan Shockey, the key chip in the set developed for the Magnavox system after the FCC tentatively adopted the system as the national standard, but it is capable of decoding all four systems. (The FCC subsequently decided not to adopt the system in favor of the marketplace approach.) The Magnavox chip, he said, is complimented by two off-the-shelf chips: a "monolithic dual switched capacitive filter," which recognizes the different pilot tones of the four stereo signals and does the automatic switching, and a "quad op-amp" chip, which "allows the Kahn signal to be properly decoded."

The chip set, however, is a "relatively expensive solution" to the problem of building multisystem radios, Shockey said. The complete multisystem decoder—the chips with all the supporting circuitry—would cost around \$4, \$1 more than a multisystem decoder using dedicated AM stereo chips and \$2 more than a single-system decoder. Once National Semiconductor has filed patents on the decoder, he said, it will make the chips and the how-to literature available to receiver manufacturers. He hopes that will be within the next two months.

Harris is apparently back up to speed after having to drop out of the race for about four months late last year, but whether it will be able to regain the lead it enjoyed last summer is questionable. Last August, when Harris had 65 stations on the air, the FCC made Harris resubmit its exciter for type acceptance and ordered Harris to quit marketing the unit while awaiting FCC action. It wasn't until early January that the FCC granted type acceptance, permitting Harris to begin marketing the exciter again.

NAP Consumer Electronics, which produced the Magnavox system, has apparently given up trying to market it. Calls to the company regarding AM stereo are referred

to Continental Electronics, which is making and marketing a Magnavox exciter. Although only four stations are now on the air with the system, said Vernon Collins, vice president for broadcast engineering, eight or nine more will be joining them within the next two or three weeks. He said, "I am having a hard time fighting my competition, especially Motorola. They're pretty rough." □

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## ATSC comes up with parameters for HDTV system

**Group's recommendation: 1,125 lines, five-to-three aspect ratio and 80-per-second field rate**

The Advanced Television Systems Committee, which is looking to establish standards for new and improved television systems, has come up with three key "straw man" parameters for a world high-definition television (HDTV) production standard. The parameters: 1,125 lines (with interlaced scanning), a five-to-three aspect ratio and an 80-per-second field rate.

The parameters are intended to serve as debating points in the deliberations of the ATSC HDTV subcommittee. But most ATSC members seem willing to accept the 1,125 scanning lines and the five-to-three aspect ratio. Only the 80-per-second field rate is expected to be controversial; some members of the ATSC and Japanese broadcasters and receiver manufacturers strongly favor a 60-field-per-second rate, which is used in NTSC television.

As a production standard, the HDTV standard must be easily downconvertible to existing television standards so that programs produced with it can be broadcast to existing receivers. The NTSC standard, which is used in the U.S. and Japan (among other countries), comprises 525 scanning lines, 60 fields per second and a four-to-three aspect ratio. The PAL and SECAM standards, in use in Europe and elsewhere, feature 625 scanning lines, 50 fields per second and four-to-three aspect ratios.

According to ATSC Executive Director Richard Green, the 80-fields-per-second rate is the lowest rate that is easily downconvertible to either 60 fields or 50 fields and it promises better "portrayal" of picture motion in general and slow motion in particular. The conversion from 60 fields to 50 fields, which is done today in the standard conversion of U.S. programs from NTSC to PAL or SECAM for foreign distribution, introduces jitter into the picture and is not wholly satisfactory. However, there is a downside to the higher field rate, he said. Cameras would have to be made far more sensitive to light, and other production equipment would have to be more complex, and costly, to cope with the extra bandwidth inherent in the higher field rate. "There's no technical barrier to 80 fields," he said, "it's just a little bit more difficult to do." □

That the field rate will be the subject of controversy was underscored last week at a meeting of the ATSC HDTV technology group at the Washington headquarters of the National Cable Television Association. Masao Sugimoto, of the Japanese Broadcasting Corp. (NHK), presented a "provisional" standard based on the experimental HDTV system, which has been demonstrated throughout the world and which has supplied much of the impetus behind efforts to arrive at a world HDTV production standard. The NHK standard features 1,125 scanning lines and a five-to-three aspect ratio, but a 60-per-second field rate. According to Sugimoto's paper, 60 field to 50 field conversion is feasible, although work to eliminate the jitter is necessary.

To help resolve the field-rate controversy, Green hopes to set up technical demonstrations, possibly in conjunction with the International Broadcasting Convention in Brighton, England, Sept. 21-25. The demonstration would allow side-by-side comparison of 80-to-60 conversion, 80-to-50 conversion and 60-50 conversion.

According to Don Klein, director of research for Panavision and the chairman of the working group that first came up with the straw man, the five-to-three aspect ratio is a compromise between television and motion picture interests and it does have precedents. Although most 35 mm motion pictures in the U.S. are shot with a 5.55-to-three (commonly referred to as 1.85-to-one) aspect ratio, he said, such films are optically cropped to a five-to-three ratio for theatrical distribution in Europe. What's more, he said, five-to-three is the ratio of super 16 mm format.

Judging from his working group, Klein said, the 1,125 scanning lines have broad appeal. According to Klein, 1,125 lines afford the desired picture resolution and are easily downconvertible to both the 625 lines of PAL and SECAM or 525 lines of NTSC.

The goal of the ATSC is come up with an HDTV system that produces pictures as good as those generated by 35 mm film. With that kind of quality, the group believes, HDTV could be an alternative to film for all kinds of television and motion picture production. Evidence was presented at last week's HDTV group meeting that the contemplated HDTV system of 1,125 lines may be superior to 35 mm as it is displayed in movie theaters. Art Kaiser, associate director, advanced television department, CBS Technology Center, studied the projected images of a first-generation 35 mm print in the theater of the Museum of Modern Art in New York and concluded that the resolution of the images was no better than that of 600-800 television lines. Renville McMann, one of Kaiser's colleague's at the technology center and chairman of the HDTV technology group, said the 35 mm images are degraded as they are projected by the mechanics of the projectors. The best projectors are unable to place frames in the "gate"—the place where the frames are momentarily stopped and projected—flat and in precisely the same position. A lack of flatness or a difference of positioning of even a thousandth of an inch between sequential frames, he said, shows up as a loss of resolution on the screen. □



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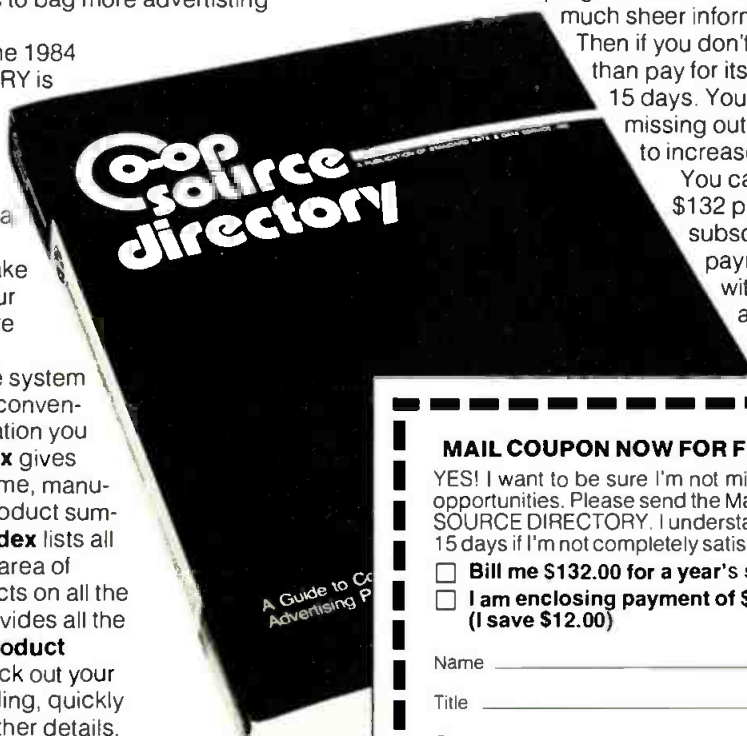
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# For the Record

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Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. app.—application. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. mhz—megahertz. MO&O—memorandum opinion & order. MEA—major environmental action. MP—modification of permit. N—night. PSA—presunrise service authority. RCL—remote control location. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New stations

### Actions

#### AM's

- Titusville, Fla.—Central Florida Broadcasters app. returned for 650 khz, 10 kw-D. Action March 7.
- Imperial, Neb.—Jerrell E. Kautz granted 1560 khz, 5 kw-D, 1 kw-CH. Address: 1305 East "B," McCook, Neb. 69001-0218. Principal is permittee of new FM at McCook, Neb. Action March 2.
- West Fargo, N.D.—Crowley Broadcasting Co. app. returned for 660 khz, 10 kw-D, 1 kw-N. Action Feb. 27.

#### FM's

- Spenard, Alaska—Dan Mahoney app. returned for 103.1 mhz, 3 kw, HAAT: 390 ft. Action Feb. 29.
- Sutter Creek, Calif.—Harold Kozlowski app. returned for 101.7 mhz, 250 w, HAAT: 911 ft. Action March 2.
- Rock Harbor, Fla.—David W. Freeman Sr. and others granted 102.3 mhz, 3 kw, HAAT: 254 ft. Address: U.S. Highway One, East Side at Mile Marker 100, Rock Harbor, Fla. Principal is owned by David W. Freeman Sr. and family. None have other broadcast interests. Action Feb. 23.
- Rock Harbor, Fla.—Pennington Broadcasters app. returned for 102.3 mhz, 3 kw, HAAT: 100 ft. Action Feb. 23.
- \*Haines City, Fla.—Haines City Public Radio Inc. app. returned for 90.3 mhz, 3 kw, HAAT: 300 ft. Action Feb. 24.
- Valdosta, Ga.—Cherry Lynn Rogers app. dismissed for 96.7 mhz, 3 kw, HAAT: 300 ft. Action Feb. 23.
- Dyersville, Iowa—Dyersville Music Corp. granted 99.3 mhz, 3 kw, HAAT: 300 ft. Address: 320 First Avenue East, Dyersville, 52040. Principal is equally owned by Danny McClean, Tom Jenk and Jude Milbert. None have other broadcast interests. Action Feb. 27.
- Smiths Grove, Ky.—Audio Broadcasters Inc. app. returned for 107.1 mhz, 3 kw, HAAT: 300 ft. Action Feb. 29.
- Avon, Minn.—Minnesota Christian Broadcasters app. returned for 105.5 mhz, 3 kw, HAAT: 300 ft. Action Feb. 29.
- \*Ellington, Mo.—Southern Reynolds County R-II School Board app. dismissed for 89.3 mhz, 105 w, HAAT: 230 ft. Action March 2.
- \*Southampton, N.Y.—Help Old People Inc. app. returned for 90.9 mhz, 3 kw, HAAT: 300 ft. Action Feb. 16.
- Wurtsboro, N.Y.—Jerome Gillman Inc. app. returned for 100.1 mhz, 570 w, HAAT: 620 ft. Action Feb. 29.
- Lancaster, Pa.—Larry Greindner app. returned for 95.3 mhz, 10 kw, HAAT: 200 ft. Action Feb. 23.
- Del Rio, Tex.—Blanca Maria Gonzalez app. returned 96.3 mhz, 100 kw, HAAT: 478 ft. Action March 2.
- \*Laredo, Tex.—Diocesan Radio Corp. granted 88.1 mhz, 3 kw, HAAT: 246 ft. Address: 1200 Lantana, Corpus Christi, Tex. 78407. Principal is nonprofit educational institution, headed by Msgr. Robert E. Freeman. It also was granted app. for new noncommercial FM at Robstown, Tex. (see below). Action Feb. 29.

- \*Longview, Tex.—Criswell Bible Institute app. returned for 91.7 mhz, 3.1 kw, HAAT: 103 ft. Action Feb. 29.
- Lubbock, Tex.—High Plains Broadcasting app. dismissed for 106.3 mhz, 3 kw, HAAT: 254 ft. Action Feb. 23.
- \*Robstown, Tex.—Diocesan Radio Corp. app. granted for 89.5 mhz, 1.56 kw vis., HAAT: 396 ft. Principal was also granted CP for new noncommercial FM at Laredo, Tex. (see above). Action Feb. 28.
- \*Robstown, Tex.—Robstown Independent School District app. dismissed for 89.5 mhz, 100 w, HAAT: 175 ft. Action Feb. 28.
- San Angelo, Tex.—Mario Martinez app. dismissed for new FM on 107.5 mhz, ERP: 100 kw, HAAT: 245 ft. Action Feb. 27.

#### TV's

- \*Bad Axe, Mich.—Central Michigan University app. returned for ch. 15; 105.4 kw vis., 19.54 kw aur., HAAT: 276 ft. Action Feb. 24.
- Wichita Falls, Tex.—Thornberry TV Ltd. granted ch. 18. ERP: 1.288 kw vis., 128.8 kw aur., HAAT: 539 ft. Address: 2245 Perimeter Park, Suite 3, Atlanta, Ga. 30341. At time of app., filed April 30, 1982, principals were William J. Barbin (36%), Bert Wallace and Janet T. Lee (18% each) and David Vaughan (28%). Action Nov. 28, 1983.

## Ownership changes

- WHMA-AM-FM Anniston, Ala. (1390 khz, 5 kw-D, 1 kw-N; FM: 100.5 mhz, 100 kw, HAAT: 772 ft.)—Seeks assignment of license from Anniston Broadcasting Co. to Calhoun Broadcasting Co. Inc. for \$1.2 million cash. Seller is majority owned by H. Brandt Ayers and sister, Elise Ayers Sanguinetti. They recently sold co-located WHMA-TV for \$2.9 million ("Changing Hands," June 6, 1983). They also own newspapers including *The Anniston Star*. Buyer is owned by Malcolm B. Street, stations' general manager (51%), and James A. Hudson, chief engineer (49%). Both have minor interest in seller. Filed March 5.
- KVML(AM)-KROG-FM Sonora, Calif. (1450 khz, 1 kw-D, 250 w-N; FM: 92.7 mhz, 3 kw, HAAT: 650 ft.)—Seeks assignment of license from Portuguese American Communications Corp. to Crown-Sierra Broadcasting Co. for \$735,000, comprising \$175,000 cash and \$560,000 note. Seller is owned by Anthony D. Azeredo, Joe Quadros and brothers, Albano G., and Decio G. Oliveira. None have other broadcast interests. They bought station for \$750,000 ("Changing Hands," Nov. 26, 1979). Buyer is owned by David W. Winters (30%) and his sister, Deborah S. Winters (20%), and sisters, Lindsay Fenton Meikle, Brooke W. and Kimberly N. Fenton (16.7% each). Both Winters are accountants in California. Their father, Melvin Winters, is one-third owner of KCEY(AM)-KMIX(FM) Turlock, Calif. Brooke W. and Kimberly N. Fenton are students; Lindsay Fenton Meikle is housewife. Their father, F. Robert Fenton, is also one-third owner of KCEY(AM)-KMIX(FM), majority owner of KPLS(AM) Santa Rosa, Calif., and is one-fourth owner of KHSN(AM) Coos Bay and KOOS-FM North Bend, both Oregon, and KMYC(AM)-KRFD(FM) Marysville, Calif. None of buyers have other broadcast interests.
- WADS(AM) Ansonia, Conn. (690 khz, 1 kw-D)—Seeks assignment of license from ADS Broadcasting Corp. to James D. and Susan P. Huber for \$200,000, comprising \$60,000 cash and \$140,000 note. Seller is owned by Jerome D. Dawson, who has no other broadcast interests. Buyers are husband (70%) and wife (30%), who have no other broadcast interests. James Huber is publishing salesman. Filed March 1.
- WTKW(TV)[CP] Key West, Fla. (ch. 16, 603 kw vis., 60.3 kw aur., HAAT: 300 ft.)—Seeks assignment of license from Key West Television Inc. to S. Joseph Hoffman for \$25,000. Seller is owned by Don S. Sundquist, also owner of WSC(TV)[CP] Melbourne, Fla. Buyer is also one-fourth owner of Golden Triangle TV, permittee for new TV at Merrimack, N.H. Filed March 1.

- KSDW-FM Sulphur, Okla. (100.9 mhz, 3 kw, HAAT: 273 ft.)—Seeks assignment of license from Lula M. Stone to 52 Broadcasting Group Inc. for \$230,000. Seller has no other broadcast interests. Buyer is equally owned by Stanley Sussman and John Schmitt. It also owns KHME(FM)(CP) Commanche, Okla. KSDW is on 100.9 mhz with 3 kw and antenna 273 feet above average terrain. Filed March 2.
- KMTR-TV Eugene, Ore. (ch. 16, 1.855 kw vis., 371 kw aur., HAAT: 1,570 ft., ant. 276 ft. above ground. CP granted Oct. 19, 1981; license issued Feb. 8, 1983)—Granted transfer of control of KMTR Inc. from Joseph H. Gonyea and 17 others (78% before; none after) to Hugh E. Davis and seven others (none before; 78% after) for \$1.14 million. Sellers have no other broadcast interests. Four nonselling shareholders include station's president, Robert W. Davis (12.6%). Buyer is owned by Davis's father, Hugh E. Davis (35%), Robert A. Paisley (17%) and six others. Hugh Davis also owns KNDO(TV) Yakima and KNDU(TV) Richland, both Washington. Filed Dec. 5, 1983. Granted Jan. 16.

- WBER(AM) Moncks Corner, S.C. (950 khz, 500 w-D)—Seeks assignment of license from Berkley Broadcasting Corp. to Estelle C. Brissette, receiver. Assignor is 90% owned by Joseph L. Cussac and wife, Sheila W. Joseph Cussac recently bought WWKO(AM) Fair Bluff, N.C., ("For the Record," June 20, 1983) and then relinquished station to previous licensee ("For the Record," Dec. 5, 1983). Assignee is creditor of licensee in amount of \$106,657. Station has been shut down and app. requests FCC permission to remain silent for 100 days. Station has been sold by receiver, at public auction, subject to FCC approval, to Bruce Roberts of Goose Creek, S.C.

- WAKI(AM) McMinnville, Tenn. (1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Durham Broadcasting Corp. to Ramsey Broadcasting for \$650,000, comprising \$400,000 cash and \$250,000 note. Seller is owned by Aaron L. Durham, who has no other broadcast interests. Buyer is owned by Thorold D. Ramsey, executive vice president at Heritage Federal Savings & Loan in McMinnville. He has no other broadcast interests. Filed March 5.

- KVRN-AM-FM Sonora, Tex. (980 khz, 1 kw-D; FM: 92.1 mhz, 3 kw, HAAT: 3 ft.)—Seeks assignment of license from The Foster Broadcasters Inc. to Mike R. Street for \$100,000 note and assumption of debt. Seller is owned by Walton Foster (56.7%), Donald W. Griffith (28.3%) and Fred M. Key (15%). Foster and Griffith are also majority owners of KRCT(FM) Ozona, Tex., and have bought, subject to FCC approval, KQSA(AM)-KIXY(FM) San Angelo, Tex. They are selling KVRN-AM-FM to comply with regional concentration rule and, according to contract, have right to repurchase stations if commission rescinds rule as result of announced notice of inquiry. Filed Feb. 15.

### Actions

- KDXY(FM) (formerly KHIG(FM)) Paragould, Ark. (104.9 mhz, 3 kw, HAAT: 255 ft.)—Granted assignment of license from Larry T. Coffman to New South Broadcasters for assumption of indebtedness, including \$450,000 note. This is third sale of station in as many years. Seller is owned by Larry T. Coffman, who has no other broadcast interests. Buyer is owned by Fredrick D. Reagan, who also owns KXXA(AM) Monette, Ark. Action March 6.
- KPEN(FM) Los Altos, Calif. (97.7 mhz, 3 kw, HAAT: 350 ft.)—Granted transfer of control of Los Altos Broadcasting Inc. from LDS Enterprises (51% before; none after) to Alan Baer (none before; 51% after) for assumption of equivalent share of debts equaling approximately \$1.8 million and \$60,000. Contract also calls for associated company of Baer's to loan \$540,000 to licensee. Don W. Burden, station's general manager, owns other 49%. Burden, previous owner of Indianapolis-based group owner, Star Stations, whose station licenses were revoked by commission, had applied to purchase total control of KPEN, but withdrew application after commission had failed to approve it within one year. Baer was then brought in as new buyer. Seller is owned by Frank DeSmidt, who has no other broadcast interests. Buyer is chairman of Brandeis Corp., Omaha-based department store company. He has no other broadcast interests. Action Feb. 29.
- KSFE(AM) Needles, Calif. (1340 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Veach & Associates; Ted Finneran, receiver to William J. Simon, trustee in



bankruptcy. Assignee was appointed April 19, 1983, after previous licensee, group of eight investors headed by Jesse and Mary K. Veach, was granted chapter seven bankruptcy by U.S. Bankruptcy Court for Central District of Calif. Veach & Associates bought station three years ago for \$525,000 ("Changing Hands," April 13, 1981).

■ WINF(AM) Manchester, Conn. (1230 khz, 1 kw-D, 250 w-N)—Granted transfer of control of Broadcast Management Corp. of Conn. Inc. from Broadcast Management Corp., debtor-in-possession (100% before; none after), to Daniel I. Konover et al. (none before; 100% after) for \$295,000 cash. Seller is former group owner, with 46 shareholders, headed and principally owned by Joel M. Thrope, president, and Samuel A. Frankel, executive vice president. It recently sold WNDW(AM)-WVLV(FM) Daytona Beach, Fla., for \$2.5 million ("Changing Hands," Sept. 19, 1983). It has also announced sale of WCNW(AM) Fairfield, Ohio, for \$700,000 (see below). It also owns WVEG(AM)-WRKR(FM) Racine, Wis. Buyer is owned by Simon Konover and family (80%); his nephew, Daniel Konover, president (10%), and Jean T. Epstein (10%). Simon Konover is Hartford, Conn.-based real estate developer. Daniel Konover is Stamford, Conn.-based attorney. Epstein is administrative director at station. Her husband, Jay, is station's general manager. Action Feb. 24.

■ WWTR-FM Bethany Beach, Del., and WETT(AM) Ocean City, Md. (1590 khz, 1 kw-D, 500 w-N; FM: 95.9 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Coastal Telecommunications to Resort Broadcasting of Maryland Inc. for \$2.6 million, including \$1.3 million cash. Seller is owned by Stuart D. Frankel, who is president of Abell Communications, group owner and publisher of *Baltimore Sun*. Buyer is owned by William E. Tart, who also owns WANC(AM) Aberdeen, N.C. Action Feb. 27.

■ \*WZZE(FM) Hockessin, Del. (88.7 mhz, 10 w, HAAT: 70 ft.)—Granted assignment of license from Sanford School Inc. to Glen Mills School. Buyer is private Concordville, Pa., nonprofit school for "court committed" "adjudicated delinquents," headed by Glenn Sullivan, president. It has no other broadcast interests. Action Feb. 29.

■ WCCF(AM)-WQLM(FM) Punta Gorda, Fla. (1580 khz, 1 kw-D; 92.7 mhz, 3 kw, HAAT: 156 ft.)—Granted assignment of license from DeBeau Broadcasting Inc. to Ogdin Broadcasting of Fla. Inc. for \$1,175,000—\$450,000 cash and \$725,000 note—plus \$275,000 noncompete agreement. Seller is owned by Larry DeBeau and wife, Mildred M. They have no other broadcast interests. Buyer is subsidiary of The Ogdin Newspapers Inc., Wheeling, W. Va.-based publisher of 15 newspapers. Owned by G. Ogdin Nutting, president and treasurer, and 17 others, it also owns WGSN(AM)-WNMB-FM North Myrtle, S.C.; WAMT(AM)-WAJX(FM) Titusville, Fla., and WTON(AM) Staunton, Va. It is also applicant for four LPTV's. Action Feb. 27.

■ WFOY-AM-FM St. Augustine, Fla. (1240 khz, 1 kw-D, 250 w-N; FM: 97.7 mhz, 3 kw, HAAT: 160 ft.)—Granted assignment of license from Ponce DeLeon Broadcasting Co. to Douglas D. and Marilyn Shull for \$800,000, including real estate and \$700,000 note. Seller is owned by estate of John Bernhard Jr. and has no other broadcast interests. Buyers are husband and wife. Douglas Shull is former vice president and general manager at WJNO(AM) West Palm Beach and WRMF(FM) Palm Beach, both Florida. Marilyn Shull is registered nurse. WFOY is on 1240 khz with 1 kw day and 250 w night. WFOY-FM is on 97.7 mhz with 3 kw and antenna 160 feet above average terrain. Action Feb. 29.

■ WHGI(AM)-WYMX(FM) Augusta, Ga. (1050 khz, 5 kw-D; FM: 105.7 mhz, 50 kw, HAAT: 83 ft.)—Granted assignment of license from Briar Creek Broadcasting Corp. to American Republic Communications Corp. of Georgia Inc. for \$1,840,000, including \$1,090,000 note. Seller is owned by A. Mills Fitzner, who has no other broadcast interests. Buyer is subsidiary of Dallas-based real estate investment company, American Republic Corp., owned by 16 investors including, Robert J. Werra, chairman (41%); Barry T. Conway, senior vice president (18%), and Roland D. Freeman, senior vice president (22%). It also owns WGSP(AM) Charlotte, N.C. Action Feb. 29.

■ KIPO-AM-FM Lihue, Hawaii (1350 khz, 5 kw-U; FM: 93.5 mhz, 110 w, HAAT: 1,590 ft.)—Granted transfer of control of Kuai Broadcasting Inc. from Michael M. Lochrie, Ernest McKie and Nancy Lochrie (42.72% before; none after) to Nanette Slavín (17.17% before; 59.59% after) for \$84,000. Buyer has no other broadcast interests. Action Feb. 24.

■ KCDR(AM) Cedar Rapids, Iowa (1450 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Cedar Rapids Broadcasting Co. to Dulaney Broadcasting Inc. for \$300,000 cash, including three-year noncompete agreement. Seller is majority owned by G. Dale Cowle. He also owns KASS(AM)-KCCQ(FM) Ames, Iowa, and is half owner of KJJO(AM)-KSFT(FM) St. Joseph, Mo. Seller bought the station for \$760,000 ("For the Record," Aug. 11, 1980). Buyer is owned by Mike Dulaney, station's general

manager (66.3%); James W. Young, and Eugene J. Downie (16.7% each). Young and Downie are equal owners of co-located KTOF(FM). Action Feb. 24.

■ KLIB(AM) Liberal, Kan. (1470 khz, 1 kw-D, 500 w-N)—Granted assignment of license from Communications Enterprises of Kansas Inc. to Leon E. Roulier for \$180,000, including \$75,000 plus interest due two years after closing date. Seller is owned by Charles A. Johnson (40%), Hugh F. Jones and J. Robert Wooten (30% each). Johnson is also president and 5% owner of LPTV at Ponca City, Okla. Buyer also has app. pending to buy co-located KWNR-FM(CP) (see following app.). Action Feb. 24.

■ KWNR-FM(CP) Liberal, Kan. (102.7 mhz, 50 kw, HAAT: 353 ft.)—Granted assignment of license from Don M. Kelly to Leon E. Roulier for \$45,000 and includes consultancy agreement ending three years after station has gone on air. Seller is 95% owner and general manager of KUSH(AM) Cushing, Okla. He recently sold KLTR(AM) Blackwell, Okla., for \$115,000 ("For the Record," Dec. 19, 1983). Buyer has also bought co-located KLIB(AM) (see preceding app.). Action Feb. 24.

■ WINN(AM) Louisville, Ky. (1240 khz, 1 kw-D, 250 w-N)—Granted assignment of license from David R. Roederer, receiver, to Full Force Broadcasting Inc. for \$300,000, including noncompete agreement and assumption of \$250,000 note. Sale is subject also to approval of Jefferson (Kentucky) Circuit Court. Seller took over from previous licensee, Whatever's Fair Kentucky Inc., which bought station for approximately \$1 million ("Changing Hands," Aug. 6, 1979). Buyer is owned by Robert F. Bell, president (5%), and J. Thomas Hurvis, Riaz H. Waraich, James A. Bryan and Steve Warrenfeltz (23.75% each). Bell is majority owner of WXLX(AM) Decatur, Ga.; WWUS(FM) Big Pine Key, Fla., and 100% owner of WJLD(AM) Fairfield (Birmingham), Ala. He also has one-third interest in WRBD(AM)-WCKO(FM) Pompano Beach, Fla. He and Hurvis each own 42.5% of WCGL(AM) Jacksonville, Fla. Hurvis also has 22% interest in WXLX. Action Feb. 27.

■ WTKY-AM-FM Thompkinsville, Ky. (1370 khz, 2.5 kw-D; FM: 92.1 mhz, 3 kw, HAAT: 240 ft.)—Granted assignment of license from Ministers Broadcasting Corp. to J.K. Whitmore for release of approximately \$400,000 debt. Seller is group of nine investors, which bought station from buyer for \$450,000 ("For the Record," Aug. 9, 1982). Buyer is previous licensee of station. He has no other broadcast interests. Action Feb. 29.

■ WTGI(FM) Hammond, La. (103.3 mhz, 100 kw, HAAT: 500 ft. above average terrain)—Granted assignment of license from Tangi Broadcasting Inc. to Keymarket Communications of Louisiana Inc. for \$1.8 million. Previous two sale app.'s were not closed. Seller is owned by Ron Strother, president (65%), and Donald Lobell (35%). Strother has also bought, subject to FCC approval, KREH(AM)-KGBM(FM) Oakdale, La. ("Changing Hands," Feb. 6) and KRIZ(FM) Roswell, N.M., ("Changing Hands," Jan. 30). Buyer is equally owned by Paul H. Rothfus and Kerby E. Confer. They also own WJDX(AM)-WMSI(FM) Jackson, Miss.; WDIX(AM)-WIGL(FM) Orangeburg, S.C.; and are 45% owners each of WGV(AM) Greenville and WSSL(FM) Gray Court, both South Carolina. They are 31% owners each of recent buyer of WTBC(AM)-WUOA(FM) Tuscaloosa, Ala. ("Changing Hands," Dec. 12, 1983). Confer also owns 50% of KSSN(FM) Little Rock, Ark., and has interest in WGKX(FM) Memphis, recently bought for \$3.2 million ("Changing Hands," Feb. 28, 1983). Action Feb. 27.

■ WCAS(AM) Cambridge, Mass. (740 khz, 250 w-D)—Granted assignment of license from Wickus Island Broadcasting Corp. to J. Christopher Robinson Esq., trustee. Assignor filed for chapter 11 as debtor-in-possession on June 24, 1983. It is owned by Melvin L. Stone and family (57.8%) and Daniel L. Murphy (42.2%). Stones also own WMLI(AM) Bangor and WGUY-FM Brewer, both Maine. Court appointed Robinson as receiver Jan. 12. Action Feb. 24.

■ WGFP(AM) Webster, Mass. (940 khz, 250 w-D)—Granted assignment of license from Lakeview Broadcasting Co. to Okun Broadcasting Corp. for \$165,000 including note for \$25,000 cash. Seller is owned by Edward F. Perry (75%) and Lloyd F. Simon (25%). Perry is also 80% owner of WATD(FM) Marshfield, Mass., and 50% owner of Hampshire County Broadcasting, applicant for new FM at Amherst, Mass. Simon is 50% owner of Walden Communications, applicant for new AM at Concord, Mass. Buyer has been general manager of WGFP since September. Action Feb. 24.

■ WBUK(AM) Portage, Mich. (1560 khz, 1 kw-D)—Granted transfer of control of Radio Michigan Ltd. from Radio Michigan Ltd. (100% before; 49% after) to Harry E. Burns (none before; 51% after) for consultation and advancing of funds "necessary to clear up financial obligations." Sellers, who include William E. McCarthy, Robert Dana Macvay, Henry M. Jennings and Keith P. Gensheimer, will have their holdings reduced by 51%. They also own majority of WKNX(AM) Saginaw, Mich.; WIVQ(FM) Peru, Ill., and

WKTN(FM) Kenton, Ohio. Buyer is broadcast consultant. Action March 5.

■ WXVT(TV) Greenville, Miss. (CBS, ch. 15, ERP: 2,746 kw vis., 549 kw aur., HAAT: 887 ft.)—Granted assignment of license from Big River Broadcasting Co. to Big River Broadcasting Co. for \$4.8 million. Seller is owned by group of Greenville-area businessmen. None have other broadcast interests. Buyer is principally owned by Andrew Stabler Jr., president; James H. Lamade, and Howard J. Lamade Jr. It also owns WLYC(AM)-WILQ(FM) Williamsport, Pa., and WCYB-TV Bristol, Va. Action March 5.

■ WZID(FM) Manchester, N.H. (95.7 mhz, 10.5 kw, HAAT: 930 ft.)—Granted transfer of control of The Radioactive Group Inc. from Sallie Joe Lyons (100% before; none after) to Sunshine Broadcasting Inc. (none before; 100% after) for \$2,750,000. Seller has no other broadcast interests. Buyer is owned George Silverman. He also owns WMGX(FM) Portland, Me. His wife, Sunnie G., is applicant for new FM at Belfast, Me. Granted Feb. 27.

■ WVNH(AM) Salem, N.H. (1110 khz, 5 kw-D)—Granted assignment of license from WVNH Broadcasting Co. Inc. to John R. Hughes and his wife, Eve, for \$275,000, including assumption of \$225,000 note. Seller is headed by J.W. O'Connor, president. It recently sold WQXQ(AM) (now WACM(AM)) West Springfield, Mass. ("Changing Hands," Jan. 17, 1983), and has no remaining broadcast interests. Buyers are also applicants for new FM's at South Burlington, Vt. John Hughes is former vice president and general manager at WEZF(TV) (now WVNY(TV)) Burlington, Vt. WVNH has a pending application for full-time operation. Action Feb. 24.

■ WWHB(FM) Hampton Bays, N.Y. (107.1 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment from EFEM Inc. to South Fork Broadcasting Corp. for \$825,000, including two-year noncompete agreement. Seller is equally owned by Richard H. Brown and Lloyd A. Werner. Brown is vice president and general manager of Katz Independent Television, national TV station representative firm. Werner is senior vice president, sales and marketing, Group W Satellite Communications, wholly-owned subsidiary of Westinghouse Broadcasting & Cable Inc. Buyer is owned by Edward Simon, president, and his brother, singer and songwriter, Paul Simon (33.3% each); television producer Lorne Michaels (18.2%), and wife, Susan Forrestal Michaels (15.1%). Action Feb. 27.

■ WISP(AM)-WQDW(FM) Kinston, N.C. (1230 khz, 1 kw-D, 250 w-N; FM: 97.7 mhz, 3 kw, HAAT: 248 ft.)—Granted assignment of license from Joyner Broadcasting Corp. to Caravelle Broadcast Group of Kinston for \$1.8 million, including \$550,000 cash and noncompete agreement. Seller is equally owned by David Weil and A. Thomas Joyner. They bought station two years ago for \$1.35 million ("Changing Hands," April 18, 1982), and have no other broadcast interests. They recently sold WQLS(FM) Cleveland, Tenn. ("For the Record," April 18, 1983). Buyer is group of 24 investors headed by Howard L. Schrott and Robert E. Beacham (26.25% each), general partners. Schrott is Washington-based communications attorney. Beacham is Charlotte, N.C.-based attorney. Limited investors include Schrott's father, Norman B. Schrott, Alexandria, Va.-based investment banker, and Roger L. MacBride, Charlottesville, Va.-businessman (17.5%). None have other broadcast interests. Action Feb. 29.

■ WTNC(AM)-WEYE(FM) Thomasville, N.C. (790 khz, 1 kw-D; FM: 98.3 mhz, 3 kw, HAAT: 250 ft.)—Granted assignment of license from Radio Thomasville Inc. to Hi-Toms Broadcasting for \$805,000. Seller is owned by Donald W. Curtis. He recently sold WEWO(AM)-WSTS(FM) Laurinburg, N.C., for stock worth \$2.8 million, to Durham, N.C.-based group owner Durham Life Broadcasting, of which he is now general manager ("Changing Hands," July 25). He also has sold, subject to FCC approval, WTA-B(AM)-WKSM(FM) Tabor City, N.C., of which he owns 90%, for \$475,000 ("Changing Hands," Feb. 6). Buyer is owned by William C. Boyce Jr. (30%), who is Raleigh, N.C., piano and organ store owner. Other owners are all employed by WBBB(AM)-WPCM(FM) Burlington-Graham, N.C.: Glenn Thompson (30%), as assistant manager; Charles Anderson Poole (25%), as general manager, and George B. Wilkes III (15%), as FM's sales manager. None have other broadcast interests. Action Feb. 29.

■ WCNW(AM) Fairfield, Ohio (1560 khz, 5 kw-D, 1 kw-CH)—Granted assignment of license from Broadcast Management Inc., debtor-in-possession, to Vernon R. Baldwin Inc. for \$700,000, including noncompete agreement. Seller is Fairfield, Ohio-base group owner which is also selling WINF(AM) Manchester, Conn. (see above). Buyer is Hamilton, Ohio-based furniture dealer, who has no other broadcast interests. Action Feb. 24.

■ WQEQ(FM) Freeland, Pa. (103.1 mhz, 3 kw, HAAT: 680 ft.)—Granted assignment of license from Edward F. Genetti and Estate of Richard S. Genetti to Guy T. Block for \$450,000, including real estate, plus \$50,000 noncompete agreement. Seller and buyer are same as in sale of

WXPX(AM) West Hazleton, Pa. (see below). Action March 6.

■ WPNT(FM) Pittsburgh (92.9 mhz, 47 kw, HAAT: 890 ft.)—Granted assignment of license from Westinghouse Broadcasting and Cable Inc. to WPNT Inc. for \$3 million cash. Seller also owns six AM's, four FM's, including co-located KDKA(AM) and six TV's, including co-located KDKA-TV. Buyer is Saul M. Frischling, former station owner and now president of H-F/Stone Inc., New York holding company. He has no other broadcast interests. Action March 6.

■ WQBQ(AM) Selinsgrove, Pa. (1240 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Riverside Media Inc. to David Bernstein, d/b/a Sunair Communications Inc. for \$322,350, including \$300,000 seller's note. Seller is owned by Douglas W. George. He also is majority owner of WHTF(FM) Starview, Pa., and minority owner of WTLQ(FM) Pittston, Pa. Buyer is former general manager and minority owner of WGVL(AM) Greenville and WSSL(FM) Gray Court, both South Carolina. Action March 1.

■ WXPX(AM) West Hazleton, Pa. (1300 khz, 500 w-D)—Granted assignment of license from Radio Action Co. to Guy T. Block for \$320,000, including \$100,000 cash, plus \$20,000 noncompete. WXPX has app. to increase hours of operation to UHF pending, which, if unsuccessful, will reduce price \$25,000. Seller is equally owned by Edward F. Genetti and the estate of his brother, Richard S. Genetti. Buyer is former owner of WCRV-AM Washington, N.J., which he sold three years ago ("Changing Hands," Dec. 22, 1980) and WFMV-FM Blairstown, N.J., which he sold recently for \$560,000 ("Changing Hands, Aug. 8, 1983). Action March 6.

■ WPAL(AM) Charleston, S.C. (730 khz, 1 kw-D)—Granted transfer of control of WPAL Radio Inc. from John Pembroke (42.5% before; none after) to William Saunders (15% before; 57.5% after). Consideration, which also involves stock in another corporation, is \$51,000 cash and \$149,000 note. Other 42.5% is owned by D. Ward Wilson. Seller also owns WJQS(AM) Jackson, Miss. Buyer, along with Wilson, is applicant for new FM at North Charleston, S.C. Action March 1.

■ WHMT(AM) Humboldt, Tenn. (1190 khz, 500 kw-D)—Granted assignment of license from R.B. Management Corp. to Boyd Enterprises Inc. for \$235,000, including \$115,000 sellers note and assumption of \$100,000 bank note. Seller bought station one year ago "For the Record," Oct. 18, 1982). It is owned by Robert B. Blow, who recently sold WYLO(AM) Kingston, Tenn. (see "For the Record," Jan. 16.). He has 50% interest in 12 LPTV app.'s. Buyer is owned by F. Darrell Boyd, who is general manager of WHMT. Action March 1.

■ WEZF-FM Burlington, Vt. (92.9 mhz, 36 kw, HAAT: 2,700 ft.)—Granted assignment of license from Martin Broadcasting Inc. to Knight Radio Inc. for \$4 million. Seller is owned by Donald G. Martin and family. Martin also owns WHO(AM)-WDRM(FM) Decatur, Ala. Buyer, Boston-based group owner of four AM's and three FM's, is owned by Norman Knight. Action Feb. 24.

■ WXAM(AM) Charlottesville, Va. (1240 khz, 1 kw-D, 250-N)—Granted assignment of license from Latora Broadcasting Inc. to Cavalier County Broadcasting Inc. for \$415,973, including \$100,000 cash. Seller is owned by Richard P. Latora, who has no other broadcast interests. Buyer is equally owned by Charles Mark Wilson and R.M. Coleman. Wilson is co-owner of Verona, Va., retail clothing store. Coleman is Staunton, Va.-based gynecologist. They have no other broadcast interests. Action March 5.

■ KRKO(AM) Everett, Wash. (1380 khz, 5 kw-U)—Granted transfer of control of Melvin Squyres and Dexter Taylor (48% each before; none after) to Everett Broadcasting Co. (none before; 100% after) for \$1.1 million, including \$770,000. Sellers have no other broadcast interests. Buyer is group of seven investors including Norman F. "Sparky" Taft, general manager and president, and Niles R. Fowler (25% each). Norman Taft is former national sales manager for Day Broadcasting, owner of KXA(AM)-KYYY(FM) Seattle and KORL(AM) Honolulu. His father, William R. Taft, owned KRKO for 35 years, during which Norman Taft was sales manager for eight years. William Taft sold station in 1976. Neither Fowler, who is Everett-based beer distributor, nor other investors have other broadcast interests. Action March 19.

## Facilities changes

### AM applications

Tendered

■ WCAS (740 khz) Cambridge, Mass.—Seeks CP to

change freq. to 1090 khz, and change power to 5 kw. Ann. March 12.

■ WLSC (1570 khz) Loris, S.C.—Seeks CP to change hours of operation to unl. by adding night service with 250 kw; change freq. to 1240 khz, and make changes in ant. Ann. March 12.

Accepted

■ WYDE (850 khz) Birmingham, Ala.—Seeks MP(BP-790315AB) to change SL. Ann. March 9.

■ KNIX (1580 khz) Tempe, Ariz.—Seeks CP to make increase in critical hours power level to 50 kw (Cr./Hrs.) nondirectional. Ann. March 6.

■ KRLA (1110 khz) Pasadena, Calif.—Seeks MP(BP-16173, as mod.) to change TL, and make changes in ant. system. Ann. March 5.

■ WQIK (1120 khz) Jacksonville, Fla.—Seeks CP to change mod. to standard nighttime, DA pattern. Ann. March 12.

■ WDDD (810 khz) Johnson City, Ill.—Seeks CP to change TL. Ann. March 12.

■ WFBM (1110 khz) Noblesville, Ind.—Seeks mod. of lic. to change SL and to operate trans. by RC. Ann. March 12.

■ KOH (630 khz) Reno—Seeks MP(BP-810128AJ, as mod.) to change TL for 5 kw daytime. Ann. March 12.

■ WTMJ (620 khz) Milwaukee—Seeks CP to change nighttime DA parameters and pattern. Ann. March 12.

### FM Applications

Tendered

■ \*WWFM (89.1 mhz) Trenton, N.J.—Seeks CP to change HAAT to 280 ft. Ann. March 5.

■ KCMA (106.1) Owasso, Okla.—Seeks CP to change TL: change HAAT to 1,005 ft., and make changes in ant. system. Ann. March 9.

■ KZEU (107.9) Victoria, Tex.—Seeks CP to change ERP to 100 kw. Ann. March 9.

■ \*WJGF (91.5 mhz) Romney, W.Va.—Seeks CP to change freq. to 89.7 mhz, and change ERP to .109 kw. Ann. March 6.

■ WKZZ (100.1 mhz) Lynchburg, Va.—Seeks CP to change TL; change ERP to .466 kw; change HAAT to 647 ft., and make changes in ant. system. Ann. March 5.

## Summary of broadcasting as of January 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,736	163	4,899
Commercial FM	3,540	415	3,955
Educational FM	1,131	176	1,307
Total Radio	9,407	754	10,161
FM translators	762	431	1,193
Commercial VHF TV	535	22	557
Commercial UHF TV	334	222	556
Educational VHF TV	110	4	114
Educational UHF TV	173	25	198
Total TV	1,152	273	1,425
VHF LPTV	190	76	266
UHF LPTV	72	105	177
Total LPTV	262	181	443
VHF translators	2,665	188	3,053
UHF translators	1,889	213	2,202
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	168	3,002

\* Includes off-air licenses.

Accepted

■ KJJK (103.9 mhz) Payson, Ariz.—Seeks mod. of CP(BPH-781227AE) to change TL; change ERP to 1.8 kw, and change HAAT to 393 ft. Ann. March 6.

■ KKGO (105.1 mhz) Los Angeles—Seeks CP to change HAAT to 2,900 ft. Ann. March 12.

■ \*KXPR (90.9 mhz) Sacramento, Calif.—Seeks mod. of CP(BPED-820310AT) to change ERP to 50 kw; change HAAT to 500 ft., and change freq. to 90.9 mhz.

■ WMNF (88.5 mhz) Tampa, Fla.—Seeks mod. of CP(BPED-780814AR) to change ERP to 100 kw; change HAAT to 519.25 ft., and make changes in ant. system. Ann. Mar. 8.

■ New (93.5 mhz) Lahaina, Hawaii—Seeks CP to change TL; change HAAT to 1,307 ft., and change ERP to .16 kw. Ann. March 8.

■ KRBU (104.9 mhz) Pocatello, Idaho—Seeks mod. of CP(BPH-810731) to change TL, and change HAAT to 1,120 ft. Ann. March 12.

■ \*WBUR (90.9 mhz) Boston, Mass.—Seeks CP to change TL, and to change ERP to 9.1 kw. Ann. March 12.

■ \*WMAA-FM (91.3 mhz) Jackson, Miss.—Seeks CP to change ERP to 100 kw; change HAAT to 761 ft.; make changes in ant. system, and change trans. site. Ann. March 12.

■ WMAV (90.3 mhz) Oxford, Miss.—Seeks CP to change ERP to 100 kw; change HAAT to 1,244 ft., and make changes in ant. system. Ann. March 8.

■ WMAB (89.9 mhz) Mississippi State, Miss.—Seeks CP to change ERP to 63 kw; change HAAT to 1,084 ft., and make changes in ant. system. Ann. March 8.

■ WJSU (88.5 mhz) Jackson, Miss.—Seeks CP to change ERP to 100 kw; change HAAT to 204 ft., and make changes in ant. system. Ann. March 8.

■ KKEE (94.3 mhz) Alamogordo, N.M.—Seeks mod. of CP to change TL; change ERP to 3 kw, and change HAAT to 384 ft. Ann. March 8.

■ WKKJ (93.3 mhz) Chillicothe, Ohio—Seeks CP to change ERP to 22.1 kw. Ann. March 6.

■ WUBE (105.1 mhz) Cincinnati—Seeks CP to change ERP to 13.8 kw. Ann. March 8.

■ \*WIRR (90.9 mhz) Virginia/Hibbing, Minn.—Seeks mod. of CP(BPED-830228AB) to change ERP to 20.8 kw, and change HAAT to 552.26 ft. Ann. March 6.

■ \*WCAL-FM (89.3) Northfield, Minn.—Seeks CP to change ERP to 23.5 kw; change HAAT to 1,317.15 ft., and move ant. Ann. March 6.

■ KTXN (98.7 mhz) Victoria, Tex.—Seeks CP to change ERP to 100 kw; make changes in ant. system, and change HAAT to 245.6 ft. Ann. March 6.

■ WKEE (100.5 mhz) Huntington, W.Va.—Seeks CP to change TL; change ERP to 50 kw, and change HAAT to 492 ft. Ann. March 6.

### TV applications

Accepted

■ New (ch.17) Tuscaloosa, Ala.—Seeks MP to change ERP(vis) to 1306.8 kw, (aur) to 130.68 kw; change HAAT to 607 ft., and move SL outside the community of license. Ann. March 12.

■ KTTY (ch. 69) San Diego—Seeks MP to change ERP(vis) to 4,820 kw, (aur) to 482 kw; change HAAT to 1,952 ft.; and change TL. Ann. March 6.

■ KEKR-TV (ch. 62) Kansas City, Kan.—Seeks MP to change ERP(vis) to 1,950 kw, (aur) to 195 kw, and change HAAT to 1,120 ft. Ann. March 6.

■ KCHF (ch.11) Santa Fe, N.M.—Seeks MP to change ERP(vis) to 85.7 kw, (aur) to 17.1 kw, and change HAAT to 2,078 ft. Ann. March 5.

■ New (ch. 68) Humaco, P.R.—Seeks MP to change ERP(vis) to 90.2 kw, (aur) to 9 kw; change TL, and change HAAT to 1,984 ft. Ann. March 5.

### AM actions

■ WIQR (1410 khz) Prattville, Ala.—Granted app. for CP to change TL. Action Feb. 23.

■ WKAC (1080 khz) Athens, Ala.—Granted app. for CP to increase critical hours. Action Feb. 28.

■ KVVA (860 khz) Phoenix—Returned app. for CP to increase day power to 10 kw, and change to DA-2. Action March 6.

■ KEWQ (930 khz) Paradise, Calif.—Granted app. for mod. of CP(781030AJ) to reduce night power and make changes to ant. sys.



- **KCAL** (1410 khz) Redlands, Calif.—Granted app. for license or license mod. Action Feb. 29.
- **WCKZ** (1600 khz) Austell, Ga.—Granted app. for CP to increase power to 5 kw. Action Feb. 2.
- **WONX** (1590 khz) Evanston, Ill.—Granted app. for CP to make changes to ant. sys.; and move daytime trans. to exist. nighttime site. Action Feb. 27.
- **WKEQ** (910 khz) Burnside, Ky.—Granted app. for CP to make changes to ant. sys. Action Feb. 23.
- **WEAK** (900 mhz) Eddyville, Ky.—Granted app. for CP to increase power. Action March 2.
- **WTMT** (620 khz) Louisville, Ky.—Granted app. for CP to change hours of operation to unl. adding nighttime ser. with 500 w, install DA-2. Action March 2.
- **WKOX** (1200 khz) Farmingham, Mass.—Granted app. for direct measurement of ant. power. Action Feb. 27.
- **WCEA** (1450 khz) Newburyport, Mass.—Granted app. for CP to change freq. to 1450 khz. Action Feb. 29.
- **WCTN** (950 mhz) Potomac-Cabin John, Md.—Granted app. for CP to change day power to 2.5 kw. Action March 2.
- **KAAN** (870 khz) Bethany, Mo.—Granted app. for CP to change city of license to Bethany, Mo. Action March 2.
- **KLAV** (1230 khz) Las Vegas—Granted app. for direct measurement of ant. power. Action Feb. 28.
- **WKOK** (1070 khz) Sunbury, Pa.—Granted app. for mod. of CP(800721AS) to change day radiation efficiency. Action Feb. 29.
- **WKCE** (1230 khz) Harriman, Tenn.—Granted app. to increase day power to 1 kw. Action March 2.
- **WCOR** (900 khz) Lebanon, Tenn.—Granted app. for CP to increase power to 5 kw and install DA-D. Action March 2.
- **WPRZ** Warrenton, Va.—Granted app. for mod. of CP(811239AB) to reduce tower height. Action Feb. 27.
- **WTAR** (790 khz) Norfolk, Va.—Granted app. for MP(BP-802513AJ as mod.) to augment directional pattern. Action Feb. 27.
- **WVMT** (620 khz) Burlington, Vt.—Granted app. for CP to increase tower height and make changes to ant. sys. Action Feb. 28.

#### FM actions

- **KVMA** (107.9 mhz) Magnolia, Ark.—Granted app. for CP to increase ERP to 100 kw. Action Feb. 29.
- **KZZZ** (94.7 mhz) Kingman, Ariz.—Granted app. to change ERP to 25 kw; change HAAT to 208.09 ft., change freq. to 94.7 mhz. Action Feb. 28.
- **WLYQ** (95.9 mhz) Norwalk, Conn.—Granted app. for CP to change HAAT to 300 ft. Action Feb. 29.
- **\*WWFR** (91.9 mhz) Okeechobee, Fla.—Returned App. to change TL; change freq., and make changes to ant. sys. Action Feb. 29.
- **WCSJ-FM** (104.7 mhz) Morris, Ill.—Granted app. for CP to change TL; change ERP to 6.64 kw; change HAAT to 208 ft.; change trans. type; change TPO; and make changes to ant. sys. Action Feb. 29.
- **WENS** (97.1 mhz) Shelbyville, Ind.—Dismissed app. for CP to change TL, and to change HAAT to 774 ft. Action March 2.
- **KCNB** (105.7 mhz) Waterloo, Iowa—Granted app. for CP to change TL and change HAAT to 1,301 ft. Action Feb. 27.
- **WBLZ** (103.5 mhz) Hamilton, Ohio—Granted app. for CP to change ERP to 16.2 kw; change HAAT to 790 ft., and change TL. Action Feb. 28.
- **KWEN** (95.5 mhz) Tulsa, Okla.—Granted app. for CP to change TL; change HAAT to 744 ft., make changes to ant. sys. Action Feb. 27.
- **WAAF** (107.3 mhz) Worcester, Mass.—Granted app. for CP to change HAAT to 823 ft., change ERP to 18.6 kw. Action Feb. 24.
- **\*KSJU** (89.1 mhz) Collegeville, Minn.—Granted app. for license or license mod. Action Feb. 29.
- **\*KUMD** (103.3 mhz) Duluth, Minn.—Granted app. for CP to change TL; change ERP to 95.15 kw; change HAAT to 282 ft., and make changes to ant. sys. Action Feb. 29.
- **WKOZ-FM** (105.1 mhz) Kosciusko, Miss.—Returned app. for CP to change ERP to 25.02 kw, and change HAAT to 425 ft. Action March 2.
- **KBBZ** (98.5 mhz) Kalispell, Mont.—Granted app. for CP to change TL; change ERP to 50 kw; change HAAT to 2,556 ft., and make changes to ant. sys. Action Feb. 29.
- **\*KDCV-FM** (91.1 mhz) Blair, Neb.—Returned app. for CP to increase power to .0572 kw. Action March 6.

- **WMYK** (93.7 mhz) Elizabeth City, N.J.—Granted app. for CP to change ERP to 100 kw, change HAAT to 1,420 ft. Action Feb. 28.
- **WTOJ** (103.1 mhz) Carthage, N.Y.—Granted app. for mod. of CP(BPH-81027AM) to change HAAT to 640 ft.; change ERP to .520 kw, and change TL. Action March 2.
- **WERT-FM** (98.9 mhz) Van Wert, Ohio—Granted app. for CP to change TL; change ERP to 50 kw; change HAAT to 447 ft., and make changes to ant. sys. Action Feb. 29.
- **\*WVDM** (101.3) Sumter, S.C.—Granted app. for CP to change TL and make changes to ant. sys. Action Feb. 24.
- **WIMZ-FM** (103.5 mhz) Knoxville, Tenn.—Dismissed app. for CP to change trans. type; make changes to ant. sys.; change SL and RC, and change HAAT to 1,846 ft. Action March 1.
- **KWJS** (94.9 mhz) Arlington-Ft. Worth, Tex.—Granted app. for CP to change ERP to 100 kw, and change HAAT to 1,140 ft. Action Feb. 28.
- **KJNE** (102.5 mhz) Hillsboro, Tex.—Granted app. for mod. of CP(BPH-831003AF) to change ERP to 100 kw. Action Feb. 28.
- **\*KBBCS** (91.3 mhz) Bellevue, Wash.—Granted app. for CP to change ERP to 1.2 kw; change HAAT, and make changes to ant. sys. Action March 2.

#### TV actions

- **KAIL** (ch. 53) Fresno, Calif.—Granted app. for CP to change ERP(VIS) to 2,500 kw, (AUR) to 250 kw; change HAAT to 1,871.25 ft. and change TL. Action Feb. 27.
- **\*WEDN** (ch. 53) Norwich, Conn.—Granted app. for CP to change ERP(VIS) to 883.08 kw, (AUR) 88.3 kw; and make changes to ant. sys. and trans. Action Feb. 27.
- **\*WJCT** (ch. 7) Jacksonville, Fla.—Granted app. for CP to change ERP(vis) to .316 kw, and make changes to ant. sys. Action Feb. 27.
- **WTWC** (ch. 40) Tallahassee, Fla.—Granted app. for CP to replace expired CP. Action Feb. 28.
- **WTWC** (ch. 40) Tallahassee, Fla.—Granted app. for MP to change trans. location. Action Feb. 29.
- **\*WKMJ** (ch. 68) Louisville, Ky.—Granted app. for CP to change trans. Action Feb. 28.
- **\*WKMA** (ch. 35) Madisonville, Ky.—Granted app. for CP to change ERP(vis) to 513 kw (aur) to 51.3 kw. Action Feb. 28.
- **WCSH-TV** (ch. 6) Portland, Me.—Granted app. for CP to change ERP(vis) to 100 kw, (aur) to 20 kw; change HAAT to 2,000 ft., make changes to ant. sys. Action Feb. 24.
- **\*WTGP** (92.5 mhz) Greenville, Pa.—Granted app. to change freq. to 88.1 mhz and change ERP to 1.1 kw.
- **WAXA** (ch. 40) Anderson, S.C.—Granted app. for MP to change (aur) to .257 kw, make changes to ant. sys. Action Feb. 27.

#### In contest

- **Soldotna, Alaska**—ALJ, John M. Frysiak, granted request by King Country Broadcasters and dismissed its app. with prejudice; granted Peninsula Communications Inc. app. for new Class A FM at Soldotna, and terminated proceeding. (MM 83-1275-1276). MO&O Feb. 28.
- **Los Angeles/Norwalk, Calif.**—Commission granted appeal by RKO General Inc., ordering that ALJ Kuhlmann's Order (FCC 84M-272) be set aside, and denied motion to compel production of documents which was filed Dec. 5, 1983, by Fidelity Television Inc. RKO is applicant for renewal of license for KHJ-TV Los Angeles (ch. 9); Fidelity is seeking to build new station on ch. 9 at Norwalk. (FCC 84-78). MO&O adopted March 6.
- **Fort Lauderdale, Fla.**—Commission has designated for hearing app. of Metroplex Communications of Florida for renewal of license for WHYI(FM) Fort Lauderdale. Questions to be explored include stations EEO program, its classification of female employees and its statements concerning former employees. (MM 84-261). MO&O adopted March 1.
- **Salinas, Kan.**—ALJ, Byron E. Harrison, granted joint request; dismissed app. of Central Plains Communications Co. with prejudice; conditionally granted Haynes Communications Co. app. for commercial TV on ch. 34 at Salinas, and terminated proceeding. (MM 83-1382-1383). Order adopted March 2.
- **Wichita, Kan.**—Commission modified Review Board decision, finding Columbia-Kansas TV Ltd. preferred applicant for new TV at Wichita, under diversification of mass media interests criterion. (BC 81-103-04). Decision adopted March 1.

- **Washburn and Seligman, both Mo.**—ALJ, Joseph Stirmer, granted motion by Hopkins, Hall & Associates Inc. for summary decision and resolved financial issue in its favor; by separate action, granted joint request by applicants and dismissed Billy B. Carney's app. for operation at Washburn with prejudice; granted HH&A app. for new FM station on ch. 237A (95.3 mhz) at Seligman, and terminated proceeding. (MM 83-846-847). MO&O's March 1 and 2.
- **Alliance, Neb.**—ALJ, Byron E. Harrison, resolved air hazard issue in favor of KLOE Inc.; granted joint request; dismissed app. of Nebraska Rural Radio Assoc. with prejudice; conditionally granted KLOE's app. for new FM on ch. 290C at Alliance, and terminated proceeding. (MM 83-1531-1532). Order adopted March 5.
- **Secaucus, N.J.**—Commission denied app. of Sara Diaz Warren asking for review of Mass Media Bureau action, returning her app. for new TV at Secaucus as unacceptable for filing. Warren had applied for ch. 9, which is licensed to RKO General for WOR-TV. (FCC 84-64). MO&O adopted March 1.
- **New York**—ALJ, Frederic J. Coufal, granted app. of Cellular Telephone Co. (CTC) for new cellular radio system on nonwireline frequency to serve New York City, and denied app.'s of Celcom Communications Corp. (CCC) and Cellular Mobile Corp. (CMC). CTC is joint venture of Cellular Systems Inc. (50%), LIN Cellular Communications Corp. (45%) and Metromedia Inc. (5%). (CC 83-101). Initial decision issued Feb. 28.
- **Durham, N.C.**—Mass Media Bureau granted CATV significantly viewed status to WPTF-TV Durham in communities of Fayetteville, Hope Mills, Spring Lake and Fort Bragg (all N.C.) and unincorporated areas of Cumberland county, N.C. Action Feb. 13.
- **Goldboro, N.C.**—ALJ, Thomas B. Fitzpatrick, granted petition by Group H, Friendship Broadcasting, Limited Partnership and Wayne Telecasters for approval of settlement agreement; granted Group H's app. for new TV station on ch. 17 at Goldboro; dismissed app.'s of Friendship and Wayne with prejudice, and terminated proceeding. (MM 83-1262-1264). MO&O March 1.
- **Portland, Ore./Price, Utah**—ALJ, Frederic J. Coufal, granted motion for summary decision by Kaye-Smith Enterprises, licensee of KXL(AM) Portland, and resolved Section 73.21(a)(2)(ii)(C) issue in its favor to allow operation with more than 1 kw-N; granted Kaye-Smith app. to change KXL from daytime only to U with 10 kw-N and dir. ant. different from that used in daytime, and granted app. of Eastern Utah Broadcasting Co., licensee of KOAL Price, to switch from 1230 khz to 750 khz with 10 kw. (MM 83-12, 83-14). (FCC 84D-16). Initial decision issued March 7.
- **Floydada, Tex.**—ALJ, Walter C. Miller, granted motion by Billy D. Pirtle and dismissed app. of Lily Amador with prejudice; granted Pirtle app. for new FM station at Floydada, and terminated proceeding. (MM 83-937-938). MO&O March 1.
- **Hearne, Tex.**—ALJ, Joseph Stirmer, granted joint request; approved agreement and dismissed Hearne Broadcasting Co. app. with prejudice; granted app. of Freckles Broadcasting Corp.; granted Freckles app. for new FM on ch. 232A at Hearne, and terminated proceeding. (MM 83-1221-1222). MO&O March 7.
- **Waco, Tex.**—Commission denied request by Heart O'Texas Broadcasting Inc. for reconsideration of Review Board's grant of app. of Central Texas Broadcasting Co., Ltd. for new TV on ch. 25 at Waco; and denied app.'s of Business Communications Inc., Blake-Potash Corp., and Heart O'Texas for same channel. (Dockets 79-286-89). Order adopted March 1.
- **South Burlington, Vt.**—ALJ, Byron E. Harrison, granted motion by Champlain Valley Broadcasting Corp. for summary decision, granted motion for summary judgment by Lake Champlain Communications Corp. and resolved basic qualifications issues in favor of respective applicants; granted joint request by South Burlington, Champlain Valley and Lake Champlain and dismissed app.'s of South Burlington and Lake Champlain; granted Champlain Valley's app. to operate first FM service at South Burlington, and terminated proceeding. (BC 81-295-297). MO&O March 1.
- **Charleston, W. Va.**—Mass Media Bureau granted CATV significantly viewed status in McDowell, Nichols and Wood counties, W. Va., and Athens and Washington counties, Ohio, to WVAH-TV Charleston. Action Feb. 29.
- **Pasco, Wash.**—ALJ, Frederic J. Coufal, granted agreement by Crista Ministries Inc., Herbert E. Cartmell and Riverview Radio; dismissed Crista Ministries and Riverview Radio's app.; granted Cartmell's app. for new FM at Pasco, and terminated proceeding. (MM 83-934-936). Order adopted March 7.
- **Cleveland, Wis.**—ALJ, Joseph Stirmer, granted joint motion for approval of settlement agreement; approved agreement and dismissed Cleveland Broadcasting Corp.

app. with prejudice; granted app. of Emil Dan Haluska and Paula Louise Haluska for new FM at Cleveland, and terminated proceeding. (MM 83-1260-1261). MO&O March 2.

■ Riverton, Wyo.—ALJ, Joseph Chachkin, granted settlement agreement; dismissed Radio West Inc.'s ap. for new FM at Riverton, granted Wind River's app., and terminated proceeding. (MM 83-763-764). MO&O adopted March 19.

### Legal activities

■ U.S. Court of Appeals, D.C. Circuit, affirmed FCC's reallocation of ch. 9 from New York to Secaucus, N.J.; FCC's grant of five year license to RKO General Inc. for WOR-TV on ch. 9 at Secaucus, and FCC's dismissal of RKO's renewal app. for WOR-TV at New York and Multi-State Communications Inc.'s competing app. for new station on ch. 9 at New York City. Multi-State Communications Inc. vs. FCC (Case No.'s 83-1296, 83-1325). Opinion issued March 6.

### Et cetera

■ Commission proposed 684 locations for new FM stations and proposed procedures for applying for them, implementing May 26, 1983, decision which authorized additional stations. ("Top of the Week," March 5, 1984). (MM 84-231).

■ Commission amended FM broadcast allocation rules by establishing three-year, 10-mile protective buffer zone around existing class C stations currently operating with antenna heights of less than 300 meters (984 feet) above average terrain. Proposal was one of six petitions for reconsideration of "80-90" rulemaking received; and only one adopted. (BC 80-90). MO&O adopted March 1.

■ Commission modified rules by requiring commercial radio licensees to file issues/programs lists on quarterly instead of annual basis. It also deleted requirement that licensees describe how they determined that each issue listed was one of concern to its community, and removed existing limitation of 10 on number of issues that licensee might document on any given list. (BC 79-219). Second report and order adopted March 1.

■ Los Angeles—Commission denied Ulster-American Heritage Foundation review of June 3, 1983, Mass Media Bureau ruling that two Los Angeles TV stations had not violated fairness doctrine with respect to broadcasts concerning Northern Ireland. Complaint against KCET(TV)

Los Angeles involved program broadcast on Sept. 30, and again on Oct. 2, 1982, entitled "Ireland, A Television History," which, complainant maintained, "was biased against Ulster Loyalists and in favor of Irish Catholics." Complaint against co-located KNBC(TV) involved statement broadcast by weatherman Kevin O'Connell on Jan. 14, 1983, stating, "the Irish Northern Aid Committee (NORAI) would be holding a blood drive to commemorate all the children killed on Bloody Sunday." (FCC 84-69). MO&O adopted March 1.

■ Winston-Salem, N.C.—Commission has ordered Triad Broadcasting Co., licensee of WSEZ(FM) Winston-Salem, to forfeit \$20,000 for repeated violations of FCC rules. Triad had sought reduction or cancellation of forfeiture on basis that it was unwitting victim of "bad advice" from its attorney/engineer. Commission noted it has consistently refused to excuse licensees when actions of its employees or independent contractors resulted in rule violation. (FCC 84-68). MO&O adopted March 1.

■ Commission has begun inquiry leading toward accommodating requirements of state and local public safety authorities in allocations of electromagnetic spectrum. (PR 84-232). Notice of inquiry adopted March 1.

■ Commission denied request by News International to prohibit exchange of minority stock interests between Warner Communications Inc. and BHC Inc., subsidiary of Chris-Craft Industries Inc. Commission did find ownership of 10 cable systems within Grade B contours of BHC stations KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore., inconsistent with TV/cable crossownership rule, and directed parties to file proposal for divesting systems. (FCC 84-79). MO&O adopted March 7.

■ The following have certified that they regulate rates, terms and conditions for cable television pole attachments and therefore have authority to consider interests of CATV subscribers and of utility service consumers: Alaska, California, Connecticut, District of Columbia, Hawaii, Idaho, Illinois, Kentucky, Louisiana, Maryland, Massachusetts, Michigan, Nevada, New Jersey, New Mexico, New York, Ohio, Oregon, Pennsylvania, Puerto Rico, Tennessee, Utah, Vermont and Washington.

■ Chief, Common Carrier Bureau, acting on Group W Cable Inc. v. Lake Superior District Power Co., terminated \$4 annual rate per pole attachment, substituted annual rate of \$1.11 and ordered Lake Superior to make refunds with interest. MO&O adopted March 7.

■ CP's for LPTV's or LPTV translators will be awarded to

the following not mutually exclusive selectees in absence of petitions to deny: McKinley, Alaska, ch. 3, State of Alaska, (BPTVL-820616TV); McKinley Park, Alaska, ch. 10, State of Alaska, (BPTTV-820616QK); Point Lay, Alaska, ch. 9, State of Alaska, (BPTVL-820413SM); Whittier, Alaska, ch. 9, State of Alaska, (BPTVL-810303JI); Waycross, Ga., ch. 55, Southwest Radio Enterprises Inc., (BPTTL-820430RS); Twin Falls, Idaho, ch. 45, Wexler, Reynolds, Harrison and Schule Inc., (BPTTL-830217WD); Cleveland-Media, N.D., ch. 10, Harlan L. Jacobsen, (BPTVL-820402SR), and Corpus Christi, Tex., ch. 50, James H. Joynt d/b/a Sight and Sound (BPTTL-810116U7).

■ Commission has found following applicants' requests for authority to construct, launch and/or operate space stations in domestic Fixed-Satellite Service acceptable for filing, provided none proved defective: Alascom Inc.; American Satellite Co.; American Telephone & Telegraph Co.; Cablesat General Corp.; Columbia Communications Corp.; Comsat General Corp.; Digital Telesat Inc.; Equatorial Communication Services; Federal Express Corp.; Ford Aerospace Satellite Services Corp.; GTE Spacenet Corp.; CTE Satellite Corp.; Hughes Communications Galaxy Inc.; Martin Marietta Communications Systems Inc.; National Exchange Inc.; Rainbow Satellite Inc.; RCA American Communications Inc.; Satellite Business Systems; Systematics General Corp.; United States Satellite Systems Inc., and The Western Union Telegraph Co. App.'s may be mutually exclusive on grounds of electrical interference, therefore processing is considered restricted adjudicative proceeding. Initial comments and petitions to deny due May 7; replies to initial comments and oppositions to petitions due June 11; reply comments to oppositions due July 2. Also possibly mutually exclusive are app.'s of Mobile Satellite Corp., Orion Satellite Corp., International Satellite Inc. and Skylink Corp. already being processed in other proceedings.

■ Multimedia Entertainment Inc. has filed Request for Declaratory Ruling asking Commission to declare Multimedia's *Donahue* exempt as "bona fide news interview" program from "equal opportunities" provision of Section 315(a) of Communications Act.

■ Chief, fairness/political programing branch, Mass Media Bureau, ruled news interview sections of weekly CBS program premiering March 27, *The American Parade*, will be exempt from "equal opportunities" requirement of Section 315 of Act. Adopted March 5.

■ Commission proposed amending Parts 2, 73 and 76 of its rules to authorize television stations to offer data transmission services in vertical blanking interval (VBI), portion of TV signal appearing as black bar when picture rolls. Commission is interested in comments on authorizing paging services on VBI. Action Feb. 15.

■ Closed circuit test of National-Level interconnecting systems and facilities of Emergency Broadcast System has been scheduled during week of March 19. Test, requested by Federal Emergency Management Agency and White House Communications Agency, will be conducted by major radio networks ABC, CBS, MBS, NBC, NPR, AP Radio and UPI Audio and by American Telephone & Telegraph Co.

■ Review Board reinstated app. of Classical Radio Inc. for new FM on frequency licensed to GAF Broadcasting Co. for WNCN(FM) New York. It reversed ALJ's summary decision against Classical and remanded case for further proceedings on financial qualification issue. (FCC 84R-17). MO&O Feb. 22.

■ Chief, Mass Media Bureau, denied petitions for special relief of a number of cable television system operators: Stuck Electric Inc. (Sheridan and Willamina, Ore.); Oregon Cablevision Co. Inc. (Dallas, Polk County, Monmouth and Independence, all Oregon); Liberty Communications Inc. (Lebanon and Sweet Home, Ore.); Liberty Television Inc. (Corvallis and Albany, Ore.); Santiam Cable-Vision Inc., and Good Cable Corp. Systems requested waiver of mandatory carriage provisions of commission rules with respect to their obligation to carry KECH(TV) Salem, Ore. MO&O Feb. 29.

■ Petition for reconsideration or clarification of action in rulemaking proceeding—amendment of Part 2 of commission's rules regarding implementation of final acts of the 1979 World Administrative Radio Conference in Geneva. Petitioners: Gordon Schlesinger, secretary for The Southern California Repeater and Remote Base Association; Christopher D. Imlay, attorney for The American Radio Relay League Inc. (Doc. 80-739). Filed Feb. 17 and Feb. 21, respectively.

■ FCC chief scientist, in response to several recent inquiries, is clarifying authorization requirements for receivers that employ circuitry meeting definition of computing service as stipulated in Section 15.4(n) of rules. For further information, contact Julius Knapp (202-653-8247) or Phillip Inglis (202-725-1585) in Washington.

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## RADIO

### HELP WANTED MANAGEMENT

**Wenatchee, Washington**, seeks experienced manager for new FM station. Applicant must be strong in sales and be a good people person. Outstanding opportunity. Immediate opening. Resume and references to Challenger Broadcasting Corporation, 1800-112th Avenue N.E., Suite 210E, Bellevue, WA 98004, or call 206-455-4641.

**General sales manager**, Minneapolis/St. Paul adult-oriented AM seeks experienced, energetic radio marketing professional. Must have the proven ability to recruit, train, lead, motivate local retail sales force as well as coordinate agency and national rep efforts. Situation requires an aggressive, take-charge individual with strong managerial/people skills. Excellent benefit package; immediate opening. EOE, M/F. Rush resume, references, detailed letter with compensation requirements, outline of sales philosophy to Box M-59.

**Legal and Administrative Vice President - lawyer/executive** to assist president of expanding group broadcast company. Requires experience in general, corporate and FCC legal matters and knowledge of broadcast business. Compensation commensurate with experience and ability. Send resume and salary requirements to Entercom, Two Bala Plaza, Suite 908, Bala Cynwyd, PA 19004. EOE.

**General manager** for group owned Indiana full-time AM and 50KW FM combo. Applicant must show strong retail sales experience, lead staff, and direct sales department. Applicants should show record of community involvement. Excellent earnings possible. Send resume, and salary desired, along with salary history to Box M-86.

**WJFM Grand Rapids**, has a rare opening for a local sales manager. Our present sales manager has been with us for over five years. We need an aggressive straight shooter with management and motivational skills. Attractive base salary, bonus and fringes. Send salary requirements, references and resume to David Myers, Station Manager, WJFM, 280 Ann St., NW, Grand Rapids, MI 49504. An equal opportunity employer.

**Sales manager** for 100,000 FM Texas station. Must have good credentials, ability to motivate and sell in a competitive professional climate. Excellent position—salary, incentives, market and station. Rush resume to Box M-100. EOE.

**Rapidly growing broadcast group seeking a general manager** for a southern California AM and FM. We will value the skills, aggression and track record you've gained in at least five years GM. experience in medium markets. Send resume to Box M-107.

**Wanted:** eastern Carolina medium market sales manager. Take charge. Full responsibility hiring, training, motivating sales staff. Carry a large client list, join a civic club, become active in our community. Eight years sales on the street in a dog eat dog world. Two years as sales manager. Know research and how to use it. Have rapport with agencies. Do the job, the dollars will be yours. We'll lay our situation on the line. You do the same for us. Position open now. Resume to Sales Manager, P.O. Box 1141, Goldsboro, NC 27533-1141. You'll hear from us.

**GM to take charge.** Good AM/FM operation. Good compensation. Resume with reference to S.A. Hassan, WILY/WRXX, PO Box 528, Centralia, IL 62801, or 618-532-1885, Mon., Tues., Wed.

**General manager:** successful small station in large Sunbelt market seeks an aggressive, sales-minded general manager. We are not a giant station. But we are solid, well respected and profitable. We're looking for a highly motivated GM to take charge of every phase of station operation with a view toward increasing our gross by 50% and net profit by 100% in the next two years. We offer \$40,000 to start plus an incentive based on performance. Reply in confidence. EOE. Box M-130.

**TV station general manager.** If you are a highly successful radio station manager with a minimum of five years' experience in a medium size market and have proven sales ability, here is your chance to move into television management. New station serving Greenville, Texas, and surrounding area seeks a professional GM. Staff of twenty in place. News, programming, budgeting and administrative ability a must. Station affiliated with JPD and INN networks. Compensation package in the thirties. Send resume to Jim Runyan, Channel 18 TV, P.O. Box 837, Cumby, TX 75433. EOE, M/F.

**Strong Sunbelt FM**, group owned, seeks an experienced street smart promotion oriented local sales manager. Must be able to direct an experienced, professional staff in all aspects of sales, co-op and sales promotions. Send resume/success history to: Thomas Kennedy, WRXL, 7100 Bethlehem Road, Richmond, VA 23228. EOE.

### HELP WANTED SALES

**WISQ - LaCrosse AC-FM** needs experienced salespeople. Resume to 9360 US Hwy 16, Onalaska, WI 54650.

**Radio Sales School.** Complete training, positions available, late March or April, 5 days/\$250. Results Radio, P.O. Box 741323, Dallas, TX 75374.

**Experienced account executive** wanted by six station group broadcaster for AM/FM combo in Eugene, Oregon. Contact Steve Feder, General Manager, KQDQ-AM/KZAM-FM. 503-345-3338, or send resume to P.O. Box 1123, Eugene, OR 97440.

**Immediate opening.** Account executive with ability to move into sales management. Send resume and sales history to Box M-91.

**Sales - sports.** Immediate opening for account executive that can also handle football/basketball PBP. Send resume, tape and salary requirements to Manager, WWWW, Box 67, Covington, IN 47932.

**Reward yourself!** If you have a successful radio sales and/or management background, why not move up to a position that gives you a real opportunity to earn what you're worth? We offer qualified candidates a chance to earn \$40,000 during their first year, \$60,000 or more each year thereafter. You will be establishing and working directly with client stations to assist them in developing the full radio co-op advertising potential for their markets. Drawing account up to \$2,000 monthly to get you started. For full details, call Bob Manley, 806-372-2329.

**Salesperson:** WGFS Radio wants aggressive salesperson. Contact Dan Bohanan, 404-786-1430.

**Aggressive, strong selling sales manager** needed for soon to be acquired Midwest FM in outstanding market. If you're interested in investing and are looking for long term growth, send resume/references to Box M-102.

**Greedy person**, experienced, who wants to fill his/her sack. 100,000 watt contemporary FM. Draw commissions. Advancement for competency. EOE. Minorities urged to apply. Roy Elsner, KQIP, 1011 Texas Commerce Bldg., Odessa, TX 79761.

### HELP WANTED ANNOUNCERS

**Announcers, broadcasting,** radio, TV, engineering. Many openings. Tape & resume: Mr. Anthony, 305-898-0337.

**Small market splitting simulcast.** Need experienced PD and production-minded air talent. AM-country/FM-A/C. Send tape/resume to WILE, Box 338, Cambridge, OH 43725.

**Well rounded air person** needed for announcing and production at #1 easy-listening WSRB. Mature and mellow delivery for morning drive. Attractive New England area. Modern facilities. Salary open. Prefer that you live in the Northeast and have 3 to five years experience in commercial radio. Tape and resume to Les Ross, Operations Manager, WSRB, Box 961, West Side Station, Worcester, MA 01602. EOE.

**Experienced jocks wanted** for pm drive and other on-air positions at new super A/C format FM station on tropical island of Guam, U.S.A. Send audition cassette and production samples to Guam Radio Services, Inc., 530 West O'Brien Drive, Agana, GU 96910. Gimmicks welcomed.

**Mornings at leading regional rocker.** Production a must. Tape and resume to: WHEB-FM, Box 120, Portsmouth, NH 03801.

**Morning man** for top country format. Fine equipment in spacious studios. Excellent position for morning leader. Production experience helpful. Ideal living conditions in fast growing SMSA. EOE. Rush air check and resume to KBAT, 3306 Andrews Hwy., Midland, TX 79703.

### HELP WANTED TECHNICAL

**Coastal North Carolina group needs engineer** for AM-FM. Automation experience preferred. Excellent advancement potential. Resume/salary: Tommy Walker, Box 1126, Jacksonville, NC 28540.

**Chief engineer:** Rosebud Indian Reservation. Wide open spaces, housing available: SBE technologist or FCC general preferred. Salary negotiable. Send resume or contact: Charles Leslie, KINI FM, Box 146, St. Francis, SD 57572. 605-747-2291.

**Radio engineering position:** KEEL-KMBQ, Shreveport, Louisiana, is now accepting applications for a studio/transmitter engineer to assist chief engineer in the maintenance of station operations. Broadcast experience preferred. Send resumes to Rudy Johnson, KEEL/KMBQ Radio, P.O. Box 20007, Shreveport, LA 71120. EOE.

**Recording supervisor:** the national production unit of Los Angeles FM station KUSC seeks a highly experienced classical music recording engineer to head up this unit. Will coordinate all production activities of the non-commercial fine arts station; supervise crew, schedule and maintain all off-air production facilities and equipment, including two mobile units; execute remote and in-house production of various classical music projects. Nationally competitive audio engineering and recording skills and some administrative/supervisory experience required. Deadline: open. Send resume to Robin Romano, KUSC, POB 77913, Los Angeles, CA 90007.

**Hands on engineer** with automation experience for directional AM, high-power, class B FM. First class or general class preferred. Cynthia Georgina, WKNE/WNBX, Keene, NH. 603-352-9230.

**Assistant chief:** rapidly expanding non-commercial fine arts network in southern California seeks a highly experienced RF engineer to install new and maintain existing transmitter plants, microwave links and satellite earth stations at various locations. Maintenance of studio and production equipment also required. Extensive travel—good benefits—top line equipment. Minimum 5 years recent FM maintenance experience required. Deadline: open. Send resume to Robin Romano, KUSC, POB 77093, Los Angeles, CA 90007.

**Louisville's WRKA** (St. Matthews) has immediate opening for chief engineer. Impending power increase and frequency change. New studio construction this summer. Must be strong on audio, preventive maintenance. 4 track, STL, RPU, 2-way. Send resume to Bob Newberry, Capitol Broadcasting, 917 Western America Circle, Suite 500, Mobile, AL 36609.

**Birmingham's WMJJ** has imminent opening for chief engineer. 100 KW, beautiful studios. Must be strong on audio, preventive maintenance. 4-track, STL. Send resume to Bob Newberry, Capitol Broadcasting, 917 Western America Circle, Suite 500, Mobile, AL 36609.

**WCHL Radio**, a part of The Village Companies of Chapel Hill, North Carolina, is currently looking for a chief engineer. First class license and a willingness to work hard, be flexible and grow with us. Send resume to WCHL Chief, P.O. Box 3300, Chapel Hill, NC 27514. EOE.



## HELP WANTED NEWS

**25 share news/talk/information station** needs experienced ND. Work with staff of five. T&R to Don Hess, OM, KDTN, 8th and Bluff, Dubuque, IA 52001. EOE, M/F. 319-588-5700.

**News position available** at award winning Michigan station. Looking for at least one year's experience. Equal opportunity employer. Tape and resume to: WHLS News, P.O. Box 807, Port Huron, MI 48060.

**KWKH/KROK, Shreveport, LA,** needs experienced morning drive anchor/reporter with strong delivery. Tape and resume to John Lee, P.O. Box 31130, Shreveport, LA 71130. EOE, M/F.

## HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Rocky Mountain AM/FM** seeks experienced program director for 100 KWAC FM. Air shift, light production. Tape and resume to Quin Morrison, KUAD-FM, Box 117, Windsor, CO 80550. EOE.

**Sunbelt program director.** Morning entertainer. Production pro. Tape/resume to Bob Coker, KWKA, Box 869, Clovis, NM 88101.

**Program directorship** for the experienced air personality ready to move up in responsibility. Take-charge individual with initiative and business sense sought by Midwest small market combo. PBP talent a plus. Resume and salary requirements to Box M-97.

**Our morning announcer** and operations manager, Mark Haden, has moved up to Transtar Radio Network. He is friendly and warm with a positive attitude. His replacement should be as good. Must have minimum 2 years experience. EEO. References checked. Two of your last 3 employers must say they would hire you again. KWHK, P.O. Box 1967, Hutchinson, KS 67504-1967. Call 316-663-4461. To check on us, call Mark Haden at Transtar in Colorado Springs.

**Program director.** immediate opening at WNLK, Norwalk, CT. Station is full service A/C in dynamic, suburban market, just 40 mi from NYC. We're looking for a mature, community-oriented individual with broad interests, great ideas and strong leadership and organizational skills. Position includes M-F air shift. EOE. Tape and resume to Mike Hanson, WNLK, Box 1350, Norwalk, CT 06852.

**Reopened.** Radio production coordinator (chief announcer). Classical music-news, sports public station. Requires absolute minimum experience of five years board announcing, production, remotes, etc., with no less than three years experience hiring, instructing, assigning, supervising, and evaluating others doing this work. Successful applicant will have completed at least two full years of college; Bachelors degree preferred. Knowledge of classical music an asset. Starting salary \$18,000 annually, with generous benefits. Consideration will be given only to complete applications consisting of a cover letter, a resume with specific employment dates and job details, employer-supervisor references and their phone numbers, and a voice audition--preferably an air check--on cassette; received no later than April 13, 1984. Frank Roberts, KWSU/KFAE-FM, Murrow Center, Washington State University, Pullman, WA 99164-2530. 509-335-6500.

## SITUATIONS WANTED MANAGEMENT

**Sales manager** for small markets seeks management or AE position for major market only. Box K-136.

**Increased sales** \$1,000,000. Unalloyed desire to win. Significant administrative skills plus program savvy needed in competitive environment. Bottom line orientation. On target budgets. Innovator. Leader. Box M-14.

**General manager** with 15 years experience, including announcer, news, sports, salesman, sales management, and general management. Worked in all size markets, including top ten. Management level for seven years. Sales and promotion oriented. Leader, motivator and results achiever. Format experience includes: MOR, Christian, Black, and CHR. 601-842-8108.

**Turnaround specialist.** 15 year CHR & AC radio pro. State of the art programming, production, sales, training, formats, bottom line profit oriented. Presently class C FM GM. Box M-61.

**Seeking asst. mngmt.** pos. Former owner-mgr., DJ, PD, Prod., Sales, News - can do it all. Have taught broadcasting. Now managing full time AM-FM. Eager to relocate. 20+ yrs. exp. Prefer SE or Sunbelt. Box M-70.

**Aggressive, creative, take charge,** twenty year broadcaster seeking GM position in Northeast. Experienced in all departments; last twelve years as GSM recruiting, training, motivating, and selling-regional-local. Cost conscious, profit oriented, community involved. Any size market considered. Box M-76.

**Successful PD** top five market seeks GM slot for turnaround bid. My talk format gets 7's in highly competitive market. Would consider PD slot top 10 mkts. Box M-84.

**Veteran broadcaster** will operate your station on a profit-loss basis. Especially interested in dual operations that are programming as 1. Will operate as country or gospel/religious outlet. 30 years management/broadcasting experience. Former multi-station owner & network executive. Call Ray, toll free, 800-327-2780; FL: 305-968-4100 collect. Prefer small to medium markets. Losing stations are a challenge!

**GM, Carolinas area.** Strong points: sales development, cost efficiency, training, recruitment, motivational leadership. Over 12 yrs. successful take-charge management (9 same station.) By-the-book operator, family man, community active. Prefer sm./med. mkt. No rush. Credentials. Box M-95.

**Sales manager** seeks general manager in small/medium market. 25 years sales experience and first phone announcer. Community minded. I'll give you my best for opportunity to buy-in. Available now. Box M-105.

**GM, currently employed,** major market. 21 years experience, seeking new opportunity at station or corporate level in broadcast or related media. Excellent administrator, leadership abilities, bottom line oriented. Box M-108.

**Experienced sales manager** with proven results wishes to move over to a GM or GSM position in small or medium market in Oregon or Washington. Box M-116.

**Exceptional general manager** with in-depth knowledge of radio covering 19 years of successful management. Dynamic, highly organized. Demonstrated expertise includes heavy sales and promotion skills, superior leader and motivator. Results and profit oriented. Looking for an owner who wants an achiever and can afford quality. Box M-117.

## SITUATIONS WANTED ANNOUNCERS

**Announcer/sportscaster.** Seven years experience, know rock format. Southern Rockies, West Coast leave messages. 303-651-1167.

**Need a "can do" attitude** around your station? Trained beginner gives 150% effort, any format, any place, immediately. DJ-news-production. Rick, 18 Harvard Ave., Lynbrook, NY 11563. 516-599-1143.

**Personable, attractive.** Interested in all phases. Diligent. Punctual. Eager learner. Tape/resume: Terry Catalano, 414-964-9562.

**Professional sound,** articulate, business oriented. Will relocate. George Belmont, 2690 S. 13, Milwaukee, WI 53215. 414-647-9709.

**Billboard AOR personality** of the year for small markets. Now ADP. Over 7 years experience. BSC. Mark Lapidus, 919-347-1836.

**Professional broadcaster.** 20 years experience. Excellent air and production work. Medium to major markets. Ed Lang, 505-881-0314.

**Versatile announcer** with experience seeks to move up to medium market area. Will give 101%. Call 304-725-8525.

**Eager, educated, experienced.** Part-timer ready for full career opportunity. Trained and talented in announcing/production/copywriting. Call Tim Prchal, 815-459-7180.

**Florida.** Veteran announcer seeks position with traditional MOR/big band operation. 516-286-9491, evenings.

**43 year old broadcast** pro seeks adult MOR morning slot in solidly respected operation. Have 18 years talk radio, TV anchor, and college teaching background. Currently featured in national TV commercial. Market size not as important as long-term stability of operation. Call Seth Michaels, 312-266-6217.

**New beginning:** after hiatus in other media, ready for comeback. Mature MOR personality type. NY, NJ., CT. Box M-104.

**Broadcast school grad.** with 1st class FCC license. Experienced DJ, talented, flexible, hardworking, music knowledgeable (great bands era to current popular recordings). Audition tape available on request. Steve. 215-623-7498.

**Easy listening announcer,** formerly with Bonneville's KOIT and WRFM, also KJOI, LA. Relocate in large market. Call 602-956-6677.

**Looking for a challenge!** Experienced, multi-talented communicator with excellent voice, wit, substance and creative imagination. Interviewing and phones are my forte. Relocate anywhere! Call PAC Radio, 216-261-4871.

## SITUATIONS WANTED TECHNICAL

**Engineer.** 8 years experience, 2 as chief in East Coast major market AM/FM. Superior management and technical skills. First class license. Northern Calif. preferred, all considered. 415-550-8050.

## SITUATIONS WANTED NEWS

**Ambitious sportscaster** with experience can provide expert PBP in football, baseball, basketball, & hockey, including interview work & sportscasting. If interested, call Mike Kelly, 312-652-2452.

**Experienced news anchor** seeks Minneapolis area market. Good organizer and voice. Angelo, 212-338-8328, after 6 PM EST.

**Professional seeking** sports position. Energetic, knowledgeable, personable. Play-by-play experience as well. Andy, 305-763-1686.

**Award winning sportscaster** 28, currently at top SE station, looking for stable position in midwest or west. Have done PBP of every sport, college and pro. Call Steve, 904-384-3632, after 6:30 PM EST.

**Sports.** 16 yrs. experience. Excellent reporting, interview, commentary, talk show skills. PBP college, professional sports. Hard worker, award winner. Box M-103.

**Mike Ward** is an experienced newsman you can believe. His qualifications include credibility, excellent writing and polished on-air style. Leave message: 904-373-1071, ext. 122.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Medium mkt. personality** with four years solid experience in all areas, including sales, seeks first programming break! Experience in CHR, beautiful music and MOYL. Interested in programming position with growth oriented station in small or medium mkt. Prefer New England, but will consider all. Air-check and references available. Reply Box M-58.

**Energetic, creative, flexible,** hardworking, dynamic co-operative team player dedicated to radio wants to program your station. Northeast, please. Box M-63.

**Experienced CHR programmer** offering new adult CHR consultation service. Ground floor opportunity to have your station professionally programmed at an amazingly low cost. Stand apart from the competition with a bright, fresh sound. Includes record service and other supports. Call Ken, 805-489-2019 9am - 1pm PST.

**Experienced multi-voiced** professional production director. Degree, creative, organized. Prefer major FM market, Western Sunbelt areas. Greg, 916-283-1116.

## TELEVISION

### HELP WANTED MANAGEMENT

**General Manager** - Top group owned affiliate in Southeast. Prefer three to five years experience. Must be experienced in budgeting/cost control with strength in sales, news and programming. EOE-M/F. Send resume to Box M-64.

**Operations manager**—National production facility looking for individual with experience in scheduling of production and personnel. Previous management or supervisory experience a plus. No calls. Send resumes to R.S.S., 3210 W. WestLake Ave., Glenview, IL 60025.

**ABC affiliate desires** hands-on GSM for 166th all-UHF Mid-Atlantic mkt. Want strong leader who can teach by example. Main emphasis local sales. Excellent staff in place. Great pay, beautiful beach community. Frank Pilgrim, P.O. Box 321, Salisbury, MD 21801. 301-742-4747. EOE/M-F.

**Local Sales Manager** - KENS-TV, the leading station in San Antonio - one of the fastest growing markets in the country - is looking for a local sales manager. Qualifications must include at least two years of local sales management in television and, in addition, some national experience is preferred, but not required. The ability to generate new business development and to lead and motivate local sales staff will also be key factors in the decision. Send a complete resume with references to Dave Sankovich, General Sales Manager, KENS-TV, P.O. Box TV 5, San Antonio, TX 78299. No calls, please. KENS-TV, a CBS affiliate, is a division of Harte-Hanks Broadcasting, and an equal opportunity employer.

**Local sales manager**—top 50 market independent in Sunbelt has need for a real go getter to handle a sharp sales force in a very competitive market. Send all information in first letter to Box M-69.

**General manager.** Small Oklahoma UHF TV station needs individual to serve as general manager. Will be responsible for overall station operation, including sale of advertising & program scheduling. Individual must have 2-3 years experience as a strong manager, with demonstrated sales ability. Prior TV or radio experience desirable, but not required. Excellent opportunity for self starter. Send resume, & recent salary history, to Box M-96. EOE. M/F/H/V.

**National sales manager** - dynamic new independent in Greenville-Spartanburg-Asheville. 37th ADI. State-of-the-art facilities. Strong programming and promotion. Air date April 1. Join us in the booming Sunbelt. National sales experience required. Call Rick Lowe, GSM, WHNS-TV 21, 803—288-2100. Interstate Court at Pelham Road, Greenville, SC 29607. EOE-M/F.

#### HELP WANTED SALES

**West coast**—rapidly growing group of UHF indies has immediate opening for an aggressive, conscientious, sales person in Monterey area. Lots of room to grow! Must be television sales experienced! EOE-M/F. Send resume to: Sales Manager, PO Box 3560, Salinas, CA 93912.

**WRCB-TV is seeking** a sales representative who is a self-starter, good communicator, and tough competitor who wants to grow with WRCB-TV and the market. Experience in sales and/or advertising extremely helpful. Send resume to Dennis Siewert, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. 615—267-5412. An equal opportunity employer.

#### HELP WANTED TECHNICAL

**Chief engineer** - Video Tape Associates, a post production company with facilities in Atlanta, Georgia & Hollywood, Florida, has immediate opening for chief engineer at its Hollywood, Florida location. Excellent digital skills are necessary, as you will always be working with the latest equipment. Salary will be commensurate with experience and ability. Contact Michael Orsburn, Vice President, 305—920-0800. Video Tape Associates, 2040 Sherman Street, Hollywood, FL 33020.

**Rocky Mountain network affiliate** needs chief engineer with transmitter and microwave experience. Some in-state travel required. Contact Station Manager, Phil Knight, 307—234-1111. P.O. Box 170, Casper, WY 82602. Equal opportunity employer.

**Assistant chief engineer:** UHF transmitter and studio maintenance experience required. Resume: Chief Engineer, WXXA-TV, Box 6423, Albany, NY 12206. 518—438-8700.

**Maintenance Technician.** Knowledgeable with analog and digital circuiting. Maintenance experience with all tape formats, switchers and cameras. UHF transmitter experience and FCC license preferred. Contact Director of Engineering, KSEE-TV, P.O. Box 24000, Fresno, CA 93779. 209—237-2424. EOE. M-F.

**Assistant chief engineer** and/or technician. South-west VHF. Contact Jim Locker, Drewry Broadcast Group, P.O. Box 708, Lawton, OK 73502.

**Chief engineer.** Deep South 150+ VHF. Must be well qualified in all areas of maintenance, administration, budgeting, planning and projects. Send resume to Box M-82. EOE.

**TV maintenance engineer** needed for major post production facility. Our expansion has created additional engineering positions. B.S. in electrical engineering or equivalent in trouble shooting broadcast equipment and a strong digital background required. Reply with resume to: George Slominski, Optimus Inc., 161 E. Grand, Chicago, IL 60611. 312—321-0880. EOE.

**Video engineer** for cable system in southeast Mass. Must have experience in maintaining and repair of ENG/EFP equipment. Also responsible for live studio, post-production and commercial insertion facilities. Minimum 3 years experience. Send resume to: Tom Church, Program Manager, Greater Fall River Cable TV, PO Box 671, Fall River, MA 02720. EOE.

**Chief engineer** to design LPTV broadcast system, facilities. Supervise ground up transmission and studio facilities construction. Organization of eng. dept., budgeting, cost management, FCC regulations, and reporting. Remote production experience a plus. 5 years experience min. Send resume to Box M-99.

**Chief engineer:** Tampa, Florida, division of Florida Production Center has a career opportunity for a quality-oriented, high achiever. Design and maintenance skills required. Excellent benefits. Competitive salary commensurate with experience. Contact Larry R. Hart, General Manager, Florida Production Center, 4010 N. Nebraska Avenue, Tampa, FL 33603. 813—237-1200 or 800—237-4490 outside Florida. EOE/M/F.

**Maintenance engineers** and portable satellite uplink engineer. Remote television experience necessary, strong maintenance skills required. Travel necessary. Send resume to Box M-120 by April 15.

**Engineers**—video, 1" VTR, maintenance: openings at our WTKK Washington, DC station and our WTLR Richmond, VA station. Family and Christian television atmosphere to work in. State of the art equipment. WTKK TV, Box 3150, Manassas, VA 22110. EOE.

**Project engineer:** data delivery. Opportunity to participate in the development of state of the art, data communications systems for PBS and its member stations. Duties will include design, development, testing and implementation of new satellite and broadcast data delivery systems. BSEE and minimum of three years experience in data and satellite or broadcast engineering required. Excellent benefits and salary commensurate with experience. Respond with letter of interest, resume and salary requirements: PBS, Attn: Sheila Ellington, 475 L'Enfant Plaza, S.W., Washington, DC 20024. AA/EOE.

**Chief engineer.** Tired of big markets, crowded freeways and smog? Want to be part of the management team in a small market VHF station on the northern coast of California? Mild climate, pleasant living, year-round recreational opportunities. Ocean, bay, wild rivers and redwood forest beauty. Only a 50-minute jet ride from San Francisco. Good management skills plus experience in studio and transmitter maintenance. Award-winning CBS affiliate. Number one station in market. For more information, call Don King, 707—443-3123, or send resume to KIEM-TV, 5650 S. Broadway, Eureka, CA 95501.

#### HELP WANTED NEWS

**Anchor:** Major Western market seeks strong, dominant, but pleasant anchor for two major newscasts per day. We are looking for an anchor who can dominate the market and who can also report. Resume to Box M-54.

**Reporter-photographer.** Competitive central Texas network affiliate. Minorities and women encouraged to apply. Resume to Box M-66.

**Hard news reporter:** Our station is a solid No. 1 in this medium Southeastern market. We put a premium on writing and reporting skills. At least two years experience on the street required. No beginners. Send resume and cover letter to Box M-72. EOE.

**Meteorologist/producer/reporters.** Expanding staff. Reporters must have strong TV experience. Able to shoot, edit and report with substance and depth. Producer must have experience in live-oriented format. Meteorologist, backup with the ability to handle number one slot. Very competitive Southeastern coastal market. EOE. Resume/salary requirements to Box M-78.

**Sports director.** Strong on-air delivery, creative packaging, thorough knowledge of major sports, as well as ability to create recreational and participation sports features. Southeastern coastal market. EOE. Resume/salary requirements to Box M-79.

**Weathercaster.** Experienced. (Meteorologist preferred). Must know computer graphics and have flair/personality with on-air presentation. Send tape and resume to Lois Matheson, KOMO-TV, 100 Fourth Avenue North, Seattle, WA 98109. No phone calls. EEO.

**Field producers** for nationally syndicated news unit. We provide the production, travel, budget and on-air reporter to work with you. You provide the ideas, organization and skills to put it all together. Compensation per story or short-term contract. May lead to long-term employment. Solid television news background essential, investigative experience helpful. Relocation not necessary. Target Television, 595 Market St., Suite 2740, San Francisco, CA 94105.

**News videographer.** Experience in shooting and editing news desirable. Must carry and set up necessary ENG equipment. Handle technical involvement in live microwave originations. Must have valid driver's license. Helicopter flights necessary. Send resume to Al White, WCPO-TV, 500 Central Avenue, Cincinnati, OH 45202. EOE.

**News director/anchor.** Need an experienced professional news director to supervise department and anchor early and late news on a medium market Midwest station. Send resume, tape and salary requirements to: Manager, KIMT, Box 620, Mason City, IA 50401.

**Photographer.** Top network affiliate, Sunbelt capitol city, seeking creative ENG photographer/editor. Degree and minimum two years experience preferred. The criterion, however, is quality of work. If you're ready for a fifties market, we want to hear from you. We are an equal employment opportunity employer. Resume to Box M-109.

**Looking for the best news people?** Contact Steve Porricelli, Primo People Inc., Box 116, Old Greenwich, CT 06870. 203—637-0044.

**Reporter.** Top network affiliate, Sunbelt capitol city, seeking aggressive general assignment reporter. Degree and minimum two years experience as commercial television reporter required. If you're ready for a fifties market, we want to hear from you. We are an equal employment opportunity employer. Resume to Box M-110.

**Experienced producer.** Solid news judgement, creative writing skills. Tape/resume: KHGI-TV, Box 220, Kearney, NE 68847.

**Sports/director/anchor.** Medium size Texas market looking for the right personality to run Sports Department. Must have interest in local sports, particularly high school and major college coverage. Send tape and resume along with written sports philosophy to News Director, P.O. Box 2190, Lubbock, TX 79408. Equal opportunity employer.

**Group-owned affiliate** station looking for general assignment reporter with minimum 1-year experience. EOE. Send resume to Box M-123.

**Sports director.** Great opportunity for radio sports director to make the switch to TV. Excellent opportunity for sports director who would like to settle down in progressive small market. Generous salary, profit sharing and pension plan. EOE. Resume to Box M-125.

**Reporter who can handle** ENG for Midwest medium market. Staff knows of search for vacancy. Experience needed. Resume/salary history to Box M-121. EOE.

**Personable weatherperson.** Well equipped, network affiliate in midsize Texas market. EOE. Resume to Box M-67.

#### HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Major Southwest production house** needs a creative editor with CMX 340 hands-on experience. We do the shooting, and you'll be editing commercial, corporate, music, and broadcast productions. Digital effects and ADO experience helpful. Competitive salary plus benefits. Send resume to Box M-71.

**Director/producer specialist I** - assists in the development and execution of all functions of the instructional television facility. Be able to write production scripts. Supervise, train and direct staff members and students in the standard operating techniques of the production center. Knowledge of current state of the art television techniques and equipment. Send resume to Northwest Arctic School District, Box 51, Kolzebue, AK 99752. 907—442-3472. EOE.

**PM Magazine producer** needed. Network affiliate, attractive university community. PM Magazine experience required. Must be well organized/creative, with solid production/people management skills. Summer or fall start date. Resume to General Manager, WMTV, 615 Forward Drive, Madison, WI 53711. EOE.



**Community affairs director:** major group in central Florida has an immediate opening. Act as executive producer on all public service programs and produce and write 6 prime time specials annually. Supervise public affairs department. Send resume and salary requirements immediately to: Joe Weber, C/O WOFL-TV, 2300 South Orange Blossom Trail, Orlando, FL 32855.

**Copywriter/production assistant** for KQCD-TV Dickinson, ND. Must have experience with electronic field production, editing, and copy writing, on-air experience preferred. Contact D. Rolf Aanestad, Production Director, KQCD-TV, Box 1577, Dickinson, ND 58601. Equal opportunity employer.

**Producer.** Top network affiliate, Sunbelt capitol city, seeking strong, take charge producer. Degree, minimum three years in commercial television news with at least one year producing required. If you're ready for a fifties market, we want to hear from you. We are an equal employment opportunity employer. Resume to Box M-111.

**Program director.** KRIV-TV, Houston's leading independent, a Metromedia station, is seeking an experienced, aggressive, take charge P.D. Must have at least 3 years station experience. Will be responsible for station's program schedule, which includes local/live, as well as top syndicated properties. Excellent relationships with program suppliers is essential. Be versed with FCC rules and regulations. Full employee benefits. Send resume and salary range to Jerry Marcus, VP/GM, KRIV-TV, Metromedia Television, P.O. Box 22810, Houston, TX 77227. No phone calls please. An equal opportunity employer.

**We need a promotions manager** who is creative, stable, skilled in production, knowledgeable of print media, co-op and the ability to keep us #1. We offer superb facilities and excellent benefits. Resume to Box M-106. EOE.

**Production manager** - responsible for all activities of production department including supervision and scheduling of crew and facilities, establishing and maintaining production budgets and coordinating production efforts between station departments. Minimum 5 years production experience required, with 2 years in production management. Send resume to: KNBN-TV, Box 215197, Dallas TX 75221. No phone calls. EOE-M/F.

**Nation's top rated** local morning show needs co-host to complement two male anchors. College degree, on-air and field producing experience required. Send resume and tape to Operations Manager, WFMY-TV, Box TV2, Greensboro, NC. 27420.

**Public affairs director** - responsible for all activities of public affairs department including station license commitments, supervision of community ascertainment process and production of local public affairs projects. Minimum 4 years experience in TV public affairs required, with 2 yrs. management experience. Send resume to: KNBN-TV, Box 215197, Dallas TX 75221. No phone calls. EOE-M/F.

**Producer/reporter** for The New Tech Times, national weekly high technology television series. Must have good on-air skills, minimum of two years as broadcast journalist, track record of fast paced reports which relay technical information into lay terms. Salary open. Send complete resume, salary history, and cover letter with videotape samples of work to Jeff Clarke, Executive Producer, The New Tech Times, 821 University Avenue, Madison, WI 53706. Previous applicants need not apply. Women and minorities encouraged to apply. TNTT is an EOE

**Promotion assistant.** Responsibilities to include copywriting, on-air promo scheduling, media placement and coordination of special promotions. Sharp self-starter with previous agency or TV promotion experience desired. Send resume to: KNBN-TV, Box 215197, Dallas TX 75221. No phone calls. EOE-M/F.

**Production manager.** Immediate opening for a creative, organized self starter with a minimum of two (2) years management experience. Applicants should have a solid background in commercial production and directing with some writing abilities. Send resume to: Program Director, WYTV, 3800 Shady Run Road, Youngstown, OH 44502. EOE.

**Program assistant.** Responsible for amortization schedules, budget tracking, episode and cartoon scheduling, and associated administrative duties. Must have minimum 2 years experience in program department of a commercial TV station. Independent experience desired. Send resume to: KNBN-TV, Box 215197, Dallas TX 75221. No phone calls. EOE-M/F.

## SITUATIONS WANTED MANAGEMENT

**Are you looking** for a public affairs professional on your management team? University professor—with Ph. D. in political science, M.S. in journalism, and professional broadcast experience—seeks position as editorial/community affairs director. Available July 1st. Please reply to Box M-124.

## SITUATIONS WANTED SALES

**Sales problems solved.** Let my figures do the talking. Affiliate or independent. General sales manager. Box M-52.

## SITUATIONS WANTED TECHNICAL

**Presently electronics** maintenance supervisor with large cable system. Seek responsible technical position in television, cable, or radio-TV combination. Prefer Wyoming, Montana, Northwest. Box M-98.

## SITUATIONS WANTED NEWS

**ENG photographer/editor/videotape operator** seeks fulltime position. Call Charles Rakestraw, 615—272-4625.

**Experienced and personable** TV meteorologist seeking medium or large market. MS degree. Box M-23.

**Financial editor.** Recently hosted daily financial program in 5th market. Business background. Anchor experience. 415—856-6602.

**Sportscaster with solid** credentials and ability. Would rather send tape and resume than elaborate. Box M-42.

**Major West Coast** daily commentary page editor and writer looking for comparable position in television. Excellent credentials. Box M-62.

**12 year pro.** Strong writing, producing, reporting skills. Can do it all. Call Dan, 704—333-6295.

**Creative, outgoing TV** news reporter seeks change of scenery. 3 1/2 years experience as reporter/anchor/producer. Excellent writer. Box M-75.

**Meteorologist:** AMS, NWA seals. Computer graphics experience. Seeks weather commitment. 216—235-8330.

**Experienced broadcast news** reporter looking to move to another television operation. Have 3 years reporting experience, and background in news and production. Call Robert, 618—684-5912.

**Veteran sportscaster** with degree in communications available immediately. Willing to relocate anywhere if justly rewarded for credibility, leadership, and versatility. P.O. Box 3, Unionville, CT 06085.

**Broadcast meteorologist:** eager, ambitious, and seeking a small or medium market position. Degreed, considerably qualified. Call Larry, 612—831-4371.

**Meteorologist:** (degree equivalency) currently employed, top rated station, 4 years. Looking for advancement. Long term. Confidential reply. Box M-114.

**Professional seeking** sports position. Energetic, knowledgeable, personable. Play-by-play experience as well. Andy, 305—763-1686.

**Do drive and determination,** solid reporting background, smarts and good news sense count? Yes? Then read on: top 20 market radio reporter/anchor/ND to TV news as reporter. Sincere communicator, quality on-camera. First class writing. Network references, resume and video available now! Will relocate. 303—321-3938, Brian.

**Meteorologist seeking** weekday position in medium or major market, preferably South or Southwest. Experienced small, large markets. Box M-122.

**Broadcast Meteorologist** looking for long term position. Experienced, excellent communicator. If you want someone who can deliver, call me. Marc P. Mailhot (Marc Ross). 207—856-6097.

## SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Post-production prod;** CMX, ADO, GV, more. Top 10 market. Seeking career track with facility or station similar market. Reply Box M-60.

**Attn. gen. mgrs.** and new stations: trouble shooters and start up specialists. Full crew-production, traffic, programming, station management. Ready to relocate in Midwest. Apply in confidence to Box M-85. Package deals only!

**Talented, versatile technician** seeks new challenge in TV. FCC general license & college experience. Will accept any entry level position. Willing to relocate. Have wheels—ready to go. Mike, 215—623-7498.

**It's 10:30,** do you know where your cables are? Recent R/TV graduate desires position in production department. Savvy cameras, film chain, audio board and cable coiling: Matthew Kennedy, 602—962-8222.

## CABLE

### HELP WANTED PROGRAMING PRODUCTION, OTHERS

**Production assistant,** account executive positions, local advertising sales. Excellent entry opportunity. Outstanding company and benefits. Resume to Box M-74. EOE/AA. Minorities and females encouraged to apply.

## ALLIED FIELDS

### HELP WANTED SALES

**Major jingle company** seeks experienced traveling rep. Great potential for aggressive person. Resume to Box M-20.

### HELP WANTED INSTRUCTION

**Saint Mary's College** - located in beautiful Winona, MN seeks an outstanding person to teach mass communication courses and head new mass communication department beginning August 1984. The successful applicant will be a generalist with a commitment to teaching and have a background in such areas as journalism, public relations and/or electronic communication. Salary and rank open. Advanced degree required; PhD preferred. Committee will review applications April 1, 1984, until position is filled. Send letters of interest, vitae, and references to Peggy Meinders, Mass Communication Search Chair, Saint Mary's College, P.O. Box 1529, Winona, MN 55987. SMC is an equal opportunity employer committed to affirmative action.

**New faculty position** to teach courses in interdisciplinary telecommunication program that emphasizes developing technologies. Basic electronic media production, internship supervision, plus some combination of audio-visual media, survey, writing, telecommunication and society. Help develop program. Applicant should be committed to quality teaching and have production experience. Ph. D. preferred. Academic rank open, salary competitive. Tenure track. Begins Fall, 1984. Send resume, credentials, and names of three references by April 2, 1984, to: Dr. Herman J. Saatkamp, Chairperson, Division of Humanities, University of Tampa, Tampa, FL 33606. AA/EOE.

**Journalism/mass media** - Assistant professor, tenure track, to teach journalism courses plus courses in one or more of the following areas: broadcast journalism, PR/advertising, graphics, photography or communications law. Applicants should hold a Ph. D. and have recent professional experience. MAs with extensive professional experience will be considered. Begins September, 1984. Mass media/speech - assistant professor, tenure track, to teach mass media courses in one or more of the following areas: broadcast news, announcing, PR/advertising, organizational communication or radio/TV, and to teach public speaking. Successful candidates will possess an earned doctorate and have some teaching and professional media experience. MAs with exceptional professional media experience will be considered. Begins September, 1984. Send a letter of application, resume, and three letters of recommendation or placement file by March 25, 1984 to: Dr. David Brody, Department of Communications, The University of Tennessee at Martin, Martin, TN 38238. AA/EOE.

**Radio-TV production:** Tenure track position in speech-telecommunications beginning September, 1984. Rank open-salary competitive, Master's in a related area required. Ph. D., teaching and media experience preferred. Professional activity desirable. Duties include: 1. teaching (radio - TV production courses, broadcast writing and a speech fundamentals course) 2. help develop the radio-TV curriculum. Applications with three recent letters of reference and copies of transcripts to: Dr. Mary Gallagher, Chairperson, Department of Journalism, Speech Communication, Telecommunications, Box 5784, Radford University, Radford, VA 24142. Application deadline: April 10, 1984 (or until position is filled). AA/EOE.

**Brooklyn College** - tenure track position to teach beginning and advanced courses in TV production and direction. Rank and salary dependent upon qualifications. Ph. D. required. Dr. Robert C. Williams, Chairman, Department of Television/Radio, Brooklyn College, Brooklyn, NY 11210.

**Graduate assistantships** - TV production interns. 12 positions, 25 hours/week. Serve as teaching assistants, crew; work support in research, photography, graphics, traffic, staging/lighting; some producing/directing: work ITV, contract, and air productions. Requires BA and acceptance into Master's program. \$5,000. Possible tuition waiver. Sept., 1984. Dr. Robert C. Williams, Chairman, Dept. of TV/Radio, Brooklyn College, Brooklyn NY 11210.

**Christian University** in Ozarks needs FM station supervisor and radio and television production instructor, effective Fall, 1984. Experience required; Master's degree preferred. Contact Richard Ruble, John Brown University, Siloam Springs, AR 72761.

**Television journalism** - seeking teacher-producer with interests in television news and video documentary production, including journalistic writing and reporting. Professional experience and strong graduate training, and familiarity with current literature as well as production technique required. Initial appointment is for a renewable Three-year contract beginning at rank of assistant professor. Position starts Sept., 1984. Salary negotiable. Send letter, vitae, and recommendations to Television Journalism Search Committee, School of CCS, Hampshire College, Amherst, MA 01002. Extended application deadline: April 13, 1984. AA/EOE.

**Chairperson**, Department of Communication, Stephen F. Austin State University. Responsible for providing administrative and scholarly leadership to a growing, professionally oriented communications program in journalism, radio-television and speech. One-half time teaching required. Rank and salary based on qualifications and experience. Applicants must have an earned doctorate; demonstrated experience in teaching, research and administration. Professional media and/or performance experience highly desirable. Successful candidate must possess exceptional interpersonal skills and show capacity for working with faculty representing diverse interests. Five letters of recommendation required. Send application letter and resume by April 5, 1984, to Dr. W. Joseph Oliver, Chairman, Search Committee, Box 13048, SFA Station, Nacogdoches, TX 75962. AA/EOE.

#### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash**-highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

**Wanted: 5KW AM transmitter.** Must be operational. Eastern U.S. preferred. 703-552-2252.

**CATV equipment needed immediately** - General Instruments Jerrold 400 series RH trans (handheld transmitters); replacement units for discontinued line. 500 lots - 1,000 lots. Box M-115.

#### FOR SALE EQUIPMENT

**AM and FM Transmitters**-used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**Quality broadcast equipment:** AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Corp., 813-685-2938. TWX 810-876-0628 Celco.

**Transmitters-UHF-VHF-FM**-new and used. Call Quality Media, 404-324-1271.

**Studio equipment**-new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

**Turn-key construction**-we build new TV stations fast and cost effectively. Quality Media, 404-324-1271.

**AM Harris MW-1A**-mint; also Bauer 707 1KW, Gates 250GY. Call M. Cooper, 215-379-6585.

**FM Collins 830G2** 20KW w/2; also Gates 1 KW FM-1C, CCA 10KW w/40E. All are excellent; M. Cooper, 215-379-6585.

**Six inch rigid coax** in 19.5 lengths. Priced reasonably. J.S. Betts Co., 404-964-3764.

**Copper** - broadcasting's largest stock of strap, soft-drawn wire, ground screen, flyscreen. All sizes. 317-962-8596. ask for copper sales.

**RCA BTF-10E1** 10KW transmitter, easily converted to 20KW. Mint condition, currently in service. Pending power increase and need space. Call Joe Warner, 919-977-6810.

**Gates BC-5B (5KW) transmitter**, currently operational. Call Dave Plyler, WTOB, Winston Salem, NC. 919-723-4353.

**For sale:** 5 RCA TK-44 studio cameras (serial #8086-8090) with 30mm plumbicons and Varotal 30 (16mm, f 2.2) lenses and manual zoom. Asking \$10,000 each. Call Joe Berini, Chief Engineer, KRON-TV, 415-561-8636.

**Two Ediphor video projectors.** Used-good condition. Sell/trade. Skip Blake, 619-461-1342.

**VHF transmitters.** RCA "F" line, like new. Available now. Ch. 4, will work on all lo-band channels. Bill Kitchen, Quality Media Corp., 404-324-1271.

**Used broadcast television equipment.** Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

**SMC DP-2 4K** automation system, 4 reels, 4 carousels, time announce, logging, 2 remote controls - \$18,000. Call John Andrews, WTAG, 617-793-9400.

**Expert installation** of radio station RF equipment and new or renovation of existing studios. Fine Tuning Associates, Inc., 804-628-5315.

**Used towers:** all top brand: Utility, Stainless. Advance, Andrew, Allied, Rohn, Fort Worth, Tri-EX. Many heights and sizes. Sandblasted and re-welded, re-coated to like new condition. Save 50%. Delivery and erection included, we accept trade-ins. Southwest Antenna & Tower, Inc., Rt. 3, Box 202NA, Mission, TX 78572. 512-686-3434.

**Cable or over air TV equipment** for sale-virtually new! Package includes JVC camera, studio lighting package, 3 Sony 3/4" VCR's., edit controller, special effects generator, monitors, flexicaster, animation system, emergency power supply unit, mic mixer, cabinets, most everything needed to establish a mini studio. Package buy \$45,000. For information, write or call: Carter Roberson, The Fresno Bee, 1626 E Street, Fresno, CA 93786. 209-441-6235.

**Transmitter replacement parts:** thousands of new and used parts for older AM-FM-TV transmitters. Many unused tubes, sockets, transformers and other hard to get items. Call Wally Stringfellow, Custom Electronics Corp., 813-685-2938. TWX 810-876-0628 Celco.

#### COMEDY

**Free Sample** of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

**Drop-ins, giggles,** weird sounds, music tracks, tons of radio fun! Free audio sample. 213-434-0203.

#### RADIO PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

**Been scouring the country** high and low for a solid, dependable radio news service to string from Washington? Look no further. We cover Capitol Hill and White House events and slant them right to your audience! Washington Spectrum, P.O. Box 56376, Washington, DC 20011. 301-498-6062.

#### MISCELLANEOUS

**Freshen those formats** with outside ideas! "Feed-back" tells what others are doing - promotions, contests, talk shows, documentaries, quips, brainstorming. Three pages monthly. Three-month trial, \$10. Newsfeatures, Box 14183, St. Louis, MO 63178.

**WVHC - phone home.** 25th anniversary dinner. Call Jeff, 516-489-8870, ASAP.

**Promotion library** - 100 pages from recent issues two radio-TV newsletters, \$23. Free sample page. Promo, Box 50108, Lighthouse Point, FL 33064.

## RADIO

### Help Wanted Sales

#### BROADCAST GROUP HAS GROWN TOO FAST!

We desperately need strong sales people, sales managers, and general sales managers. If you're looking to advance with a strong company, send your resume to Brian Griffey, Vice President of Sales, Galaxy Communications, 6510 Abrams Rd., Suite 530, Dallas, TX 75231, or call 214-696-1022.

## SALES

If you have a strong background in sales, a knowledge of radio management, and a willingness to travel - we have an exciting career opportunity for you. Call 800-527-4892 for more information.

### Help Wanted Announcers

#### OPERATIONS MANAGER/ MAJOR MARKET PERSONALITY

We are looking for a people-oriented person who can motivate an on-air staff and maintain the ratings of the #1 FM radio station in New Mexico. This person must have knowledge of all FCC rules and regulations and ten years major market on-air experience. Qualified applicants should submit tapes and resumes to: Chuck Knapp, KSTP-FM, 3415 University Avenue, St. Paul, MN 55114. EOE/M-F.

#### TOP FLORIDA MARKET Announcers and Newspeople

Leading adult-oriented south Florida station looking for announcers with big voices, plus the ability to project enthusiasm with few words. Experience and references required. Also, newspeople with minimum 2 years experience. Tapes and resumes only, no calls. Write Ray Schilens, Program Director, JOY 107 FM, P.O. Box 5333, Ft. Lauderdale, FL 33310. EOE.

#### THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International  
300 North Zeeb Road,  
Dept. P.R., Ann Arbor,  
MI 48106



# ANNOUNCER

Dow Jones & Co. Inc., is seeking an announcer for Dowphone—an innovative audio service offered by the publisher of The Wall Street Journal.

We are looking for a professional with at least 3 years experience to announce business & financial news stories. Strong writing & editing skills are also necessary.

We offer growth potential, attractive salaries & excellent benefits. Please send a detailed resume, including salary history, writing samples, & a non-returnable cassette tape to:

**Regional Personnel Manager-A**  
**DOW JONES & CO. INC.**  
PO Box 300  
Princeton, NJ 08540  
Equal Opportunity Employer, M/F.

## GENERAL MANAGER

KTYD(FM) Santa Barbara, CA. Mature, sales and community oriented leader for adult AOR. Phone: Craig Kitchen, 805—967-4511, West Coast. Bob Liggett, 517—349-2040, East Coast. Liggett is an EOE.

## TRAFFIC DIRECTOR

Tired of the cold & snow? If you're a traffic director with computer experience, accounting back-up, and understand sales types, maybe it's time for sunny California. Send resume & salary requirements to Box M-112.

## OPPORTUNITY KNOCKS

I am looking for a sales management pro who wants an opportunity to become general manager in a delightful western Virginia college community. Track record and resume with salary history to Box M-119.

## GENERAL MANAGER

Sales and program leader for midwest market class C FM. We seek a proven winner. Top adult format with even more rating and revenue potential. Write Box K-146. Equal opportunity employer.

## Situations Wanted Management

### GENERAL MANAGER

Now employed top 50, wants smaller market. Success record. Full experience as general manager and national/local sales manager, TV and radio. Box M-113.

## Situations Wanted Announcers

### TALK SHOW HOST

Major market talent. Young, articulate, and **CONSERVATIVE**. Issue oriented, strong interviewer.

**MARK PENTRACK, 412—231-4388**

## TELEVISION

### Help Wanted Programing, Production, Others

#### EFP Photographer/Editor

Must have thorough knowledge of field (remote) production, including shooting and editing 3/4 inch and 1 inch video tape, remote audio and lighting. Minimum of two years experience is required. Send videotape and resume to: Steve Zappia, Production Manager, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. An EOE.



Personalities wanted for America's newest format. Stations across the country are ready to air GAMERADIO, and they need talent now! If you always wanted to be a game show host, send tape/resume to: Bill Klaus, National Marketing Director, Media-Com, Box 629, Kent, OH 44240. 216—673-2323. EOE.

### Help Wanted Programing, Production, Others

#### EXPANDING GROUP - NY BASED

Broadcast group seeking an experienced promotion coordinator. Applicant must be versed in radio promotions and will be working directly with the president and advertising agency. Resumes should be forwarded to: Box 96, New York, NY 10185.

### Help Wanted Management

#### RADIO GENERAL MANAGER

AM/FM combination. Upper Midwest group owner expanding. Must have solid sales management experience, proven leadership, and a knowledge of station operation. An equal opportunity employer. Send resume to Norman W. Williams, Executive Vice President, May Broadcasting Co., 10714 Mockingbird Drive, Omaha, NE 68127.

## MANAGEMENT/ SALES RADIO

A southeastern based radio group is putting together an aggressive/management team. If you have a proven record in sales and want to move ahead in your career, consider these opportunities:

■ **DIRECTOR, RADIO** - Must have a minimum of 5 years experience in sales and management. Degree in broadcasting or equivalent helpful. Emphasis will be on sales but must have good overall business acumen for success. Responsible for up to five locations in various markets.

■ **GENERAL MANAGER** - five positions exist. Must have minimum of 3 years experience as sales manager with a strong sales background. Must be flexible on location.

We offer you the challenge and rewards for excellence. What can you offer us? EOE/MF. Submit resume, including salary history, to: **BOX M-29.**

**Help Wanted Programing,  
Production, Others Continued**

**METROMEDIA  
TELEVISION**

**In Dallas/Ft. Worth  
Market Seeks Qualified  
Applicants For The  
Following Positions:**

**PRODUCTION MANAGER**

Responsible for all activities of production department including supervision and scheduling of crew and facilities, establishing and maintaining production budgets and coordinating production efforts between station departments. Minimum 5 years production experience required, with 2 years in production management.

**PUBLIC AFFAIRS DIRECTOR**

Responsible for all activities of public affairs department including station license commitments, supervision of community ascertainment process and production of local public affairs projects. Minimum 4 years experience in television public affairs required with 2 years management experience.

**PROMOTION ASSISTANT**

Responsibilities to include copywriting, traffic of promos, media placement and coordination of special promotions. Sharp self-starter with previous agency or TV promotion experience desired.

**PROGRAM ASSISTANT**

Responsible for amortization schedules, budget tracking, episode & cartoon scheduling, and associated administrative duties. Must have minimum 2 years experience in program department of a commercial television station. Independent experience desired.

Send Resume  
To:

**KNBN-TV EMPLOYMENT  
P.O. BOX 215197  
DALLAS, TEXAS 75221**

**METROMEDIA TELEVISION**  
Equal Opportunity Employer  
**NO PHONE  
CALLS!**

**OPENING FOR  
PROMOTION MANAGER**

at top-rated independent UHF. Demonstrated excellence in on-air promotion and marketing required. Send tapes and resumes to Rob Friedman, WXIX-TV, 10490 Taconic Terrace, Cincinnati, OH 45215 Equal opportunity employer, M/F.

**PROMOTION  
WRITER/  
PRODUCER**

Turner Broadcasting System has an immediate opening for an experienced promotion producer. Must have a variety of experience in both entertainment and news promotion. Very creative writer with a proven knowledge of state-of-the-art production equipment.

Position offers national exposure and opportunity to develop creative skills in a trend-setting environment. Send resume and reel to:

**Promotion Department  
1050 Techwood Drive, NW  
Atlanta, GA 30318  
An EOE.**

**TALK SHOW  
PRODUCER**

Group W station in Baltimore is looking for a producer for its top rated morning talk program. Applicant should have strong producing experience on talk shows with proven rating histories. Staff management and booking skills are essential. Send resume to: WJZ-TV, P.O. Box 4861, Baltimore, MD 21211.

**GROUP  
WJZ-TV 13 W**  
An Equal Opportunity Employer

**Help Wanted Management**

**SALES  
MANAGER**

Major Midwest independent seeks qualified leader for local sales department. Agency and client oriented individual with proven track record essential for high visibility and compensation. Complete understanding of all indy selling tools a must. Growth oriented company. If you're a successful manager or an AE carrying the #1 list too long, apply in confidence to Box M-118. An EOE.

**Help Wanted Technical**

**TELEVISION/PRODUCTION  
MAINTENANCE ENGINEER**

Top 50 market station needs experienced maintenance engineer. Must be familiar with video tape machines, television cameras and ENG equipment. FCC general class license required. Competitive salary with excellent benefits. Send resume to: Denley Barnette, WBRE-TV Inc., 62 South Franklin Street, Wilkes-Barre, PA 18773. Equal opportunity employer.

**Help Wanted News**

**CBN NEWS  
INVESTIGATIVE REPORTER  
AND ECONOMICS REPORTER**

The Christian Broadcasting Network Inc., an evangelical Christian ministry with headquarters in Virginia Beach, VA, has immediate openings in its news department for the following positions:

■ **INVESTIGATIVE REPORTER** to investigate and prepare news related stories for television broadcast. Requires on-camera experience, degree in broadcast or journalism and minimum of 5 years news experience.

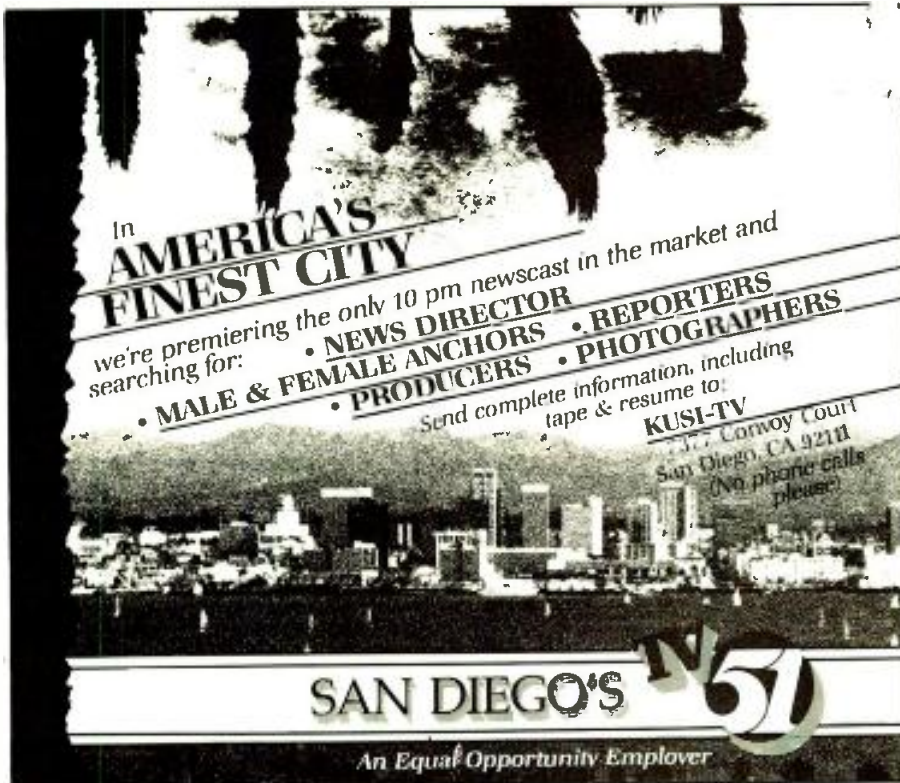
■ **ECONOMICS REPORTER** with economic expertise. The degreed candidate must have a minimum of 5 years related experience in analysis of macro economics and familiarity with the "Wall Street Journal" environment. On-camera experience required along with a combined background in Economics and Journalism.

Send resume, a 3/4" video cassette of recent work and salary history in confidence, to:

**Personnel Manager  
The Christian Broadcasting Network Inc.  
CBN Center  
Virginia Beach, VA 23463**  
CBN is an equal opportunity employer.

**For Fast Action Use  
BROADCASTING'S  
Classified Advertising**





In **AMERICA'S FINEST CITY**  
 we're premiering the only 10 pm newscast in the market and searching for:

- NEWS DIRECTOR
- REPORTERS
- MALE & FEMALE ANCHORS
- PHOTOGRAPHERS
- PRODUCERS

Send complete information, including tape & resume to:  
**KUSI-TV**  
 377 Conway Court  
 San Diego, CA 92111  
 (No phone calls please)

**SAN DIEGO'S 51**  
 An Equal Opportunity Employer

**WE PLACE TV and Video Engineers COAST TO COAST**

(All Levels, But Not Operators)  
 ALL FEES PAID BY EMPLOYERS

Phone/Resume

**KEY SYSTEMS**

Westminster Road  
 Wilkes-Barre, PA 18702

Phone Alan Kqrnish at  
**(717) 655-1458**

**RADIO, TV, AGENCY JOBS**

Up to 500 openings every week. DJs, News, PO's, eng. sales in Australia, Canada, U.S. All markets, & for beginners to experienced. Introductory offer: One week computer list \$8.00, or save \$38.05 for 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 33533.**

**RADIO PERSONNEL NEEDED**

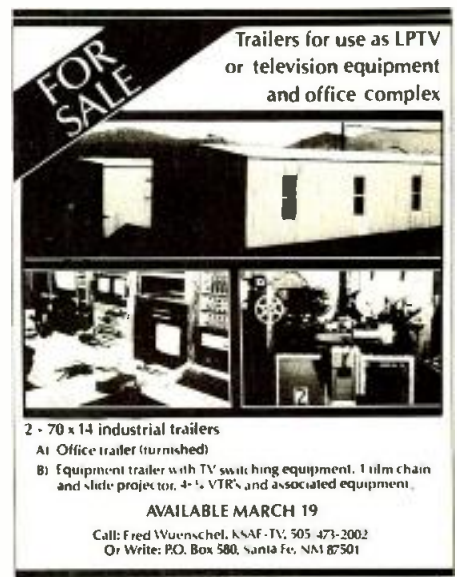
The past several weeks, NATIONAL has received job orders from radio stations in California, Florida, Texas, Michigan, Tennessee, Virginia, Nebraska, Indiana, New York, Arizona, Pennsylvania, Massachusetts, to name just a few Radio stations in more than 25 different states, looking for announcers, news people, programmers, and sales people. These jobs are for all size markets. If you are looking to make a change, now is the time. NATIONAL, THE NATION'S LEADING RADIO PLACEMENT SERVICE, places our registrants from coast to coast. For complete information and registration form, enclose \$1 postage and handling to:

**NATIONAL BROADCAST TALENT COORDINATORS DEPT. B, P.O. BOX 20551 BIRMINGHAM, AL 35216 ACT NOW: 205-822-9144**

**10,000 RADIO-TV JOBS**

The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly over 10,000 yearly! All market sizes, all formats. Openings for DJs, PD's, salespeople, news, production. 1 wk. computer list, \$6. Special bonus: 6 consecutive wks., only \$14.95 — you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108. Money back guarantee!**

**For Sale Equipment**



**FOR SALE** Trailers for use as LPTV or television equipment and office complex

2 - 70 x 14 industrial trailers  
 A) Office trailer (turnished)  
 B) Equipment trailer with TV switching equipment, 1 film chain and slide projector, 4" VTR's, and associated equipment.

**AVAILABLE MARCH 19**  
 Call: Fred Wuenschel, KSAF-TV, 505-473-2002  
 Or Write: P.O. Box 580, Santa Fe, NM 87501

**Situations Wanted News**

**MEDIUM MARKET SPORTS ANCHOR/REPORTER**

Sharp; talented anchor/reporter/producer desires medium market position. Creative & energetic on-air style. 5 solid years' experience.

**CALL DREW WATHEY**  
 602-897-6372; 602-948-8705

**Business opportunities**

**EQUITY INVESTOR**

Active/passive needed to buy out passive investor who needs to cash-out. TOP rated station in growing New York suburban area. Reply to Box M-101.

**INVESTOR WANTED**

Small market group operator seeks investment group or partner for further expansion. Currently have stations in IL and LA with excellent potential for expansion. Management has extensive experience in large and small markets. Investment of \$750,000 cash and management buy-out contract required for controlling interest. Contact William J. Clark, WJEQ-FM, 1506 E. Jackson, Macomb, IL 61455

**Radio Programing**

**The MEMORABLE Days of Radio**

30-minute programs from the golden age of radio  
 VARIETY • ORAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
 included in each series

Program Distributors  
 410 South Main  
 Jonesboro, Arkansas 72401  
 501-972-5884



**ALLIED FIELDS Help Wanted Management**

**PENNSYLVANIA ASSOCIATION OF BROADCASTERS SEEKS FULLTIME EXECUTIVE DIRECTOR**

Considerable broadcasting &/or lobbying background essential. Responsibilities include general management of office, membership development, convention planning & directing, co-ordination of state & federal legislation activities. Resumes to:

David Dodds, President  
 Pennsylvania Assoc.  
 of Broadcasters  
 WGAL-TV  
 PO Box 7127  
 Lincoln Hwy. West  
 Lancaster, PA 17604

**Help Wanted Instruction**

**INSTRUCTORS ANNOUNCING FOR RADIO-TV FULL OR PART TIME**

New division of our rapidly expanding media arts school has created immediate openings for skilled instructors. Candidates should have field & teaching experience, with a Bachelor's or Master's degree or comparable life experience. Send resume & tape (if available) to:

**MR. JED TURNER CENTER FOR THE MEDIA ARTS 226 W. 26 ST. NEW YORK, NY 10001 EOE, M/F**

**INVESTING IN TELEVISION**  
**(83-84)**


- MARKET FINANCIALS
- STATION COMPETITION
- MARKET GROWTH POTENTIAL
- ARBITRON RATINGS
- RECENT STATION SALES

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 GUIDE

BROADCAST  
 INVESTMENT 3973 WILCOXSON DRIVE  
 ANALYSTS FAIRFAX, VA 22031  
 703-425-7376

**ROCKY MOUNTAIN AM/FM**  
 Large facility, equipmt. new to 5 yrs. Pacing up 15%.  
 Priced at 1.8 X grt. 6 X C.F. \$125,000 down. Terms. Call  
 David LaFrance 303-354-3040

 **CHAPMAN ASSOCIATES\***  
 nationwide mergers & acquisitions

**AM DAYTIMER—TENNESSEE**  
 2500 watts—real estate included. 8% assumable fi-  
 nancing. \$140,000. Ask for Carl Heinemann.

**BUSINESS BROKER ASSOCIATES**  
 615-756-7635, 24 hrs.

**VENTURE CAPITAL  
 DEBT FINANCING**  
 For Broadcasters  
 Sanders & Co.  
 1900 Emery St., Suite 206  
 Atlanta, GA 30318  
 404-355-6800


**AM/FM—SE TOP 100 MARKET**  
 Class A FM and powerful fulltime AM in metropolitan  
 trade area. Real estate included. Excellent facilities,  
 substantial billings. \$1,700,000. Ask for Carl Heine-  
 mann.

**BUSINESS BROKER ASSOCIATES**  
 615-756-7635. 24 hrs.

**FULLTIME AM**  
 Growing North Carolina medium market.  
 Includes valuable real estate, excellent  
 equipment, good billing and cash flow.  
 Asking \$1.1 million, up to \$1 million can  
 be financed. Contact P.O. Box 260, Alta-  
 vista, VA 24517.

**Wanted To Buy Stations**

**TEXAS INVESTORS  
 LOOKING NATIONALLY**  
 to buy radio stations. Prefer un-  
 derdeveloped FM's, combos, or  
 unusual AM's. Can move quickly.  
 Do not have to acquire financing.  
 All size markets from 25,000 to  
 1.5 million pop. Send details on  
 first mailing, and we will call you  
 with an answer. Present profit-  
 ability not a factor. Box M-127.

 **Wilkins  
 and Associates**  
 Media Brokers

MO	FM	\$375,000	15%
NJ	AM	\$800,000	30%
SC	AM	\$230,000	20%
IN	AM/FM	\$500,000	20%
NC	AM	\$20,000	downpayment
AL	AM	\$25,000	downpayment
MI	AM	\$35,000	downpayment
OR	AM	\$35,000	downpayment
SC		\$75,000	downpayment

South 10KW AM station  
 South 5KW Gospel station  
 Florida Class C FM

**ILLINOIS FM**  
 Class A FM: located in town with university and  
 rich farm economy. Station enjoys excellent  
 market acceptance and potential for further  
 growth. Professional staff in place. Good possi-  
 bility for upgrading to class B1. Priced at 2.2X  
 1983 billing; \$850,000. Cash. Box M-48.

**For Sale Stations**

**FM-TOP 100 MARKET**  
 Class A FM—excellent signal penetrates tri-state trade  
 area. Located in Tennessee. \$475,000. Ask for Carl  
 Heinemann.

**BUSINESS BROKER ASSOCIATES**  
 615-756-7635, 24 hrs.

**P. O. Box 1714  
 Spartanburg, SC 29304 803/585-4638**


**OKLAHOMA  
 CLASS C FM**  
 Fulltime AM. State-of-the-art fa-  
 cility. Priced less than 2 1/2 times  
 gross sales. Small/medium mar-  
 ket, with excellent growth trend.  
 \$2.1 million. Valuable real estate  
 included. Write Box M-126.

**BOB KIMEL'S  
 NEW ENGLAND MEDIA, INC.**

**PACKAGE DEAL—NORTHEAST**  
 2 class A FM stations, one with an affiliated AM. Owned  
 real estate, good resort area locations. Buyer must as-  
 sume some obligations as part of the \$450,000 total  
 price, and cash down required is \$100,000 with owner  
 financing on the balance.

**8 DRISCOLL DR., ST. ALBANS, VT 05478.  
 802-524-5963. OR GEORGE WILDEY:  
 207-947-6083; 207-827-5581.**

**TV PRODUCTION FACILITY**  
 In major east coast mkt. Asking \$1,300,000, terms, or  
 \$1,100,000 cash. Call Mitt Younis, 804-355-8702.

 **CHAPMAN ASSOCIATES\***  
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**JAMAR RICE CO.**  
 Media Brokerage & Appraisals

William R. Rice  
 William W. Jamar  
 (512) 327-9570

950 West Lake High Dr. Suite #103 Austin, TX 78746

**901/767-7980**  
**MILTON Q. FORD & ASSOCIATES**  
**MEDIA BROKERS—APPRAISERS**  
 "Specializing in Sunbelt Broadcast Properties"  
 5050 Poplar • Suite 1135 • Memphis, Tn. 38157

**Horton  
 & Associates** 

**MEDIA BROKERS/APPRAISERS**

**OUTSTANDING!**  
 One of our very finest medium market exclusives. A  
 special market with high income and many other pluses in  
 a mid-Atlantic state. Fulltimer is priced at \$650,000 and  
 Dick Kozacko can give you details.

Woodland Park • Box 948 • Elmira, N.Y. 14902  
**607-733-7138**

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 BROADCASTING'S  
 Classified Advertising**





**R.A. Marshall & Co.**  
Media Investment Analysts & Brokers  
Bob Marshall, President

Profitable Class C Southeastern station with companion AM, \$2,650,000, with \$750,000 down and negotiable terms on the balance.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252  
809 Corey Creek - El Paso, Texas 79912 915-581-1038

**3 COLLEGE TOWN AM'S**

California, Illinois, Idaho. Growth markets. Good cash flow. Package priced right at \$2,350,000, with excellent terms to qualified buyer. Call 417-739-4869.

**DONALD R. STIMBLE ASSOCIATES**

22 Hilltop Drive  
Kimberling City, MO 65686

**SOUTHERN CALIFORNIA MDS OPERATION FOR SALE**

Excellent multichannel potential. Bill Ress, Teletec Inc., PO Box 20822, San Jose, CA 95160. 408-977-7583.

**AM DAYTIMER—SOUTHEAST**

1000 watts—PSA 500 watts 6 a.m.—only station licensed to county seat. Financially sound. \$275,000. Ask for Carl Heinemann.

**BUSINESS BROKER ASSOCIATES**  
615-756-7635, 24 hrs.

**BILL - DAVID ASSOCIATES BROKERS - CONSULTANTS**

303-636-1584  
2508 Fair Mount St.  
Colorado Springs, CO 80909

■ Jackson-Vicksburg. 100,000 watts. \$2.1 million complete or \$1.8 million as is, or owner will give option or gigantic bonus to party willing to help finance tower relocation already FCC approved & \$250,000 mortgage note.

■ FM, town of 10,000. Real bargain. \$190,000 cash. Includes real estate.

■ 84 listings in 31 states.

**BUSINESS BROKER ASSOCIATES**  
615-756-7635 24 HRS

**THE HOLT CORPORATION**

**OHIO VALLEY AREA FM/AM**

SOLID CASH FLOW  
GOOD REAL ESTATE  
EXCELLENT EQUIPMENT  
EXCLUSIVE MARKET

Westgate Mall □ Bethlehem, Pa. 18017  
215-865-3775

**PACIFIC NORTHWEST**

Highly profitable class C FM Medium mkt. \$1,400,000 cash. (4.9 X 1983 C.F.). Also on terms. Call Elliot Evers 818-366-2554



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**WALKER MEDIA & MANAGEMENT INC.**

Sunbelt daytimer. Ideal first property. Excellent cash flow. \$275,000, terms.

**David E. Hurlbut**  
PO Box 553  
Mt. Carmel, IL 62863  
618-263-3380

**GOSPEL STATION**

located in Southern state—5000 watts, includes real estate. Asking \$525,000, downpayment \$100,000, balance negotiable. 803-585-4638, or write Box M-128.

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City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

**CHAPMAN ASSOCIATES®**

nationwide mergers & acquisitions

STATION				CONTACT		
PA	Small	AM	\$850K	Cash	Warren Gregory	(203) 364-5659
CO	Small	AM/FM	\$700K	\$200K	Bill Lochman	(816) 254-6899
FL	Medium	FM	\$690K	\$140K	Jim Mackin	(207) 623-1874
WA	Suburban	AM	\$600K	Terms	Jim Mergen	(818) 366-2554
TX	Small	FM	\$500K	\$150K	Bill Whitley	(214) 680-2807
IA	Metro	AM	\$425K	Terms	Peter Stromquist	(319) 359-4768
AZ	Small	AM	\$295K	\$75K	David LaFrance	(303) 354-3040
MT	Small	AM	\$295K	\$50K	Greg Merrill	(801) 753-8090
TN	Metro	AM	\$275K	Cash	Ernie Pearce	(615) 373-8315
FL	Small	AM	\$125K	\$25	Bill Cate	(904) 893-6471

For information on these and other available listings, or to sell, contact Janice P. Blake, Media Administrator, Chapman Associates, Inc., 1835 Savoy Dr., Ste. 206, Atlanta, GA 30341. 404-458-9226.

## For Sale Stations Continued

### H.B. La Rue

Media Broker

RADIO-TV-CATV-APPRAISALS

- West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415-434-1750.
- Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.
- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.

**Dan Hayslett**  
a associates, inc.  
*Media Brokers*  
RADIO, TV, and CATV  
(214) 691-2076  
11311 N. Central Expressway • Dallas, Texas

#### 1000 WATT AM DAYTIMER

located in the ADI of large east Tennessee city. FM available under FCC 80-90. Excellent investment opportunity. All new equipment. Loan assumptions possible & owner financing of downpayment. Box M-129.

#### AM/FM MID-ATLANTIC STATE

Only stations licensed to county. Real estate included. Private airport nearby. Substantial billings. \$1,580,000. Ask for Carl Heinemann.

**BUSINESS BROKER ASSOCIATES**  
615-756-7635, 24 hrs.

#### ROCKY MOUNTAIN AREA

2 mkt. package-FM & AM in mtn. states-\$900,000. Terms to qualified buyer. Call Bill Lochman 816-254-6899



**CHAPMAN ASSOCIATES®**  
nationwide mergers & acquisitions

#### THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International  
300 Zeeb Road, Dept. P.R., Ann Arbor, MI 48106

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check or money order. 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 forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.



# Fates & Fortunes

## Media

**Mark Conrad**, VP, general manager, WGGT(TV) Greensboro, N.C., named president of licensee, Guilford Telecasters Inc., and VP of American Telecasters, licensee of WJKA-TV Wilmington, N.C., scheduled to go on-air September 1984. Conrad is stockholder in and chief operating officer of both Guilford and American.



Aiken

**Edward Aiken**, VP, director of programing, Petry Television, New York, joins KMPH(TV) Visalia, Calif., as VP and general manager.

**Norman Rau**, VP, operations, KEGL(FM) Fort Worth, named VP and general manager.

**Herb Wolfe**, station manager, KKMG(FM) Pueblo, Colo., named

VP and general manager.

**Bill Brown**, secretary-treasurer and general manager, Carmi Broadcasting, Carmi, Ill., licensee of WROY(AM)-WRUL(FM) Carmi, joins KOKX-AM-FM Keokuk, Iowa, as VP and general manager.

**J. Kenneth Lamarche**, general sales manager, KASH(AM)-KSND(FM) Eugene, Ore., named general manager.

**Tex Meyer**, senior VP, general manager, WWKX(FM) Gallatin, Tenn., joins WBZZ(FM) Pittsburgh as general manager.

**Jack Rabito**, general manager, KWJS(FM) Arlington, Tex., resigns.

**Chuck Browning**, program director, KZAP(FM) Sacramento, Calif., joins KLZ(AM)-KAZY(FM) Denver as operations manager.

**Leslie Benson**, director, ABC Entertainment Network, New York, named director, station acquisitions, ABC Radio Networks, succeeding **Frank Atkinson**, retired. **Vincent Gardino**, director of ABC Direction Network, assumes additional duties as director, ABC Entertainment Network, succeeding Benson.

**Brian Roberts**, general manager, Comcast Cable One, Trenton, N.J., named group VP of parent, Comcast Cable Communications, Bala Cynwyd, Pa. **David Heckman**, assistant to manager, Comcast Cable One, succeeds Roberts.

**Albert Gencarella**, controller, Comcast Cable Communications, Bala Cynwyd, Pa., joins Cablentertainment, Iselin, N.J., as VP, operations.

**Michael Keslo**, director, financial planning and analysis, broadcast group, Viacom, New York, named controller, broadcast group. **Allen Berkelhammer**, from NBC, New York, joins Viacom, succeeding Keslo.

**Melvin Bijou**, general manager, Cox Cable,

Michigan City, Ind., named plant operations manager, Queens Inner Unity Cable Systems, New York, joint venture of Inner City Broadcasting Corp., Unity Broadcasting Network and Cox Cable.

**Leo Brennan**, VP, sales and marketing, Coaxial Communications, Columbus, Ohio, joins Times Mirror Cable Television, Meriden, Conn., as VP, Northeast region.

**Dorothy Skinner Palmer**, special events coordinator, Massachusetts Cultural Alliance, Boston, joins WJCT(TV) Jacksonville, Fla., in same capacity.

**Mike Sileck**, corporate accounting supervisor, Evening News Association, Detroit, named controller of ENA's WALA-TV Mobile, Ala.

**Ronald Bornstein**, general manager, noncommercial WHA-AM-TV Madison, Wis., joins University of Wisconsin System, comprising 26 campuses throughout state, as VP, university relations.

**Robert Goldfarb**, executive director, Eastern Public Radio Network, Boston, joins noncommercial KUSC(FM) Los Angeles as chief operating officer.

## Marketing

Appointments, Dancer Fitzgerald Sample, New York: **Mike Duvall**, senior VP, creative director, to board of directors; **Mik Kitagawa**, senior art director, to VP; **James Rutherford**, account supervisor, to management supervisor, and **Karen Aspry**, traffic assistant, to junior copywriter. **Michele Kohse**, freelance artist, joins DFS, San Francisco, as assistant art director.

**Kirk Borland**, management supervisor and partner, Tatham-Laird & Kudner, Chicago, named senior partner.

**Daniel Pollick**, executive VP and director of client services, Tracey-Locke Advertising, Dallas, joins Needham, Harper & Steers, Washington, as senior VP and director of client services.

**Kathleen Hayes** and **John Rayher**, account supervisors, and **Laurie Robertson**, group research director, N W Ayer, New York, named VP's.



Newton

**Talmage Newton III**, VP, management supervisor, D'Arcy MacManus Masius, St. Louis, elected senior VP and named to agency's management committee.

**Robert Kilzer**, from The Bloom Agency, New York, joins Geer, DuBois there as VP, group creative direc-

tor. Appointments, Compton Advertising, New

York: **John Hayes** and **Mark King**, account supervisors, to VP's; **Thomas Hall**, VP, management director, Foote, Cone & Belding, New York, to VP, management supervisor, and **Randi Greenwald**, from Laurence, Charles & Free, New York, to account supervisor.

**Seymour Waldman**, VP, creative director, Ogilvy & Mather, New York, named senior VP.

**Chuck Griffith**, copy supervisor, and **Gordon Sleeper III**, account supervisor, Doyle Dane Bernbach, New York, named senior VP's.

Appointments, Vitt Media, New York: **Robert Calandrucchio** and **Len Lieboff**, group VP's, to senior VP's, and **Steven Abramowitz** and **Phillip DeCabia**, associate VP's, to VP's.

**Suzanne Lowery Mims**, VP, Henry J. Kaufman & Associates, Washington, named senior VP, client services. **Wendy Widner**, assistant account executive, Henry J Kaufman & Associates, named account executive.

**Lee Pratt**, senior VP, media director, Brouillard Communications, division of J. Walter Thompson, New York, joins Ohlmeyer Advertising there as executive VP.

**Joe Hildebrand**, VP and manager of sports sales, Mutual Broadcasting, Detroit, joins

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ABC Radio Network Sales there as VP, Detroit sales manager, succeeding **Joseph Kelly**, who joins Dodge division of Chrysler Corp., Detroit, as manager of forward planning, advertising department.

**Peter Griffith**, VP, Brouillard Communications, New York, named creative supervisor.

**Steve Marriott**, VP, West Coast, divisional manager, Torbet Radio, San Francisco, joins Weiss & Powell, Los Angeles, in same capacity. Marriott succeeds **Dennis Powell**, who left company (name of firm will remain same). Additionally, **Ralph Conner**, VP, Weiss & Powell, named executive VP.

**Gilbert Ziff**, from David Deutsch Associates, New York, joins N W Ayer there as creative supervisor. **David Fishman**, from Dancer Fitzgerald Sample, New York, joins N W Ayer there as account executive.

**Stephen Kirschner**, executive VP, creative director, Gillespie Advertising, Princeton, N.J., named head of newly formed video and film division.

**Barbara Kelley**, from Dallas office, Torbet Radio, named office manager, Houston office.

**John Ferlazzo**, research manager, white team, Katz American Television, New York, named research manager, stars team. **Carol Jasmine**, research analyst, white team, succeeds Ferlazzo. **Jim Berman**, research analyst, Katz Television, New York, named account executive, advertiser sales and marketing, Katz Sports there.

**Ross Allie**, general sales manager, KOSI(FM) Denver, joins KPKE(FM) there in same capacity.

**Greg Delmonaco**, sales manager, WPRO-FM Providence, R.I., joins WLKW-AM-FM there in same capacity.

**Jeffrey Jacobs**, account executive, WFYR(FM) Chicago, named sales manager.

**Don Fahlgren**, from WCXI-AM-FM Detroit, joins WCZY(FM) there as local sales manager.

**Wanda Kaffenberger**, account executive, KOLD-TV Tucson, Ariz., named local sales manager.

**Frank Kehoe**, national sales manager, WANE-TV Fort Wayne, Ind., joins KGMC(TV) Oklahoma City as local sales manager.

**Murray Levine**, from WINS(AM) New York, joins WINZ(AM) Miami-WINZ-FM Miami Beach as local-regional sales manager.

**Bernie Flynn**, account executive, Harrington, Righter & Parsons, New York, joins KTSP-TV Phoenix as national sales manager.

**Mary Rankin**, from WMZQ(FM) Washington, joins WAVA(AM) Arlington, Va. (Washington), as account executive.

**Kenna Kavensky**, from Concepts Consulting, cable consulting firm, Indianapolis, joins WNAP(FM) there as account executive.

**Weezie Welch**, media director, Fessel, Siegfriedt & Moeller Advertising, New Orleans, joins WGNO-TV there as account executive.

**Marianne Watson**, from WANE-TV Fort Wayne, Ind., joins KXTV(TV) Sacramento, Calif., as account executive.

**Chuck Johnston**, local sales manager, WGRQ(AM) Buffalo, N.Y., joins WTVN-TV Columbus, Ohio, as account executive.

**Robert Shanta**, account executive, Ketchum Advertising, Rockville, Md., joins WDMV-TV Washington in same capacity.

**Tony Holloway**, recent graduate, Western Carolina University, Cullowhee, N.C., joins WJTM-TV Winston-Salem, N.C., as account executive.

## Programing

Appointments, Embassy Television, Los Angeles: **Glenn Padnick**, senior VP, comedy programs, to executive VP; **Frances McConnell**, VP, creative affairs, to senior VP, current programs, and **Sydney Julien**, VP, creative affairs, and **Tom Alderman**, director, comedy development, to VP's, comedy development.



Major

**James Major**, associate director of programming, Petry Television, New York, named VP, director of programming.

**Donald Stump**, account executive, CBS-TV, Detroit, joins Telepictures Corp., New York, as VP, media sales.

**Bob Friedman**, manager, marketing, Eastern region, Warner Amex Satellite Entertainment Co., New York, named director, marketing, for WA-SEC's MTV: Music Television.

**Julio Proietto**, VP, controller, Lorimar Distribution, Culver City, Calif., named VP, treasurer, Lorimar.

**Roy E. Disney**, director of Walt Disney Productions, Burbank, Calif., and chairman of Shamrock Holdings, Parent of Shamrock Broadcasting, Hollywood, resigns as director of Walt Disney Productions, company founded by his uncle, Walt, and father, Roy O. Disney.

**Abbe Raven**, manager of production, Hearst/ABC Video Services, New York, named director of production services, Hearst/ABC-RCTV there. **Howard Zaremba**, from Children's Television Workshop, New York, joins Hearst/ABC-RCTV as director, network operations.

**Bob Ardrey**, VP, sales, Drake-Chenault, Canoga Park, Calif., retires.

**Ed Salamon**, VP, programing, and **Frank Mur-**



Salamon



Murphy

**phy**, VP, marketing, United Stations, New York, named executive VP's.

**David Rimmer**, program coordinator, NBC Talknet, New York, joins ABC Talkradio there as producer, weekend programing, East

Coast. **Francie Forman**, administrator, Talkradio, New York, named manager, station relations.

**Kenneth Werner**, assistant executive director, Dramatist Guild Inc., New York, joins Viacom International there as director of business affairs. **Walter Saffer**, staff VP, tax affairs, RCA Corp., New York, joins Viacom there as VP, taxes.

**M. Jason Zelin**, director, business affairs, Warner Brothers Television, Los Angeles, joins Vestron Video there as VP, West Coast film acquisitions.

**Judith Jenkins**, manager, talent and casting, CBS Entertainment, New York, named director, casting. **Roger Miller**, director, story department, CBS Entertainment, Los Angeles, named program executive.

**Steven Saferin**, VP, business affairs, Metro-sports, New York, joins Entertainment and Sports Programing Network, Bristol, Conn., as director, program acquisitions. **Thomas Odjakjian**, manager, program scheduling, ESPN, named director, program planning and scheduling.

Appointments, U.S. division, CBC Enterprises/Les Enterprises Radio Canada, sales division of Canadian Broadcasting Corp.: **Sylvie Deschamps-Lowe**, manager of marketing, international and domestic sales, TV Quebec, Montreal, to U.S. sales executive, based in Montreal; **Cyd Longo**, production coordinator, record division, CBC, Toronto, to U.S. sales coordinator there, and **Mia Koeck**, media coordinator, Spring/O'Brien, New York public relations firm, to assistant to managing director there.

**Sir Denis Forman**, chairman, Granada Television, London, named deputy chairman of parent, Granada Group PLC.

**Mike Button**, music and research director, KSDO(FM) San Diego, joins Programing Plus there as VP, research and adult contemporary programing.

**Royce Wilson**, general sales manager, KATV(TV) Little Rock, Ark., joins Paramount Television Domestic Distribution, Dallas, as Southwest divisional sales manager.

**John Tuohy**, schedule manager, Prism, Philadelphia, joins Sportsvision, Chicago-based pay cable sports service, as program operations manager. **Harlan Singer**, production manager, Sportsvision, named production operations manager.

**Nancy Trainor**, office manager, Columbia Pictures Television, Chicago, joins Tribune Entertainment Co. there as director of station relations.

**Sam Berrubi**, account executive, WNBC(AM) New York, joins Madison Square Garden there as director of sales.

**Judy Lindstrom Stevens**, media buyer, McDonald & Little, Atlanta, joins Group W Television Sales there as account executive.

**Warren Maus**, from Satellite Music Network, Los Angeles, joins Mutual Broadcasting there as Western sales manager.

**Dale Minor**, writer-producer, CBS News, New York, joins Medstar Communications there as VP and senior producer. Medstar produces the syndicated television series, *Health Matters*.



**Terry Ewert**, producer, NBC Sports, New York, signs new long-term contract with network.

**Bo Donovan**, VP, broadcast division, Tuesday Productions, San Diego, resigns to form own creative services firm, Silvertree Inc., there.

**Steve Gallagher**, from KFMK(FM) Houston, joins WYMI-FM Beavercreek, Ohio, as program director.

**Jim Wesley**, producer, *Congress: We the People*, noncommercial WETA-TV Washington, named producer, *Washington Week in Review*.

**Steve Buckhantz**, from WSB-TV Atlanta, joins WTTG(TV) Washington as weekend sports anchor-reporter.

**Carl Cherkin**, sports anchor-reporter, WTMJ-TV Milwaukee, joins WOR-TV New York as weekend sports anchor.

**Howard Sudberry**, weekend sports anchor-reporter, Wews(TV) Cleveland, joins WBBM-TV Chicago in same capacity.

## News and Public Affairs



Lane

**John Lane**, VP, director, news coverage, CBS News, New York, joins NBC News there as VP, chief of correspondents. **Jennifer McLogan**, anchor-reporter, WCBSTV New York, joins NBC News there as correspondent.

**Jim Willi**, managing editor, KPNX-TV Phoenix, named news director.

**Paul Friedman**, senior producer, ABC News, London, named director, news coverage, Europe, Africa and Middle East, succeeding William Milldyke, who died Oct. 26, 1983 ("Fates & Fortunes," Oct. 31, 1983). **Ray Nunn**, Beirut bureau chief, ABC News, named Southern bureau chief, Atlanta, succeeding John Arrowsmith, named senior producer, *World News Tonight*, Washington ("Fates & Fortunes," Feb. 20).

**Barney Sisco**, writer-producer, UPITN, London, joins ABC News, Washington, as associate producer, primarily for *Good Morning America* and weekend news.

**Dave Goldberg**, news director, WTVF(TV) Nashville, joins WVEC-TV Norfolk in same capacity.

**Al Rodriguez**, recent graduate, Temple University, Philadelphia, joins WPVI-TV there as news editor. **Barbara Sassa**, recent graduate, Moore College of Art, Philadelphia, joins WPVI-TV as news graphic artist.

**Steve Thomas**, anchor, WMC(AM) Memphis, named news director, succeeding **Kathy Thurmond**, resigned. **Julie Clark**, anchor-reporter, WMC-FM Memphis, named morning anchor, WMC(AM).

**Kris Olinger**, anchor, KOA(AM)-KOAQ(FM) Denver, named assistant news director.

**Heidi Jensen**, from WBZ-TV Boston, joins WLEX-TV Lexington, Ky., as producer, 11 p.m. *Late Report*.

Appointments, WHAS-TV Louisville, Ky.:

**John Friedlein**, news director, WVEC-TV Norfolk, Va., to executive producer; **Jack Renaud**, producer, 11 p.m. news, to producer, 6 p.m. news, and **Kathy Lehmann**, producer, CNN, Atlanta, succeeds Renaud.

**Lindsay Gardner**, from WBZ-TV Boston, joins WWL-TV New Orleans, as news producer.

Appointments, KTSP-TV Phoenix: **Tracy McGrath**, noon news producer, to weekend supervisor; **Kerry Oslund**, associate producer, 6 p.m. news, succeeds McGrath; **Norma Cancio**, associate producer, 10 p.m. news, to associate producer, 5 p.m. and noon news, and **Tricia Morris**, weekend assignment editor, succeeds Cancio.

Appointments, Associated Press: **Victoria Graham**, bureau chief, Peking, named chief of New Delhi bureau; **Jeff Bradley**, London news editor, succeeds Graham.

**Brandon Brooks**, associate producer and writer, WCAU-TV Philadelphia, joins WTAJ-TV Altoona, Pa., as noon news anchor.

**Nick Clooney**, managing editor and anchor, WKRC-TV Cincinnati, joins KNBC(TV) Los Angeles as anchor.

**Tonia Cooke**, noon news anchor, KTVV(TV) Austin, Tex., named 6 and 10 p.m. co-anchor.

**Art Gardner**, from WBZ(AM) Boston, joins WCIB(FM) Falmouth, Mass., as anchor.

**Charles Crawford**, reporter, Cable News Network, New York, named science and medical correspondent, Washington bureau.

**Scott Anderson**, from Group W Cable, Rock Island, Ill., joins WHBF-TV there as news pho-

tographer.

**Robert Pettee**, from KCST-TV San Diego, joins KNBC(TV) Los Angeles as staff pilot.

**Aldy Swanson**, news director, KCRG-TV Cedar Rapids, Iowa, joins KYUU(FM) San Francisco as host, public affairs program.

## Technology



Sege

**Thomas Sege**, president and chief executive officer, Varian Associates, Palo Alto, Calif., assumes additional responsibilities as chairman of board, succeeding **Edward Gintzon**, who resigns that post but remains member of board.

**Theodore Bruss Jr.**, manager, special services, NBC, New York, named director, broadcast systems engineering.

**Virgil Reed**, from Jones Intercable, Englewood, Colo., joins Spacelink Ltd. there as president. Spacelink designs, constructs and manages SMATV and cable systems.

**Dennis Nosal**, electronic systems manager, defunct *TV-Cable Week*, Time Inc., New York, joins United Media Enterprises there as manager, telecommunications and technology.

**David Seeger**, producer-director and writer, Today Video, New York production and post-

# Broadcasting

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production facility, named VP.

**Stephen Tom**, regional account manager, Bonneville Telecommunications, San Diego, named West Coast regional account manager, satellite systems division, Los Angeles.

**Lawrence Chatman**, from RCA Broadcast Video Systems Division, Camden, N.J., joins telecommunications sales division, broadband group, General Instrument, Hatboro, Pa., as product manager, video teleconferencing.

**Carmella Acre**, sales supervisor, TCS Sports, New Kensington, Pa., named corporate sales coordinator for parent, Total Communications Systems there. TCS provides remote production services.

**Patricia Forti**, research engineer, Valtec, West Boylston, Mass., named sales engineer, telecommunications.

**Lon Mass**, from L. Matthew Miller Associates, New York video products dealer, joins Sony Broadcast Products Co., Teaneck, N.J., as sales engineer.

**Carolyn Stebbins**, bill-of-materials coordinator, C-Cor Electronics, State College, Pa., named supervisor, systems design.

**David Solinske**, from noncommercial WYCC-TV Chicago, joins WSYR(AM)-WYYY(FM) Syracuse, N.Y., as chief engineer.

## Promotion and PR

**Blanche Runge**, manager, program administration, West Coast, NBC Entertainment, Los Angeles, named director, corporate information, NBC, West Coast.

**Doug Duitsman**, VP, advertising, publicity and promotion, Columbia Pictures Television, Burbank, Calif., joins Warner Brothers Television there as senior VP, advertising, publicity and promotion.

Appointments, Home Box Office, New York: **Tom Tanno**, senior publicist, to manager, consumer press information and sports; **Susan Blattman**, senior publicist, to manager, Cinemaax publicity, and **Rick Schindler**, copywriter, to senior copywriter, media relations.

**Joan Coyne**, manager, affiliate promotion, Showtime/The Movie Channel, New York, named director, affiliate promotion.

**Erwin Okun**, VP, public relations, Walt Disney Productions, Burbank, Calif., named VP, corporate communications.

**Byron Reimus**, senior VP, Ruder Finn & Rotman, New York, named corporate senior VP, marketing and strategic planning.

**Karen Krapf**, from Southern R.I. Publications, Warwick, R.I., joins Colony Communications, Providence, R.I., as advertising coordinator.

**Richard Shambroom**, from Rick Shambroom Associates, New York, joins BBDO Promotion there as VP.

**Carolyn Jenkins**, account executive, Dorf/MJH Public Relations, New York, joins Aragon Public Relations, St. Louis, as senior account executive.

**Kathi Ann Kolodin**, freelance promotion consultant, joins WASH(FM) Washington as promotion director.

**Reynolds remembered.** Fifteen prominent broadcast journalists have signed a letter sent to friends and colleagues of the late ABC television newsman Frank Reynolds soliciting their support for the establishment of a scholarship fund honoring Reynolds at the Columbia Graduate School of Journalism. The fund will provide financial assistance to prospective journalists who might otherwise be unable to pursue graduate study. As part of the scholarship program, ABC News will finance paid summer internships for scholarship recipients at the company's Washington bureau. The signers of the letter were Tom Brokaw, Peter Jennings, Dan Rather, Roone Arledge, John Chancellor, Steve Bell, David Brinkley, Sam Donaldson, Ted Koppel, Jim Lehrer, Robert MacNeil, Bill Moyers, Eric Sevareid, Howard K. Smith and Barbara Walters.

## Allied Fields

**David Zonker**, senior VP, Jones Intercable Securities, Englewood, Colo., named president, broker administration. JIS provides administrative support for limited partnership programs that raise equity capital for acquisition of cable television systems.

**David Bartlett**, deputy executive editor, Metromedia television news, Washington, joins Voice of America, United States Information Agency, Washington, as deputy program director, news and English broadcasts. **Herb Koster**, public affairs director, U.S. General Services Administration, Washington, joins United States Information Agency there as director of audience relations, Voice of America.

**Leo Buss**, deputy associate administrator, office of spectrum management, National Telecommunications and Information Administration, Washington, retires.

**Arthur Pankopf**, independent consultant, joins Corporation for Public Broadcasting, Washington, as legislative director, office of general counsel.

**Lou Hampton**, communications consultant, joins Executive Television Workshop as head of newly opened Washington office. ETW trains executives for television and radio interviews.

**Edward Woodyard**, from Caravatt Communications, New York, joins Cabletelevision Advertising Bureau there as director of communications.

**Cindy Roberts**, member services liaison, small market stations, Radio Advertising Bureau, New York, named member services representative, major market stations.

**Ed Shane**, program director, KTRH(AM) Houston, resigns to return full time to Houston-based Shane Media Services, broadcast consulting firm he founded in 1976.

## Deaths



**James Jeremiah Wadsworth**, 78, former FCC commissioner, member of U.S. delegation to conference of international agency for satellite communications and ambassador to United Nations, died of stroke March 13 at Strong Memorial hospital, Rochester, N.Y. Wadsworth was appointed to FCC in 1965. In 1969 he voted with majority in controversial 3-to-1

decision to strip WHDH Inc. of its license to operate television station on channel 5 in Boston. He left commission in 1969 to join international satellite conference and, in 1970, returned to Geneseo, N.Y., to run family's farm lands there. He is survived by his wife, Mary Alphin; daughter, Alice Wadsworth Strong; five grandchildren; four great grandchildren; stepdaughter, Jean D. Ogilvie; stepson, Scott W. Donaldson, and three step-grandchildren.

**Bertram H. Claster**, 73, founder of Claster Television Productions, Baltimore, and creator of one of television's longest-running children's shows, *Romper Room*, died March 11 at College Manor Nursing Home, Lutherville, Md. He had Alzheimer's disease. Claster began *Romper Room* in 1953, with his wife, Nancy, as first teacher. Series grew from local program to one syndicated to 140 U.S. cities and 35 foreign countries. Claster sold company to Hasbro Industries in 1969 but remained active in management until 1973, when they were succeeded by their children, John Claster, as president, and Sally Claster Bell, as executive VP. Among Claster's other productions are *Bowling for Dollars*, *Pinbusters* and children's show, *The Great Space Coaster*. Claster is survived by his wife, Nancy, son and two daughters. Claster's son-in-law, Alan Bell, is VP and general manager of KTVU(TV) San Francisco.

**Harold H. Heminger**, 61, former president and part owner and director of Findlay Publishing Co., Findlay, Ohio, which owns WFIN(AM)-WHMQ(FM) Findlay and WCSI-AM-FM Columbus, Ind., died March 13 of self-inflicted gunshot wound to head at his home in Fort Lauderdale, Fla. He is survived by his wife, Martha, two sons and daughter. Edwin L. Heminger, his brother, is president of Findlay Publishing.

**Ithiel de Sola Pool**, 66, political science professor, Massachusetts Institute of Technology, Cambridge, Mass., who researched, wrote and lectured on communications theory, died of cancer March 11 at Cambridge hospital. He is survived by his wife, Jean, and three sons.

**Patrick J. Connolly**, 41, newsman, Associated Press, Seattle, died of heart attack Feb. 22 at Stevens Memorial hospital, Edmonds, Wash. He is survived by his wife, Laura, and son.

**Jack M. Reeder**, 70, former chief engineer for KRLA(AM) Pasadena, Calif., from 1941 to 1982, died March 9 of emphysema at Pasadena hospital. He is survived by his wife, Blanch, son and daughter.

**Steven Tatsukawa**, 35, manager of program development, noncommercial KCET(TV) Los Angeles, died of heart attack Monday, Feb. 27, at Daniel Freeman hospital, Los Angeles.



## Sony's Bill Connolly: Persevering for excellence

It started with a math degree and has led to the presidency of Sony Broadcast Products. En route, the career of Bill Connolly has passed several landmarks of distinction.

Two of them are heralded by Emmy awards that Connolly received on behalf of the CBS Television Network during his 17-year tenure there as founding director of the network's engineering and development department. The first Emmy came in 1970 for his work on the NTSC color corrector, which for the first time made it possible to correct colors in a television signal in its composite form. The second came in 1981 for the development of the electronic still store system.

After 23 years at CBS, where he spent most of his time developing and assessing new devices to make the network system more efficient and reliable from a technical standpoint, he left to become president of Sony Broadcast Products. In that post, which he assumed last October, he continues to develop and assess new products, but now they are for sale to the industry at large.

If the transition from network engineer to marketing engineer has been difficult, as one colleague insists it must have been, Connolly does not show it. Asked why he left CBS, he answers simply: "New challenges." He speaks fondly of the CBS organization that was his home for over two decades, adding: "Sony has the same attraction. [The new post] provides an opportunity to continue, in a sense, what I was doing at CBS—developing targeted devices for television broadcasting."

The best people in any profession are for the most part compulsively dedicated to it, and Connolly is no exception. "Somehow, new things always take on a great fascination," he says of his approach to the business.

That probably explains why Connolly says his biggest accomplishment at CBS was not the development of any particular device or technology, but the establishment of CBS's engineering development department—an assignment that Joe Flaherty, vice president, engineering and development, CBS Television Network, asked him to undertake in 1967. "As far as I know, it was the first time that technique [CBS's engineering development concept] was ever applied" in the network business, he says. He likens the technique to that of Thomas Edison's research laboratory. "Edison is remembered for the light bulb, phonograph and movies, but his greatest contribution was building that lab so that individual breakthroughs could be achieved on a sustained basis," Connolly says.

Connolly's communications career began



William George Connolly—president, chief executive officer, Sony Broadcast Products Co., Teaneck, N.J.; b. May 17, 1932, New York; U.S. Air Force, 1948-52; BS, mathematics, Columbia University, New York, 1957; staff engineer, automation applications department, Western Union Telegraph Co., 1956-60; design engineer, CBS Television Network, 1960-64; associate director of engineering, CBS Television Stations Division, 1965-67; director of development, engineering and development department, CBS Television Network, 1967-82; vice president, deputy director of engineering development, CBS Television Network, 1982-83; present position since October 1983; m. Lorraine Brehm, Sept. 7, 1957; children—Virginia, 25; Michael, 24; Kathleen, 23; Patricia, 21; Peter, 18; Susan, 16.

after a four-year stint in the U.S. Air Force (where he was first involved with the Berlin airlift and then the Strategic Air Command back in the states), followed by another four years at Columbia University. Upon graduation in 1957, Connolly joined Western Union Telegraph Co. as a design engineer. At the time, the company had a contract with the Air Force to develop and maintain a high-speed telegraphy and automation system that interconnected strategic Air Force bases worldwide. "Our first job was to transistorize a thin vacuum tube," recalls Connolly, "That's how old I am."

Although his work at WU focused on narrow-band communications systems, Connolly became interested in wide-band technology—specifically the transmission of television signals. At the time, he recalls, solid state technology was in its "early adolescence," and larger circuit design was emerging as an important development in the broadcast industry.

As Connolly's interest in wide-band grew,

he began looking for job opportunities in television. "Essentially," he says, recalling how he landed the job with CBS, "I knocked on their door." Howard Chinn, head of the network's engineering department at the time, answered. And Connolly was hired as a design engineer.

In 1964, after four years at the network, Connolly moved to the stations division, where he was named associate director of engineering.

Three years later, Flaherty approached him about forming and directing a development department. As Connolly recalls, "I was very happy where I was." Nevertheless, the challenge of putting together a department of the scope that Flaherty proposed proved too attractive to pass up. And Connolly moved back to the network, beginning a close and fruitful relationship with Flaherty that was to last throughout his tenure with CBS.

"We certainly had a number of successful years together," says Flaherty of their working partnership. "It was one of those ideal teams," he adds, noting a few of their significant applied-technology breakthroughs: color corrector, electronic newsgathering equipment, one-inch videotape and the digital standard.

Flaherty observes that perhaps Connolly's best asset is his ability to combine technical know-how with a practical turn of mind. "That's rare in this business," Flaherty adds.

Connolly also receives good marks from some of his old competitors. Julius Barnathan, president, ABC broadcast operations and engineering, describes Connolly as a "good competitor, very honorable, fair and open minded." Considering his various contributions to broadcast technology, Barnathan concluded that Connolly has been a "pretty good guy for the industry."

Now that Connolly has been at Sony for six months, he has had time to establish several goals, foremost of which is "increasing the penetration of Betacam." At this point, most in the industry acknowledge that a compromise standard between the Betacam half-inch camera recorder and Matsushita's M format competitor is unlikely. "It's our hope to have Betacam accepted as a de facto standard," he explained, referring to vigorous efforts now being made to achieve acceptance by standard-setting bodies around the world. "It's unlikely to be a marketplace decision," and, he adds, "we're comfortable with that."

Although it's not unusual for him to put in a 50- or 60-hour week, Connolly finds time for several leisure activities, including fishing (particularly for fresh-water bass), color photography and building furniture (his specialty is early American).

Where does he go from here? "Learning to do what I'm doing better than I'm doing it now."

**CBS News** last week became **first network to announce plans for debate among presidential hopefuls** since court judgment on March 8 affirming FCC ruling that broadcasters may sponsor as well as cover such debates without incurring equal-time obligations (see page 69). CBS News on Friday said it had invited four major active candidates for Democratic presidential nomination to participate in live, one-hour debate, starting at 8 p.m., to be moderated by Dan Rather. CBS News President Edward M. Joyce sent identical invitations to Senator John Glenn (D-Ohio), Senator Gary Hart (D-Colo.), Rev. Jesse Jackson and former Vice President Walter Mondale. Glenn, however, ended his candidacy last week.

**NBC-TV** announced last Thursday (March 15) it is **canceling First Camera**, network's Sunday evening news magazine, which has consistently been lowest-rated program since its premiere last Sept 18. The 7 p.m.-8 p.m. **NYT slot will be filled beginning April 8** by original and repeat episodes of previously canceled family drama, **Father Murphy**. In prepared statement, NBC Chairman Grant Tinker said NBC's "commitment to a news series in prime time is undiminished and NBC News is under way with development of a new and competitive weekly program. We will schedule it when it is ready." It is anticipated that new prime time NBC News series will be announced with rest of NBC's new fall lineup on May 10. **First Camera** host Lloyd Dobyns and other program staff members will be reassigned within NBC News.

**Mutual Broadcasting System President Martin Rubenstein and Representative Timothy Wirth (D-Colo.)** last week clashed in **television debate** over issue of **networks' broadcast of projections of election results before polls close**. And Rubenstein—in reference to hearing Wirth's Subcommittee on Telecommunications held on issue last month—said, "It's an infringement on the rights of people when you haul [broadcast journalists] down here" for hearing. Wirth, who has urged broadcasters to exercise "restraint" while stating that First Amendment would appear to bar legislation, shot back, "Are you suggesting the U.S. Congress can't hold a hearing on this?" "Yes," said Rubenstein, it can hold a hearing. "But it has a chilling effect on the people's right to know." Wirth's position is that projections of results before polls close discourage people from voting. "There is nothing more sacred than an individual's vote," he said. "We question the right of the networks to interfere in the democratic process." Rubenstein, who heads National Association of Broadcasters' First Amendment Committee, said, "The networks are being asked to restrain themselves from doing what the politicians do—ask the voters what they're doing." Politicians, he said, want to reserve that activity for themselves, not American people. Confrontation was taped in Washington as part of *American Debate* series, funded by Roosevelt Center for American Policy

Studies for presentation on 40 public television stations served by Southern Education Communication Association.

There may be life in "CATA loophole" after all. At request of Copyright Office, **Copyright Royalty Tribunal** last week received **comments on validity of loophole in copyright law that would allow all cable systems to carry dozens of distant signals without paying 3.75% copyright rate** for any of them. Cable operators have insisted that 3.75% rate is onerous. Loophole is named after Community Antenna Television Association, which first published it in its newsletter in February 1983 and which asked Copyright Office for ruling on it. Among those endorsing loophole was National Cable Television Association. NCTA said 3.75% rate should not apply to imported signals of "specialty stations" or of independent stations substituted for specialty stations. (FCC classifies at least 33 mostly foreign and religious stations as specialty stations.)

**Gross Telecasting Inc.**, licensee of WJIM-AM-FM-TV Lansing, and WKBT-TV La Crosse, both Michigan, last week **announced settlement with Lansing branch of American Civil Liberties Union** under which latter has agreed to drop its challenges of Gross licenses in court of appeals—and agreed not to challenge sale of Gross's two TV stations for \$48 million to Universal Communications Corp. which is being headed by John Backe, former CBS president. According to Andrew Schwartzman, attorney for ACLU, agreement calls for Gross to contribute \$600,000—and for Backe to contribute another \$200,000—to trust fund. Fund, Schwartzman said, will be permitted, through interest, to accumulate to \$1 million. Then 75% of interest from fund will be funneled to "constitutional rights fund" set up by Lansing branch of ACLU; remaining 25% will go to variety of Lansing public service projects.

**House bill (H.R. 5120)**, introduced last week by Representative Thomas Bliley (R-Va.), is identical to Senate measure that would **permit broadcasters to refuse to air pornographic political advertisements** despite no-censorship provision of Section 315, equal-time law. Senate bill was introduced by Senator Jeremiah Denton (R-Ala.).

**Thomas Burchill**, president and chief executive officer of **RKO Radio networks**, is **leaving that post on April 1 to become president and chief executive officer of Lifetime**, and cable network's operating company, Hearst/ABC-Viacom Entertainment Services. Burchill has headed RKO Radio Networks since 1979.

Senator Barry Goldwater (R-Ariz.) is expected to introduce authorization legislation this week, which will include **appropriation of \$238 million to Corporation for Public Broadcasting** for fiscal

## HBO signs pact with Universal

*Home Box Office* announced last week the signing of its longest term licensing agreement yet—a six-year (covering the years 1983-1988) nonexclusive pact with MCA Inc.'s Universal Pictures.

Sources also confirm that HBO and 20th Century-Fox are nearing completion of a nonexclusive deal that may extend four years and perhaps longer.

It's difficult to put an exact price on the HBO-Universal deal because of future box office performance and cable subscriber counts. But sources indicate the total value of the deal will run into the hundreds of millions of dollars.

The latest agreement is known in the trade as an "output deal." That is, HBO will have an option on almost all of the films distributed by Universal, with a few big exceptions. Box office hits, for example, of the magnitude of Steven Spielberg's "E.T." may not be included in the pay-cable package.

In addition to Fox, HBO is also said to be talking with MGM-UA about a nonexclusive pact. Showtime/The Movie Channel Inc. is in discussion with Universal concerning a licensing agreement, a

spokesman acknowledged, "as well as with every other major studio in Hollywood."

As to the significance of that agreement and of the one expected soon with Fox, entertainment analyst John Reidy of Drexel Burnham Lambert offered that "the battling between the pay services and Hollywood seems to have eased somewhat." And the pay services, added Reidy, seem to be indicating that while some exclusivity may be desirable, total exclusivity adds to margin pressures (because of the higher costs of exclusivity) "and doesn't prove anything. You won't see a large portion of subscribers paying for two broadbased services."

HBO and Showtime both have exclusive deals with major studios—HBO with Columbia Pictures and Orion, and Showtime/TMC with Paramount. HBO also has exclusive deals with Tri-Star, the CBS/Columbia joint venture studio that will start producing films this year; with Silver Screen Partners, the limited partnership studio that will also start production this year, and with a number of smaller filmmaking entities.



1987, \$253 million for fiscal 1988 and \$270 million for fiscal 1989—which are figures recommended to Congress by CPB earlier

U.S. district judge in Washington has served notice that **FCC applicant who files engineering data substantially identical to that of competitor's faces prospect of at least its engineering report being impounded by court.** Judge Harold Greene last week issued impounding order in case in which WPOW Inc. has charged MRLJ Enterprises, competitor for 640 khz in East Greenbush, N.Y., with violation of Copyright Act because of alleged copying of wpow's engineering report. (WPOW is seeking to move its WHAZ[AM] Troy to East Greenbush location.) Greene said evidence indicates WPOW is likely to prevail on merits at trial. Among other things, he said, similarities of two applicants' engineering reports "are far greater than the differences." However, it was not clear whether order—to retain material pending outcome of trial—is directed at complete application or only at engineering report. In either case, order appears virtually unprecedented.

**National Cable Television Association President Thomas Wheeler came under fire** last week by two church groups, **United Church of Christ and U.S. Catholic Conference**, for "misrepresenting" their positions on **House cable bill** (H.R.4103). Wheeler, according to letter from USCC, stated that USCC had "reconsidered its position on H.R. 4103" and endorsed certain aspects of bill, not previously endorsed by USCC. "I would appreciate your not presuming to speak for the United States Catholic Conference in the future," letter said. UCC made similar request and told Wheeler to stop saying that UCC has "withdrawn from coalition of public groups which have actively opposed many of the provisions in the Senate bill, S.66, and H.R. 4103 pertaining to local cable jurisdiction, franchise renewal and other important issues." UCC, letter said, remains active participant in coalition opposed to measure. Wheeler had not seen letters. NCTA spokesman, Ed Dooley, said letters were "puzzlement." He said NCTA had referred to what was in joint letter from churches to Energy and Commerce Committee Chairman John Dingell (D-Mich.) that indicated some change. "We know they haven't dropped all their opposition," Dooley said.

**Intelsat board of governors** at meeting in Washington last week **approved restructuring of organization** in manner officials say is designed to reflect new international telecommunications environment. Of changes, which were proposed by Director General Richard Colino, principal one calls for creation of new deputy directorate for business planning and external relations. Board named Jose Alegrett, of Venezuela, now director for external relations, to head new unit.

Responding to Congressional mandate, **FCC** has launched wide-ranging notice of inquiry aimed at **exploring spectrum needs of local and state public safety agencies.** In notice, FCC contends "several events" suggest current spectrum allocated for public safety may not be adequate for long term; it also contends time has come or it to re-examine its current spectrum management policies. Notice seeks comment on what new public safety communications applications are foreseen over next 16 years, and on how those will impact need for telecommunications capacity and capability. Among other things, notice asks what advantages and disadvantages are of using UHF TV channels 14 through 20 for public safety use. Comments are due May 15; reply comments are due June 15.

As of last Friday afternoon (March 16), there was **still no word on whereabouts of CNN Beirut bureau chief Jeremy Levin.** He disappeared in war-torn Lebanese capital on March 7 and is presumed to have been kidnapped, although no group has come forward to claim responsibility for kidnapping. According to CNN spokeswoman Charlotte Adams, CNN Vice President Ed Turner is in Beirut coordinating efforts to find Levin. She said CNN President Burt Reinhardt, NBC News President Reuven Frank and ABC News Senior Vice President Richard Wald have sent separate telegrams to leaders of various factions involved in Lebanese civil war, who are meeting in Switzerland, asking for their help in finding Levin.

**FCC won't take final action on proposals to repeal personal attack and political editorializing rules during fiscal 1984** (which ends Sept. 30), FCC Chairman Mark Fowler said at Senate Appropriations Subcommittee hearing last week. Commented congressional aide after hearing: "They've finally gotten the message." Hearing apparently was supposed to focus on FCC's budget request of \$92.6 million for fiscal 1985, but not much was said about that.

**Neil Hoffman** has been named **vice president and program manager for Metromedia Television Group**, taking over position vacated by Dick Ballinger last December. Hoffman, picked from Metromedia's KRIV-TV Houston, where he served as program director, is first to be named to new three-person programming department for Metromedia's seven TV stations. Hoffman's primary responsibilities will be as liaison to syndication community. He will relocate to Boston, effective May 1.

**Jim Lange**, one-time *Dating Game* host and long-time popular radio personality in San Francisco area, has been named **host of Sandy Frank Film Syndication's New \$100,000 Name That Tune**, set to begin airing next fall. At reception for Lange in New York last Tuesday, Frank sought to dispel rumors his game show is in trouble due to lack of sufficient clearances in good time periods. Program has cleared enough stations to cover 50% of U.S. television homes, he said.

Retired vice president of NBC in Washington, **Peter Kenney**, will receive **National Association of Broadcasters' 1984 Grover C. Cobb Memorial Award** during closing session of NAB's annual convention in Las Vegas April 29- May 2.



**Tip for the fifth.** The cornerstone of C-SPAN's programming since the public affairs network's inception has been live gavel-to-gavel coverage of the House of Representatives. And to mark its fifth anniversary today (March 19), the network will cablecast an exclusive interview with House Speaker Thomas (Tip) O'Neill (D-Mass.). In the interview with C-SPAN President Brian Lamb, which was taped March 9, O'Neill assured Lamb that the televised House proceeding would continue to be available to C-SPAN. "Television is [in the House] to stay permanently now," he said. "As a matter of fact, I think there'd be a hue and cry if [the House] were to shut it off." If C-SPAN stopped distributing the coverage nationally through cable systems, he added, "we'd have to find another organization or we'd have to go into the business and do it ourselves."

House Republicans, more so than their Democratic counterparts, have been taking advantage of the C-SPAN coverage to address directly their constituencies, O'Neill said. But, for some Republicans, their playing to the cameras has backfired, he said. According to Democratic polls, he said, four conservative Republicans in particular, who have made numerous speeches for the television audiences, have turned off voters "because they showed a meanness, because they showed an unfairness, because they relegated themselves to the wealthy of America."

# Editorials

## Better part of valor?

In the eruptions of rhetoric from the National Association of Broadcasters and the House Telecommunications Subcommittee, it is difficult to find clear signs of what is going on.

The subcommittee chairman, Timothy Wirth (D-Colo.), and a subcommittee member, Mickey Leland (D-Tex.), have denounced the NAB for obstructing action on a bill that they persist in describing, incorrectly, as deregulatory. Only the NAB's "recalcitrance" in resisting Leland's demands for the inclusion of racial and gender quotas in employment, said Wirth and Leland, stands in the way of subcommittee action.

Not so, said Edward Fritts, the NAB president. As drafted, the bill would produce more regulation, not less, and is unacceptable in several particulars. Besides, said Fritts, the NAB is willing to negotiate with Leland. Despairing of getting an acceptable bill past Wirth and his subcommittee, the NAB has decided to repeat an earlier attempt, which failed, to persuade the parent Energy and Commerce Committee to take jurisdiction from Wirth.

Those exchanges occurred two weeks ago (BROADCASTING, March 12). The air was in no way cleared last week. Al Swift (D-Wash.), a subcommittee member on whom the NAB was counting for help in its run around Wirth, declined the honor. David Aylward, chief counsel to the subcommittee, confidently predicted movement in the subcommittee toward a bill this week. (Aylward, however, strayed from his boss's party line that only the EEO issue remained unsettled. Aylward said at a Federal Communications Bar Association luncheon that "a couple" of disputes remained.)

From the broadcasters' point of view, the disputed provisions in the bill's present form considerably exceed "a couple." Although this draft is an improvement over a first one (BROADCASTING, Dec. 5, 1983), it still contains FCC regulation of television programming that goes far beyond anything to be found in current rules or law. The program regulation and other controls would more than offset the deregulatory offerings. The trade-offs are of a magnitude that Fritts's members would not tolerate.

From the beginning, Wirth has made it clear that the broadcasters can buy deregulatory relief from him only at prices they are unwilling to pay. He still runs the Telecommunications Subcommittee, and he demonstrated a fierce defense of turf when the NAB tried to outflank him the first time.

Does it make sense to continue a confrontation with a subcommittee chairman whose political future is in no way imperiled by the recent showing of his fellow Coloradoan, Gary Hart? Is this the time to abandon efforts to obtain a deregulatory bill that is almost certain to turn out to be defective, or should the NAB wait to kill a monster at a later stage when sponsors of more congenial legislation would be left out on a limb?

Interesting questions that the government relations department of the NAB, thinking of future problems of other kinds on Capitol Hill, cannot dismiss out of hand.

## Arm of the law

Statistics on the capture of criminals in Los Angeles County have escaped the attention of this page, but if they reflect the industriousness demonstrated by the county's sheriff in another jurisdiction, Washington, no one wanted by the law can still be at large out there.

As reported in a story beginning on page 69 of this issue, Sheriff Sherman Block is conducting a lobbying campaign of

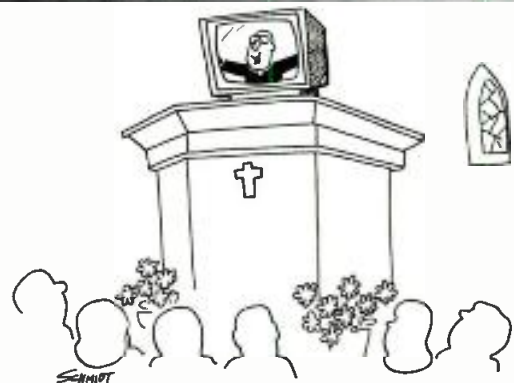
pervasive vigor to obtain the use of channel 19, belonging to the television broadcasting service, for his department's communications. The sheriff for years has been seeking expanded spectrum space on the grounds that the frequencies that the public safety services now occupy are overcrowded.

Not many sources of influence in Washington have escaped visits by the sheriff and his deputies. Ed Meese, now engaged in other interests, called the FCC chairman to the White House to talk about the sheriff's case. At the request of a California senator, the General Accounting Office is monitoring the sheriff's interests. Last week, in an aside during a speech to the Federal Communications Bar Association, the chief counsel of the House Telecommunications Subcommittee referred to "large police officers" calling on him and his boss to talk about spectrum needs. At the instigation of California congressmen, the Congress passed a law requiring the FCC to look into alleged overcrowding in the frequencies assigned to public safety, and the FCC, in accord with that instruction, has begun a wide-ranging inquiry.

Considering the pressure the FCC is enduring, it is understandable that the agency would call as little attention as possible to an embarrassing report from its field office in Los Angeles. The field office listened in on the sheriff's frequencies and found unobstructed traffic at periods of peak use and no traffic at all much of the time. Naturally, the sheriff has called the monitoring report "oversimplified." His case is being helped very little by the discovery that he isn't using the frequencies he already has.

Unless the field office monitoring is conclusively discredited, the sheriff ought to settle down to his principal job and let the FCC get on with its major inquiry into the needs of the whole land-mobile system. On the evidence adduced so far, no special treatment for the sheriff is indicated.

**Times change.** Ten years ago a television interview with Richard M. Nixon would have been worth, oh, about a buck and a half. Last week an interview with Richard M. Nixon fetched half a million dollars. It remains for viewers to decide whether the price was right after they have seen the three installments that CBS-TV will present. It remains also for viewers to decide whether CBS abandoned editorial control by buying an interview conducted by a former Nixon employe. Meanwhile, this page will refrain from the rush to judgment that some others couldn't resist.



Drawn for BROADCASTING by Jack Schmidt





## **Air support for the AMVETS**

WKJF and WKJF-FM in Cadillac, Michigan, recently became the first stations ever to be honored by the Cadillac area AMVETS for outstanding service to their organizations. The radio stations' continuing involvement with the group has included participation in the development of both fund-raising and promotional programs. WKJF and WKJF-FM also produced and aired a series of public service announcements designed to reach veterans with important information about programs, services and opportunities available to them.

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Nebraska

**WJFM**  
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Michigan

**WKJF**  
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**KMEG-TV**  
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