

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 12



97 EPISODES AVAILABLE JANUARY 1984

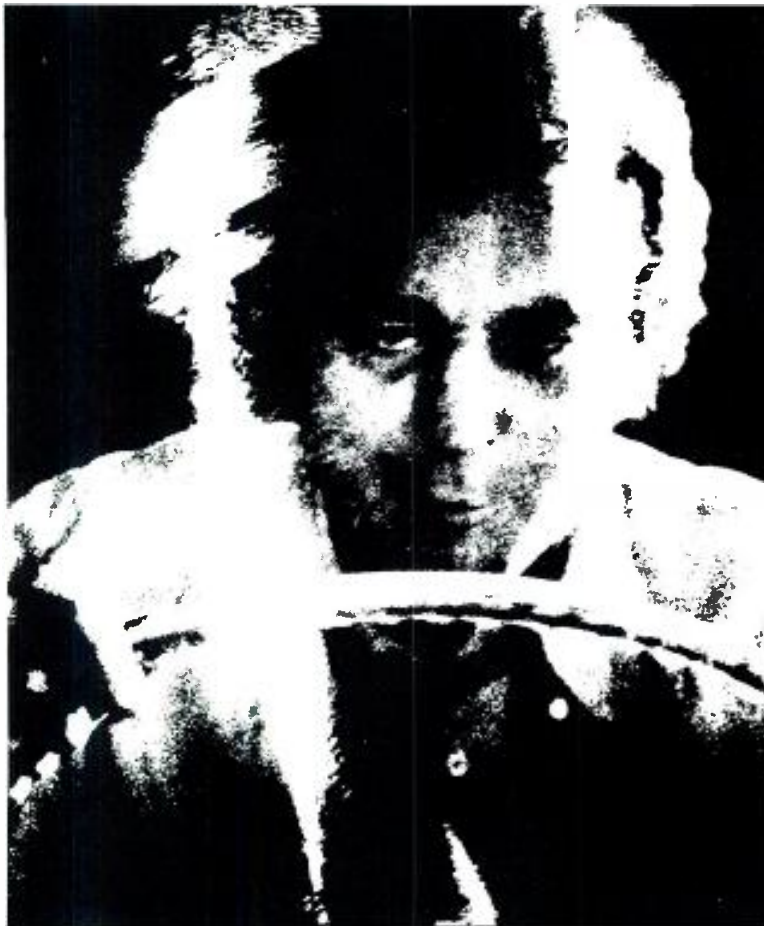
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52d Year 1983
 The race begins
 for multichannel MDS
 Fall's final lineup

DRUNK DRIVING

A national survey to help you evaluate your state. Compiled by the property and casualty insurance industry.



The drunk driver kills thousands of Americans a year, and injures more than half a million. This series of anti-drunk driving advertisements is dedicated to reducing this toll. Its purpose: to serve as a rallying point for the thousands of individuals and many organizations actively fighting drunk driving in America today. All data are as of August 1, 1983.

State	Drinking age	1st offense license susper
Alabama	19	90 days
Alaska	21 (1/84)	90 days (10/83)
Arizona	19	30 days
Arkansas	21	90 days-1 yr.
California	21	None
Colorado	21; 18, 3.2 beer	1 yr. (.15 BAC)
Connecticut	20 (10/83)	6 mos. (10/83)
Delaware	21 (1/84)	3 mos.
District of Columbia	21; 18, beer & wine	6 mos.
Florida	19	6 mos.
Georgia	19	1 yr.
Hawaii	18	90 days
Idaho	19	180 days
Illinois	21	1 yr. max.
Indiana	21	60 days-1 yr.
Iowa	19	120 days
Kansas	21; 18, 3.2 beer	Limited use
Kentucky	21	None
Louisiana	18	60 days
Maine	20	45-90 days
Maryland	21	60 days max.
Massachusetts	20	30 days-1 yr.
Michigan	21	6 mos.-1 yr.
Minnesota	19	30 days
Mississippi	21; 18, 3.2 beer	90 days-1 yr.
Missouri	21	90 days
Montana	19	6 mos.
Nebraska	20	6 mos.
Nevada	21	90 days
New Hampshire	20	90 days
New Jersey	21	6 mos.
New Mexico	21	None
New York	19	6 mos.
North Carolina	21; 19, beer & wine	1 yr.
North Dakota	21	91 days
Ohio	21; 19, beer	60 days
Oklahoma	21	1 yr.
Oregon	21	1 yr.
Pennsylvania	21	1 yr.
Rhode Island	20	3-6 mos.
South Carolina	21; 18, beer & wine	6 mos.
South Dakota	21; 18, 3.2 beer	30 days
Tennessee	19	1 yr.
Texas	19	1 yr. max.
Utah	21	90 days
Vermont	18	1 yr.
Virginia	21; 19, beer	6 mos.
Washington	21	90 days
West Virginia	19	6 mos.
Wisconsin	18	3 mos.
Wyoming	19	90 days

Note: 1 Higher of "presumed intoxicated" or "defined as intoxicated" BAC number
2 REDDI = Report Every Drunk Driver Immediately

America is at war. In every state, t battle is on against drunk drivers.

How does your state measure up? Many states have reduced fatalities by increasing the drinking age. Or adopted proven deterrents such as roadside sobriety checks and suspended licenses.

In most states, organizations such as Mothers Against Drunk Driver

DRUNK DRIVING IN AMERICA

State	Blood Alcohol Concentration (BAC) defining Driving While Intoxicated (DWI)	MADD, SADD and RID chapters	Pending legislation	Existing measures
Not issued	0.10	MADD, SADD, RID		Dram shop liability (statute holding retail server of alcohol responsible for its consequences)
Not issued	0.10	MADD, SADD, RID		
Not issued	0.10	MADD, SADD, RID	Mandatory rehabilitation	
Not issued	0.10	MADD, SADD	Simplified legislation to clarify laws	Toll-free number to report DWI suspects
	0.15 ¹	MADD, SADD, RID	Drinking age 21; revocation 0.10 BAC	REDDI ² line; admin. lic. revocation; dram shop
	0.10	SADD, RID		Dram shop liability
	0.10 ¹	MADD, SADD		
	0.10 ¹	SADD		
	0.10	MADD, SADD, RID		Statewide rehabilitation program
Not issued	0.12 ¹	MADD, SADD, RID	Drinking age 21; dram shop liability	
Not issued	0.10	SADD		
	0.10 ¹	SADD, RID		Toll-free REDDI hot line
	0.10	SADD, RID		Dram shop liability
	0.10	MADD, SADD, RID		
Not issued	0.13 ¹	MADD, SADD, RID	Drinking age 21; REDDI program	Toll-free line; CB radio watch; Dram shop liability
Not issued	0.10	MADD, SADD, RID	Driving while impaired 0.05-0.10 BAC	REDDI hot line
	0.10	MADD, SADD, RID		
	0.10	MADD, SADD		Mandatory education and community service
	0.10	SADD		
Not issued	0.13	MADD, SADD	Drinking age 21	Dram shop liability
Not issued	0.10	MADD, SADD, RID		Dram shop liability
	0.10	MADD, SADD, RID		Dram shop liability
Not issued	0.10	MADD, SADD		
Not issued	0.10	MADD, SADD, RID		
	0.13 ¹	MADD, SADD, RID	Age 21; open container; license revocation	REDDI program; administrative license revocation
	0.10	SADD		Montanans Against Drunk Drivers organization
	0.10	MADD, SADD		REDDI program; trooper incentive program
	0.10	MADD, SADD		New law: 2 days in jail or 48 hours of public service
Not issued	0.10	MADD, SADD, RID		
Not issued	0.10	MADD, SADD, RID	Blood test for drivers in serious accidents	\$1,000 license surcharge for convicted drivers
Not issued	0.10	MADD, SADD		"STOP DWI" education program; dram shop
Not issued	0.10	MADD, SADD, RID		Limited dram shop liability
Not issued	0.10	MADD, SADD		Dram shop liability
	0.10	MADD, SADD, RID	Education program for first offenders	REDDI program; dram shop liability
	0.10	MADD, SADD, RID	BAC to .05; breath tests for serious accidents	
Not issued	0.08 (10/83)	MADD, SADD		Dram shop; REDDI program; CB reporting system
	0.10	MADD, SADD, RID		Dram shop liability
	0.10	MADD, SADD		Toll-free hot line; Dram shop liability
	0.10	MADD, SADD, RID	Drinking age 20 (beer & wine); open container law	
	0.10	SADD		Mandatory education requirement
Not issued	0.10 ¹	MADD, SADD, RID		Hot line program
Not issued	0.08	SADD, RID		Dram shop liability
	0.10	MADD, SADD, RID	Drinking age 19 vetoed by governor; dram shop	
Not issued	0.10	MADD, SADD		
Not issued	0.10	MADD, SADD		Toll-free hot line; CB radio reporting system
Not issued	0.10	MADD, SADD		Administrative license suspension
	0.10	MADD, SADD, RID	Drinking age 21; BAC .08; no plea bargaining at .10	Dram shop liability
	0.10	SADD		Toll-free REDDI hot line; Dram shop liability

MADD), Students Against Driving Drunk (SADD) and Remove Intoxicated Drivers (RID) are working actively with legislators to fight drunk driving. Most important are changes in the statutes that once condoned drunk driving. The results of these changes in the form of new legislation, stricter enforcement and reduced death tolls already a hopeful sign.

What can you do in your state?

Begin by reading our report, *Drunk Driving: A Killer We Can Stop*. It explains what every one of us can do to help. We'd like to send you a copy free of charge, as well as additional material to help you do something about drunk driving.



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Please send me at no charge

- A copy of *Drunk Driving: A Killer We Can Stop*.
- A list of organizations active in my state.
- Your bibliography on drunk driving.

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City _____

State _____

Zip _____

P5 _____

“With Simulsat, the audio quality is tremendous. Everyone at the radio station and listeners are highly satisfied.”



Simulsat can simultaneously see all domestic satellites at once with consistent broadcast quality performance. The multi-beam antenna from Antenna Technology Corporation is being heralded as a major breakthrough by radio and television broadcasters everywhere.

Recently, Mr. Rees Roberts, Chief Engineer at WJRN, purchased three (3M) Simulsats for three radio station affiliates of Sentry Broadcasting. Here are his thoughts:

“Prior to purchasing Simulsat, we had only one antenna. We were suddenly faced with having to purchase two additional antennas for each of our stations to accommodate all the different services we wanted to use to increase market share.”



Mr. Rees Roberts
Chief Engineer
WJRN
ABC Affiliate
A division of Sentry Broadcasting
Racine, Wisconsin

“Now Simulsat is picking up three satellites simultaneously. It’s doing exactly what we want it to do. We’re not limited to just three; we could expand up to twenty satellites simultaneously. The audio quality is tremendous. Everyone at the radio station and our listeners are amazed. In the future, we even see that

Simulsat will be a direct income producing service.”

“Overall, I can’t say enough about Simulsat and Antenna Technology Corporation. It is a pleasure to deal with them.”

Call or write Antenna Technology Corporation for a full-color brochure, and information on turn-key installation and two year warranty for 3M, 5M and 7M Simulsat. Simulsat sees all C-Band satellites simultaneously and has Ku-Band capabilities.

ANTENNA TECHNOLOGY CORPORATION
8711 East Pinnacle Peak Road, C-103
Scottsdale, Arizona 85255
Call (602) 264-7275



Broadcasting Sep 12

Multichannel MDS filings eclipse LPTV record □ FCC eases AM daytimer restrictions, reaffirms family viewing decision □ Eastern Cable Show coverage □

MDS FLOOD □ Thousands of applications pour into FCC for multichannel multipoint distribution service. **PAGE 23.**

FCC ACTION □ Commission eases restrictions on AM daytimer operations and backs Wiley-commission decision on family viewing case. **PAGE 24.**

FIRST WEEK □ Executives at NBC, ABC and PBS voice approval of first-week accomplishments of new news formats. **PAGE 25.**

READY FOR ACTION □ Three broadcast networks finalize dates for fall premieres. Day-by-day chart begins on **PAGE 26-27.**

CABLE CONFAB □ Eastern Cable Show shows slight drop in attendance and exhibitors; other cable show, Jewish holiday cited. ABC Video Enterprises' Granath says cable services need to adapt to survive. Operators hear state of cable deregulation legislation from Hill members. Sports View, a new regional sports programming service centered on Southeast conference college football and basketball games, is announced. Cable Music Services announces Just for Listening cable audio format for radio stations. **PAGE 28-30.**

ON TO THE HILL □ Hollywood production community turns to Capitol Hill to head off FCC's tentative decision to lift syndication and financial interest rules. **PAGE 42.**

INTERFERENCE AFFIRMATION □ Appeals court backs FCC in refusing frequency shift for WLIB(AM) New York because it would cause interference to WCAU(AM)

Philadelphia. **PAGE 44.**

ORION STUDY □ Orion Satellite presents FCC with study attacking arguments Intelsat has used against Orion's application. **PAGE 44.**

FIRST VICTORY □ Judge rules CBS doesn't have to show prebroadcast transcript to other judge in New Orleans policemen case. **PAGE 48.**

AMERICAN DEALER □ Harris Corp. agrees to distribute World System Teletext equipment manufactured by British firm in U.S. **PAGE 56.**

FINANCIAL SETTLEMENT □ Financial News Network and former executive agree on terms of dissolution of relationship. **PAGE 56.**

SULLIVAN REVISITED □ Metromedia plans Saturday evening prime time musical and entertainment program for next April. **PAGE 62.**

PAY COMBO □ Viacom and Warner complete deal which will bring second and fourth largest pay services, Showtime and Movie Channel, together. **PAGE 64.**

FRONT LINE □ USIA lends hand in U.S. effort at U.N. in presenting evidence on the downed Korean airliner. **PAGE 66.**

BLAIR EXPANSION □ Blair Television makes management expansion changes. **PAGE 71.**

AM BAND LEADER □ Gene Lothery, head of CBS-Owned AM Stations, is one of few to jump from television to radio. He's helping CBS stations weather what he calls AM's "midlife crisis."

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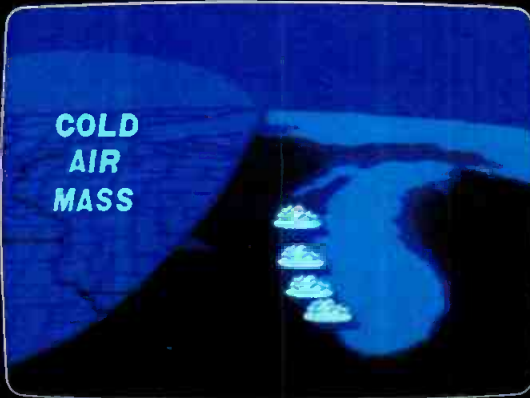
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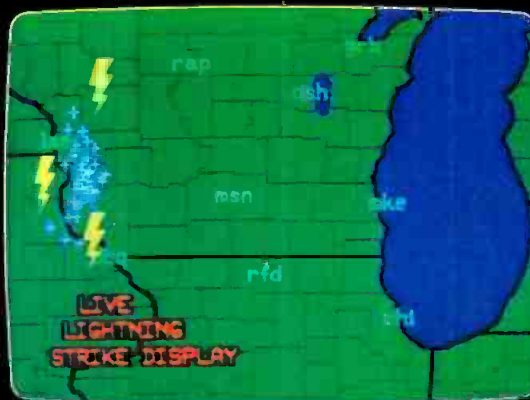
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A.C. Nielsen Co.'s new estimate of U.S. television universe, 83.8 million households, represents smallest year-to-year increase in memory and was settled on, it's understood, only after much discussion. Where annual gains have been running about 2%, this one is 0.6% over last season's 83.3 million. Nielsen blames it on recession and says new census data bears it out: New housing starts dwindled, and unemployment rose, meaning families were staying together longer.

Other side of that coin is that Nielsen's persons-per-household estimates have gone up for first time in recent memory. Nielsen sources say increase is from 2.62 to 2.63 per home, which sounds minuscule, but important age demographics of 18-49 and 25-54 will be up about 2%. In any case, effective at end of last month, each national rating point is worth 838,000 homes, 5,000 more than before.

Public interest

If anyone wants to know where viewers turn when news breaks, CBS News researchers have an answer. On Thursday, Sept. 1, day following Russians' shooting down of Korean jetliner, combined rating of three TV network evening newscasts was up 24% from Thursday before, with CBS News up 35%, NBC News up 14%, ABC News up 23%. Next night, combined ratings were up 21% from preceding Friday: CBS up 26%, NBC up 14%, ABC up 22%.

Hanky-panky possible?

Though nobody has gone public with it, question of breaches of confidentiality of Nielsen's metered cable households has some TV broadcasters stirred up. To get cooperation in installing meters in designated subscriber homes, Nielsen lets cable companies know which households it's metering. Nielsen says this is necessary because meters must be attached to cable companies' equipment. But broadcasters say it gives cable companies big advantages: Operators know where to target special promotions that could distort normal viewing patterns, to ratings disadvantage of over-air services.

There have been no known allegations that such promotions have occurred. Nor is it claimed that Nielsen has acted improperly. But "people are concerned," according to sources with Electronic

Media Rating Council, whose executive director, John Dimling, has been talking with Nielsen about it.

Welcome fallout

Equipment manufacturers are benefiting from ABC's coverage plans for winter and summer Olympics next year. Two biggest orders have been placed with Ampex, to which network will pay almost \$8 million for 53 videotape machines, and Datatek, based in Mountainside, N.J., which is supplying sophisticated routing switcher unit, at cost of about \$1 million. ABC is shipping more than \$25 million in equipment to Sarajevo, Yugoslavia, in few weeks to cover winter games there. Datatek switcher has been custom made for studio of ABC-owned KGO-TV San Francisco where it will be installed permanently after Olympics. Tape machines and other equipment will also be used to cover summer games in Los Angeles and Democratic and Republican conventions next summer and then distributed throughout network and possibly to ABC's O&O's.

Intentional stack

National Association of Broadcasters must-carry task force (see page 70) has interesting composition. Several members are from companies with significant interests in both cable and broadcast television: Bill Baker, Westinghouse; Ralph Baruch, Viacom International; Jim Dowdle, Tribune Broadcasting, and Walter Liss, Cox Broadcasting. NAB says committee choices were intentional. NAB hopes executives who understand broadcasters' desires for must-carry rules but are also sensitive to cable's needs may figure way to reach accommodation on issue.

Wrong number

Some observers attending Eastern Cable Television Trade Show and Convention in Atlanta last week were mildly surprised to notice that certain participants were wearing buttons proclaiming "Support Copyright Reform" and identifying "H.R. 3914" as means to achieve that end. Those with minds for trivia discovered that H.R. 3914 is bill titled "Tax Treatment on Oil and Gas Income" and couldn't fathom connection. Assumption is button should have identified bill as H.R. 3419, which is aimed at making it easier for cable systems to import certain superstation signals.

Shunned

Tim Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, is in quandary over low returns in programming survey sent to all TV stations and sample of 1,200 radio stations. Subcommittee has heard from 238 radio stations and about 300 TV—not enough to project national picture of what's on radio and TV now in programming categories Wirth wanted as basis for new standards to put into deregulation bill. He's still determined, it's said, to produce standards for both radio and television.

Wall Street at glance

At upcoming Radio-Television News Directors Association in Las Vegas (Sept. 22-24), New York-based Newslink, satellite resale carrier, will offer for TV syndication new daily business news short-form program, *The Business Week Final*, produced by *Business Week* magazine in association with Panavideo Inc., facilities house in New York. Program will be taped (with Sony Betacam half-inch equipment and post-produced on one-inch tape) on Wall Street and, if approved, in gallery of New York Stock Exchange, which would be first for regular ongoing program. Program will range in duration from 90 seconds to 120 seconds and will highlight top business news stories of day and report final stock market quotations. Segment, which will be satellite fed, is scheduled to premiere Jan. 2, 1984, and will be offered on cash basis.

Magic number

Couple of years ago, almost any network prime time program pulling less than 27 share of audience could count itself in deep trouble. But as network shares have declined in general, so have cut-off points between success and failure. Current thinking—not much different from year ago—is that in upcoming season, dividing line will be around 25, perhaps enough to avoid cancellation but not enough for renewal; performance in 25-27 range will bring factors other than audience into play in determining fate and anything above 27 will be hallmark of success. These estimates are based on researchers' expectation that three-network share will drop one to two points this season. If it doesn't, or if it drops more than that, parameters are subject to appropriate revision.

Cable castings

Minor series

ESPN announced last week it has reached an exclusive agreement to televise the minor league baseball Triple A World Series for the next five years. Coverage of a round-robin tournament featuring the champions for the three Triple A leagues—the International League, the American Association and the Pacific Coast League—will be offered starting Sept. 18. ESPN's Jim Simpson and John Sanders will handle the play-by-play. Jim Price will be the analyst. George Grance and Irv Brown will report from the dugouts. Will Bealke will produce, and Mark Payton will direct the cablecasts.

NCPC lineup

The National Cable Television Association has nailed down most of its plans for its annual National Cable Programming Conference and the televised presentation of the ACE programming awards that will highlight the two-day event. NCPC is set for Dec. 11-12 at the Biltmore Hotel in Los Angeles. The two-hour awards ceremony, which will be televised, as it was last year, by superstation WTBS(TV) Atlanta, will take place across town at the Beverly theater.

According to Char Beales, NCTA vice president, programming and marketing, who is planning the affair with the help of an industry committee headed by Bob Wussler, executive vice president, Turner Broadcasting System, there will be fewer sessions at NCPC this year. Only seven general ses-



Cable overnight. National Cable Television Association President Thomas Wheeler (r) was the guest of Mutual Broadcasting's Larry King (l) on King's overnight talk show Sept. 3. Wheeler fielded questions from King and listeners, centering on pending federal cable legislation in the House and Senate.

sions and two speakers have been scheduled, she said.

Due in large part to the establishment of two new awards divisions—regional programming and performance and craft—the number of entries has jumped 54% from 841 last year to around 1,300 this year, Beales said. To sort through all those submissions

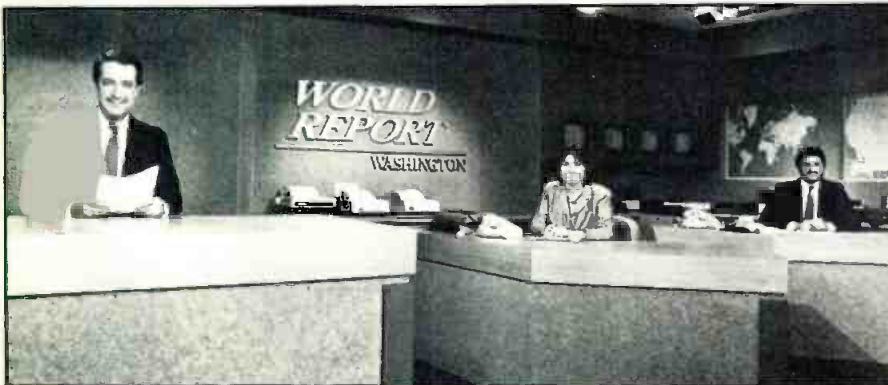
made by cable operators, cable programmers and by independent producers, and pick the winners in time for the show, she said, NCPC's 25 judges will get started in Washington next week.

Franchise action

By a vote of 8 to 7, the Los Angeles city council last Wednesday (Sept. 7) rejected East Valley Cable Television and instead voted 10 to 5 to award the hotly contested East San Fernando Valley cable franchise to Denver's United Cable Television ("Cable-castings," Sept. 5), which until recently had been the underdog in the four-year-old franchise battle. The action gives United the right to build an 800-mile, 165,000-home system at an estimated cost of \$62.5 million. Construction could begin within 60 days and completion is expected within 26 months, according to a United spokesman.

East Valley is 74% owned by Cable America, a subsidiary of Canada's Cablecasting Ltd., which also holds the West San Fernando Valley franchise. East Valley had received the recommendation of a key city committee and cable consultant, but last July the firm submitted a new financial statement indicating it would pay for the cable system with a \$58-million loan from Kaufman & Broad, a Los Angeles real estate and insurance company, and give Kaufman & Broad's Sun Cable subsidiary the option to take control of 82% of East Valley's stock and its board of directors. Earlier, East Valley had won city approval of a change in its ownership whereby Standard Broadcasting of Toronto would pay \$20 million for 55% of the firm's limited partnership.

United is counting on an \$87-million line



Religious angle. Next Sunday will mark the launch of cable's latest news program. *World Report*, a half-hour report devoted to events and issues affecting religion, premieres Sept. 18 at 8:30 a.m. and 4 p.m. on the Satellite Program Network. The report aims to go behind the headlines and report on the impact government, business and economic matters have on the world's religion. Although *WR* is a production of the National Catholic News Service, the coverage is nondenominational. Initial development of the program was funded by grants, although the service is designed to be advertiser-supported. The newscast will be produced in the Washington studio of NC Broadcast News, the production arm of the NCNS. SPN reaches seven million homes through 431 cable systems and 19 broadcast stations. Richard Daw, former Denver bureau chief for AP, is the service's director and editor-in-chief. Pictured above is the on-air news team: anchor Paul Anthony, announcer on *Washington Week in Review* and an anchor for WDM-TV Washington's nightly newscasts; co-anchor and Washington correspondent Carol Pearson, a former reporter for WTTG(TV) Washington, and co-anchor and producer Emil Gallina.

of credit offered by the First National Bank of Boston plus funds generated by its \$45-million annual cash flow. More than \$300,000 in contributions were given to Mayor Tom Bradley and members of the city council by cable companies involved in the protracted bidding contest.

In an unrelated move last Tuesday (Sept. 6), the city council put off a scheduled vote on awarding a cable franchise for South Central Los Angeles until this Tuesday. Only one company is bidding for the 210,000-home system, ACCESS, which submitted its proposal late last year, is 80% owned by Sun Cable, the Kaufman & Broad subsidiary, and 20% owned by a group of local investors.

Sports study

Cox Cable San Diego is conducting research to evaluate the feasibility of a pay-per-view sports network for the San Diego area (Cox's system there has 230,000 basic subscribers). The project is independent of the ongoing joint ABC/Cox PPV experiment known as FirstTicket. Initially, should the PPV network get off the ground, the main attraction would be San Diego Padres baseball games, a Cox spokesman said. As part of the effort to determine viewer interest in the Padres among Cox San Diego subscribers, the system will carry two games (exclusive to the market) this month and make them available to all subscribers. The games will be produced jointly by the Padres and the cable system.

Among the factors the research will examine is the attractiveness of various pack-

ages of Padres games (i.e. a full season's worth, weekends only or per-game). The Padres cablecasts represent the first time that major local sports events will be televised exclusively for the San Diego cable audience, Cox said. The games will be shown on Sept. 13 and Sept. 28. And though both parties want very much to get into the business of pay sports programming, they indicated that the two games are part of an effort to determine cable audience interest and do not represent a commitment on the part of either company for future cablecasts.

Baseball settlement

Turner Broadcasting System has settled out of court the law suit that it filed last month against NBC in federal court to gain the right to televise the National League West playoff games should the Ted Turner-owned Atlanta Braves play it (they are currently battling the Los Angeles Dodgers for the NL West title). Under the settlement, TBS is allowed to assign local broadcast rights to another TV station with TBS producing the games and using its regular announcing crew. In fact TBS has already struck a deal with NBC affiliate WXIA-TV Atlanta to carry the Turner-produced version of those games, should they materialize, instead of the network version.

WTBS normally carries the Braves games both locally and nationally in its capacity as a superstation. Last year TBS lost a court battle to carry the Braves playoffs games over the superstation. At the time, a New

York court ruled that while WTBS, as television originator of the Braves, was exempt from ABC's exclusive right to cover the playoffs, the exemption applied only to the team's local market. However, had WTBS used a split feed to provide Braves coverage to the Atlanta market, the status of Southern Satellite Systems as a passive common carrier would have been jeopardized. SSS transmits WTBS nationwide.

Falcon over California

Falcon Cable Television has been awarded the 28,000-home West Covina, Calif., franchise by the city council of the Los Angeles suburb. Falcon, awarded the franchise over United Cable Television, plans to construct the West Covina system with 501 mhz capacity. Falcon is now the second-largest independent cable operator in California, serving 53 communities.

At the helm

In a move that unites the top post at both the Canadian and American Cablenet companies in a single executive, Walter Weckers, president and chief executive officer, Cablenet Inc., Mount Prospect, Ill.-based MSO, has been dismissed, and replaced by the president and chief executive officer of Cablenet's Canadian counterpart, Cablenet Ltd., Fred Klinkhammer, who will retain that post as well. Cablenet Inc. passes approximately 135,000 homes in the Chicago area, with two communities remaining to be built.

WHERE THERE'S SMOKE, THERE'S A HOT ISSUE.

People feel strongly about smoking. You can spark a lot of interest by exposing them to both sides of issues involving cigarettes.

Tom Howard can help. His job is giving straight answers to tough questions about cigarettes. In person or on the phone.

Get the other side too. And you'll get people involved.



CALL TOLL-FREE (800) 424-9876
THE TOBACCO INSTITUTE.

Business Briefly

TV ONLY

Beatrice Foods □ Introduction of new sauces for Rosarita brand Mexican food begins today (Sept. 12) and is scheduled for five weeks. Campaign will run in 13 markets: San Francisco, Los Angeles, Sacramento and San Diego, all California; Denver; Portland, Ore.; Seattle and Spokane, both Wash.; Salt Lake City; Houston; Phoenix and Tucson, Ariz., and Boise, Idaho. Spots will be divided evenly among day, prime and fringe times. Target: women, 18-49. Agency: Dailey & Associates, Los Angeles.

Luzianne Tea □ Six-week flight is set to start in early October in 40 markets. Commercials will be carried in daytime and fringe periods. Target: women, 18-49. Agency: Rosenfeld, Sirowitz & Lawson, New York.

Federal Express □ Four-week flight has been scheduled to start in early October in approximately 17 markets. Commercials will be placed in news, prime, prime-access and sports

The Inn of the Industry.

The next time business takes you to Los Angeles, take yourself to Le Parc, the fashionable full service hotel located conveniently between Hollywood and Beverly Hills that's become the inn of the industry!



Le Parc
hôtel de luxe

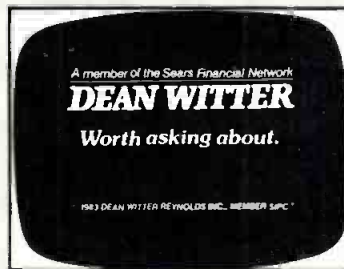
733 North West Knoll
West Hollywood, CA 90069
(213) 855-8888

(800) 421-4666
(800) 252-2152, in California
Or see your Travel Agent

Advantage

Eastman Radio's evaluation. Availabilities for 25-54 age group continued to lead demographics in second quarter of 1983, reaching 36%, as compared with 33% in similar period last year, according to Eastman Radio, New York. In second place was 18-49, with 17%, followed by 25-49, 10%. Most desired length of campaign was one to four weeks, accounting for 75% of requests, dwarfing five-to-nine weeks, 17%, and 10-14 weeks, 5%.

Really worth it. Dean Witter Reynolds Inc., New York, kicked off extensive campaign last Saturday (Sept. 10) in television, radio and print media to advance its theme: "Dean Witter: Worth Asking About," (below left). Campaign is first since brokerage firm was acquired by Sears, Roebuck & Co. in late 1981. Television commercials will be carried on all three networks on sports and news programs and on financial and business shows on cable television. Network radio spots will be presented during morning and evening drive time on news and classical music programs. Spot radio commercials will be used in major Dean Witter markets to supplement network radio buy. Campaign will run through end of 1983. Plans for 1984 are now being developed and will include radio spots during winter Olympics and television and radio announcements during summer Olympics. Agency is BBDO New York.



Despite George Orwell... Television Bureau of Advertising has produced and distributed to member stations, for on-air use, 30-second spot extolling virtues of television in 1984 (above right). Message from TVB President Roger D. Rice, directed to television advertisers, stresses that in 1984 there will be presidential election, Olympic Games and new programs. Brochure produced by TVB also points out 1984 will have political conventions, recovering economy and congressional elections.

Ad numbers. Local television ad dollars rose 15.4% during first half of 1983, to \$1.33 billion, up from '82's total for same period of \$1.15 billion, according to Television Bureau of Advertising report. Top three local TV advertisers for this year's January-to-June period were: McDonald's Corp., \$47.78 million; Pillsbury Co. (Burger King), \$21.96 million, and Pepsico, Inc. (Pizza Hut and Taco Bell), \$21.18 million. Chart below lists top 10 local/retail TV advertisers for first six-months of 1983, as reported by TVB. Two companies not on chart, but within top 25 local advertisers, logged largest percentage increases in ad expenditures over '82 period: Bally Manufacturing Corp., with 128% increase (from \$2.48 million to \$5.66 million), and Southland Corp., with 100% increase (from \$3.13 million to \$6.27 million).

Top 10 local/retail TV advertisers

Advertiser	Jan.-June 1982	Jan.-June 1983	% change
1. McDonald's Corp.	\$41,198,800	\$47,785,900	+ 16
2. Pillsbury Co. (Burger King)	11,217,100	21,961,900	+ 96
3. Pepsico, Inc. (Pizza Hut, Taco Bell)	14,569,500	21,180,000	+ 45
4. General Mills (Red Lobster Inns)	13,773,000	12,642,300	- 8
5. Wendy's International	7,537,600	12,591,000	+ 67
6. Safeway Stores	8,428,800	10,340,300	+ 23
7. Federated Dept. Stores	8,257,000	10,155,600	+ 23
8. Sears, Roebuck & Co. *	5,156,300	9,923,400	+ 92
9. R.J. Reynolds Industries (Kentucky Fried Chicken)	6,695,400	9,701,000	+ 45
10. American Stores	9,900,200	9,249,500	- 7

* Includes \$1,861,000 for Sears Financial Network and \$1,460,400 for Coldwell Banker real estate in 1983, and \$60,200 for Coldwell Banker in 1982.



COLUMBIA PICTURES TELEVISION LIGHTS UP LATE NIGHT!

**4 OF THE TOP 12 SHOWS
IN LATE FRINGE!**

Late Night
Syndication Programs

M-F Late Night
Household Rating

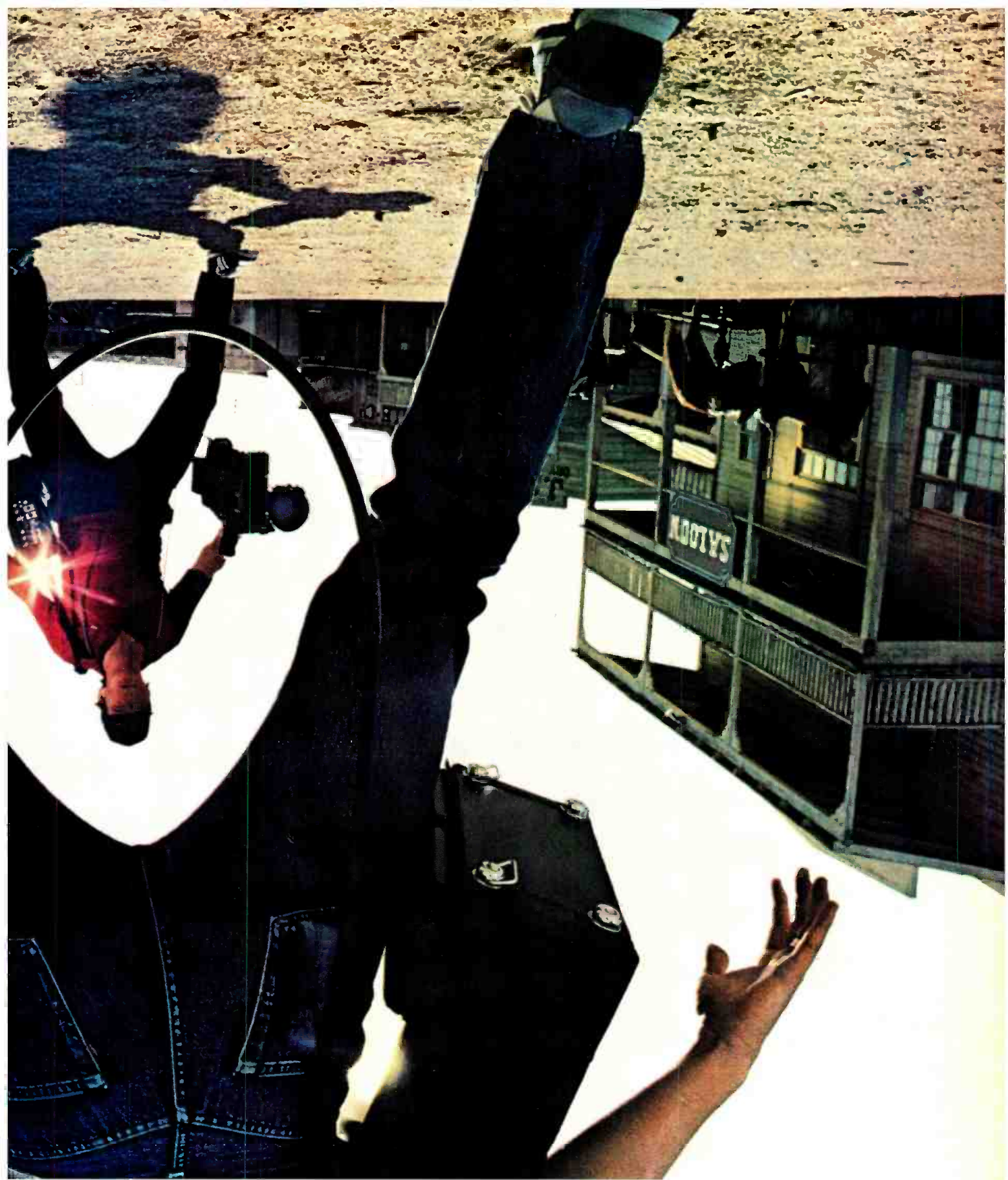
M*A*S*H	11
THREE'S COMPANY	8
CHARLIE'S ANGELS	7
BARNEY MILLER	7
SOAP	5
ENTERTAINMENT TONIGHT	5
WKRP IN CINCINNATI	5
ALL IN THE FAMILY	4
STARSKY & HUTCH	4
BOB NEWHART	4
BENNY HILL	4
THE JEFFERSONS	4

Source: NSI/Cassandra Ranking Report, May 1983

And many more to come!



COLUMBIA PICTURES TELEVISION



25 SHOOT OUTS

NO LOSSES.

Every television station that has pitted the new Sony BVP-3 camera against the competition has arrived at a singular result.

In bright light and low light. In the field and lab. With vectorscopes, wave form monitors, noise meters and the ultimate arbitrator—the naked eye—Sony outshot them all.

The overwhelming factor: the BVP-3 contains the most revolutionary breakthrough in pickup tube technology in the history of broadcast. The exclusive, Sony developed $\frac{2}{3}$ " mixed field Saticon™ tubes.

Sony, unlike many of its competitors, didn't stick with the heavy, bulky $\frac{3}{8}$ " tube assemblies commonly used. Nor did they switch to inferior $\frac{1}{2}$ " tubes. Instead, they stayed with the $\frac{2}{3}$ " format, but radically reduced the size and weight and reinvented the electron optical system. Resulting in not just the best resolution, registration and signal-to-noise ratio, but the best balanced camera in the industry.

And it plugs into any recording format, including our superior $\frac{1}{2}$ " Betacam™ system.

ARRANGE YOUR OWN SHOOT-OUT.

If you'd care to see how well this self-contained ENG camera shoots, a camera that has all the features you've been asking for, and at \$20,000* easily packs the most bang for the buck, just name the time and place and we'll be there.

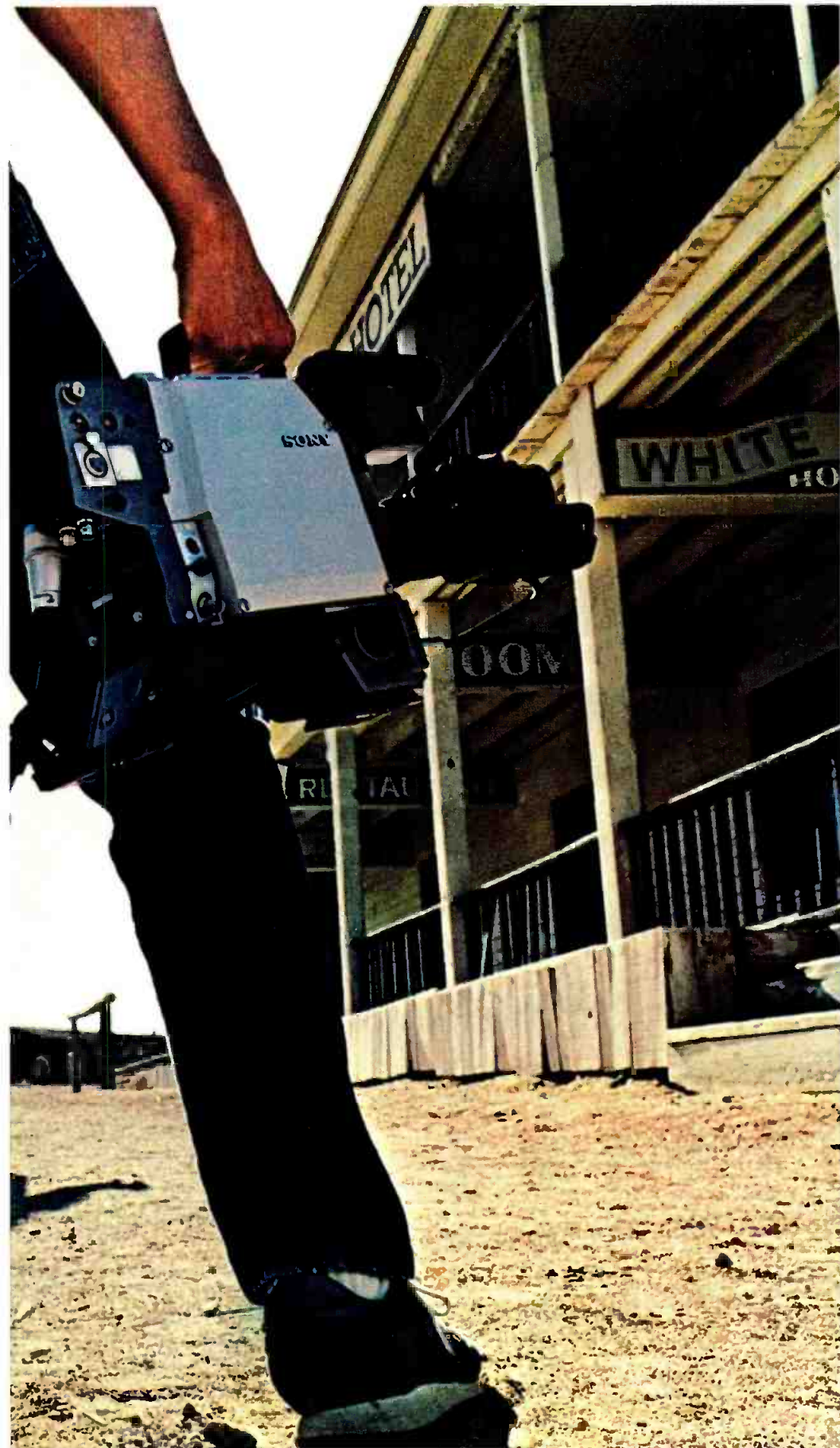
In N.Y./N.J. call (201) 368-5085; in the Northeast/Mid-Atlantic (201) 368-5112; in the Midwest (312) 773-6045; in the Southeast (404) 451-7671; in the Southwest (214) 659-3600; in the West (213) 841-8711.

Sony is a registered trademark and Betacam is a trademark of the Sony Corp. © 1983 Sony Corp. of America, 9 W. 57th St., New York, NY 10019.

SONY
Broadcast



*U.S. list price.



programming. Target: men, 25-54.
Agency: Ally & Gargano, New York.

American Dairy Association of Wisconsin □ Cooperative effort between ADA of Wisconsin and Archway cookies will include four-week television flight in six Wisconsin markets, plus Chicago, starting in late September. Campaign will feature "Milkman," comic strip superhero. Commercials will run in early fringe and prime time as well as children's programming. Target: children, 6 to 17. Agency: CreatiCom Advertising, Madison, Wis.

Heileman Brewing □ Campaign has been scheduled in about 45 markets for 13 weeks, starting in late September. Advertising will run in afternoon and evening time periods. Target: men, 18-34, 18-49. Agency: Campbell-Mithun, Chicago.

Philco □ "Better Buy Now" theme promoting quality and price of electronic products—primarily color television sets—will premiere Oct. 14 in 150 markets, including the top 10. Spots will run in prime time and sports. Target: men, 25-54. Agency: Davis-Newman-Payne, Knoxville, Tenn.

RADIO AND TV

Levitz Furniture Corp. □ Store chain is

launching two-week flights in more than 40 radio markets and about 20 television markets in late September. All dayparts will be used for both radio and TV. Target: adults, 25-54. Agency: Lovett Advertising, Miami.

RADIO ONLY

Brach's Candy □ Five-week flight has been set to run in four West Coast markets, starting in late September. Commercials will run in all dayparts during weekdays. Target: women, 25-54. Agency: BBDO, Chicago.

Automatic Data Processing Inc. □ Computing services will be spotlighted in 66 markets, with starting dates in September and October. Flights will vary from four to 13 weeks, depending on market. Commercials will run in morning and afternoon drive periods. Target: men, 25-54. Agency: Schaefer Advertising, Valley Forge, Pa.

Savin Corp. □ Two-week splurge will help introduce company's new line of copiers. Machines will be spotlighted in 75 markets, to begin Sept. 19. Commercials will run in all weekday dayparts. Target: men, 25-54. Agency: Sklar-Lenett Associates, Rye Brook, N.Y.

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Donald V. West, *vice president*
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The Fifth Estate Broadcasting

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Phone: 202-638-1022

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Corporate Relations

Patricia A. Vance, *director*

Bureaus

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

Kathy Haley, *bureau news manager*
Stephen McClellan, *assistant editor*
Vincent M. Ditingo, *senior editor: radio*
John Lippman, *staff writer*
Marie Leonard, Mona Gartner, *advertising assistants*

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

Richard Mahler, *correspondent*

Tim Thometz, *Western sales manager*
Sandra Klausner, *editorial-advertising assistant*



Founded 1931. Broadcasting-Teletexting * introduced in 1946. Television * acquired in 1961. Cablecasting * introduced in 1972 □ Reg. U.S. Patent Office. □ Copyright 1983 by Broadcasting Publications Inc.

TELEVISION. Cablecasting.

MARTIN LUTHER JUBILEE FESTIVAL

CELEBRATING THE 500TH ANNIVERSARY OF MARTIN LUTHER'S BIRTH

**The celebration is worldwide,
but the party is in Washington, D.C.
You're invited via WESTAR-IV.**

Sunday, November 6, 1983, 8 p.m. EST
from Washington's beautiful Shrine of the Immaculate Conception, live!

A festival celebrating Martin Luther's 500th birthday.

The one-hour special features outstanding music and a dramatic parade of witnesses ranging from Henry VIII to Martin Luther King Jr.

Available at no charge for live or tape delayed sustaining broadcast via WESTAR-IV.

An entertaining celebration! No financial appeal.

For more information contact: Tommy P. Thompson, Lutheran Film Associates, 360 Park Avenue South, New York NY 10010 212/532-6350. Ext. 265 or 268

MARTIN LUTHER JUBILEE FESTIVAL

Robert E.A. Lee, executive producer + Lothar Wolff, producer
Paul Lammers, director + Allan Sloane, writer

A cable advertising commentary from Kay Koplovitz, president and chief executive officer, USA Cable Network

Cable's first priority: developing audience data

The cable television networks have played to our share of fanfare the last three years. Yet, it is essential that we in the business not let this congratulatory atmosphere obscure the fact that cable ultimately will be an under-achiever unless its key players and Madison Avenue clients recognize and seize the opportunities that are at hand.

We at the cable networks cannot be content to accept a "trickle down" theory of advertising dollars. We cannot sit back and hope that Madison Avenue will generously toss some business our way. The time has come for cable television to arm itself with the audience data that the advertising community rightfully demands and that the networks themselves deserve. Likewise, Madison Avenue must recognize the creative opportunities presented by cable and must break with tradition in learning to aggressively utilize these unexplored avenues.

From cable's vantage point, complacency must be consciously fought off. This will be no small task, considering projections that show 1983 cable ad revenue rising by 58%, to \$383 million, over last year's figure. By 1990, we can expect ad revenue of nearly \$3 billion, according to these same projections. All of the nation's top 50 advertisers are on cable, as are 85% of the top 200.

These growth figures are impressive, but they are not the end-all. We have reached a crossroad in the cable-advertising relationship. There is the well-worn path dominated by meters and pure numbers. Or, we can commit ourselves to accept the challenge of forging a new road, one that will enhance the medium through the development of audience data of revolutionary depth and clarity.

I am a proponent, obviously, of taking the uncharted path. Cable represents a new stage of television's evolution, meaning that we must explore these opportunities in order to help the medium grow to maximum strength.

Before enumerating some of the things that must be done to carve this new path, it is important that we take an honest look at the state of the cable industry. I say an honest look because I feel the meteoric rise of cable during the past decade has, to some extent, led us to the Milky Way—the image is somewhat blurred. Some have likened cable to electronic publishing, drawing comparisons between cable's vertical networks and specialty magazines. Others have described cable programming as radio with pictures. The fact of the matter is that cable is television. Just as TV forced radio and magazines to move toward specialization, cable television is now broadening viewer selection and, in the process, is forcing specialization of tele-



Kay Koplovitz became president and chief executive officer of the USA Cable Network when it was formed in April 1980. Previously, she was vice president and executive director of UA-Columbia Satellite Services Inc. Before she became involved with the cable television network, she formed and operated her own communications management and public relations firm. In 1973-75, Koplovitz worked for UA-Columbia Cablevision where her responsibilities were primarily in franchising. Earlier, she was a radio and television producer-director for WTMJ-TV Milwaukee.

vision programming. Simply stated, cable is neither radio nor magazines. Cable is television, with enhancements.

What is occurring, and will continue to occur during the next several years, is a significant decline in broadcast network viewing shares. A recent study published by A.C. Nielsen indicates that broadcast network viewer shares have declined by 19% since 1980 in homes where cable is available. At the same time, Nielsen reports, viewing shares for basic cable within the cable universe have risen by 221%. The inference is clear—broadcast network shares are dwindling, in large part because of the rapid rise of cable.

One of the keys to cable's success has been the audience's desire to attain greater satisfaction from television. Cable's audience is a discriminating one that selects its programs from a large menu of choices.

Because of this responsiveness, cable networks are presenting advertisers with a chance to reach well-defined target groups through program-product compatibility, as well as offering sponsors a chance at involvement in series production. Another benefit to advertisers is that of low cost, making national cable buys accessible to clients who normally can't afford network television.

Unfortunately, little experimentation has taken place. The advertising community must get its creative juices flowing toward

the introduction of new commercial forms, the use of unusual-length spots and the development of commercials that make better use of specialized program environments. To date, agency media departments have been several strides ahead of their creative counterparts in the utilization of cable. This year, for the first time, made-for-cable spots were part of the annual Clio Awards.

But it isn't only Madison Avenue that must roll up its sleeves. We in cable must be able to sustain our momentum by developing new audience research techniques and by selling creative opportunities and qualitative strengths. We must work to emphasize the many positive elements that distinguish cable audiences from those of broadcast television.

Essential to the realization of this goal is the development of techniques to measure qualitative audience data. Traditional ratings provide a good indication of how many households are tuned into television, but they do not even begin to describe the viewing experience. The questions of who is watching, for how long and with how much interest must be addressed.

Happily, some projects designed to answer these questions have already been undertaken. One such endeavor is Television Audience Assessment (TAA), a nonprofit foundation devoted to qualitative audience research. Last year, 3,000 cable and broadcast viewers recorded their reactions to every evening program they watched for two weeks, mailing in their responses every day. The TAA ratings system that emerged was based on two indexes: the Program Appeal Index and the Program Impact Index. The former measures overall entertainment value of a program, while the latter measures the degree of intellectual and emotional stimulation a program gives its viewers.

The second study—the Cable Advertising Methodology Study—was released this spring. Conducted by Nielsen for the Cable-television Advertising Bureau and the National Cable Television Association, it found, among other things, that the traditional diaries grossly understate cable viewership, that viewership for basic cable is high and, moreover, that there does not yet exist a foolproof method for qualitatively measuring the cable audience.

Where does this all leave us? It brings us to the next step of creating a viable syndicated research service that will speak to psychographics as well as demographics. We in cable must initiate an ongoing process of qualitative audience research and then see to it that these findings are communicated effectively to Madison Avenue.

Our task will not be simple—opening a new trail seldom is. But the opportunity to act is now—and we must seize the opportunities in order to maximize our rewards. ■

volume

23

20

motion pictures

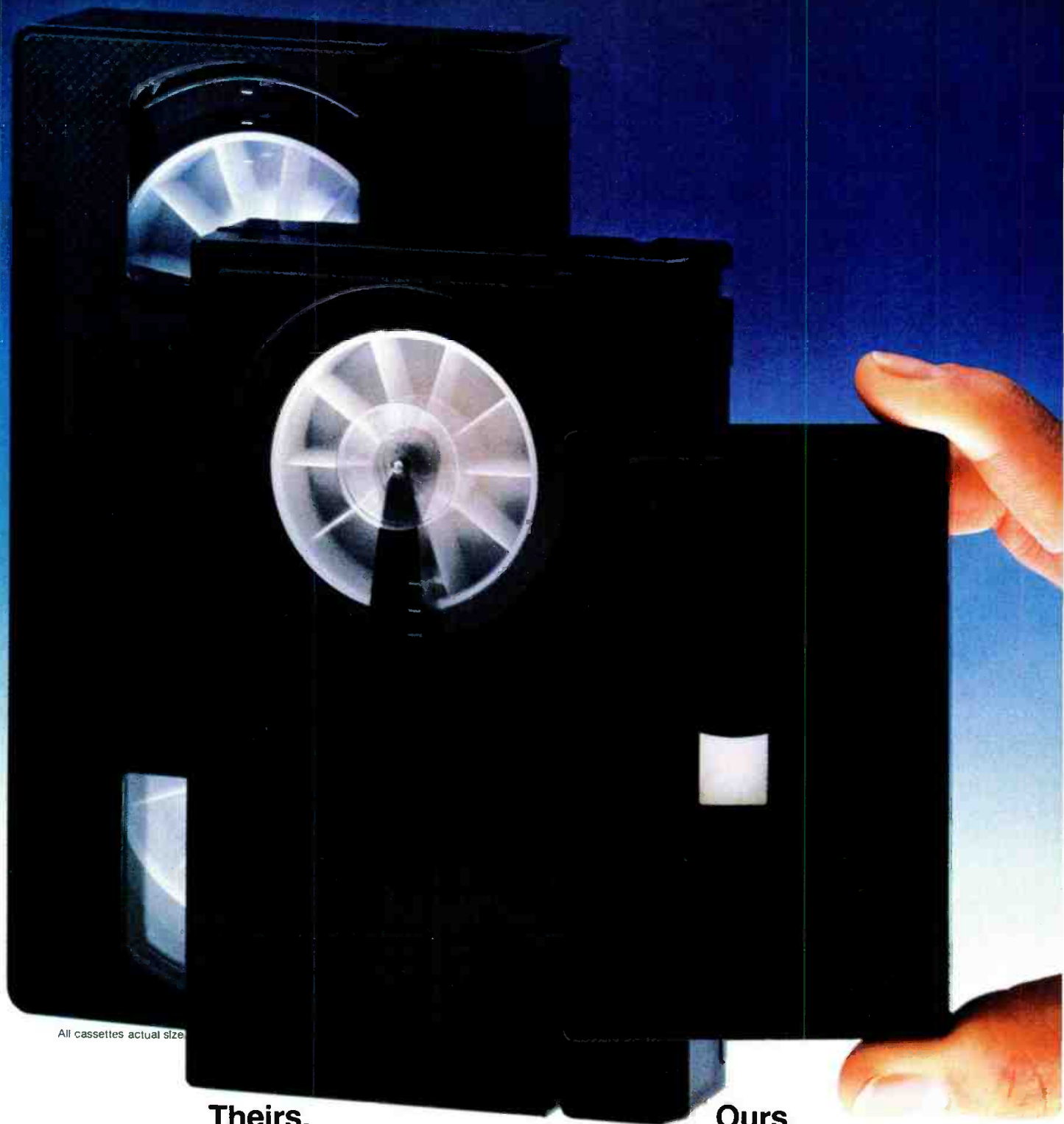
Now sold in 68 markets!

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WFLX-TV West Palm Beach
WOI-TV Des Moines
WTVH Syracuse
KNAT-TV Albuquerque
WUHF-TV Rochester (NY)
KIKU-TV Honolulu
KOLR-TV Springfield (MO)
KGUN-TV Tucson
KHGI-TV Lincoln
WFSL Lansing
KVVU-TV Las Vegas
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Warner Bros. Television Distribution
A Warner Communications Company



All cassettes actual size

Theirs.

Ours.

In the current debate concerning 1/2-inch and 1/4-inch recorder-camera videotape formats, we ask you to consider these simple facts:

There are two 1/2-inch incompatible formats, VHS and Beta. And the broadcast quality 1/4-inch Quartercam™ from Bosch.

Quartercam 20-minute cassettes occupy one-fifth the volume of VHS and one-third the volume of Beta 20-minute cassettes.

You can fit a Quartercam cassette in your shirt pocket. You can't with

VHS or Beta. You can save a lot of archive space and shipping costs.

The logical ENG/EFP successor to 3/4-inch is 1/4-inch—not 1/2-inch. If you're going 1/2-inch you're only going half-way.

Call your local Bosch-Fernseh office, or
 Fernseh Inc., P.O. Box 31816, Salt
 Lake City, UT 84131, (801)
 972-8000.



BOSCH

This week

- Sept. 11-13**—*Illinois Broadcasters Association* annual convention. Abbey on Lake Geneva, Fontana, Wis.
- Sept. 11-13**—*New Jersey Broadcasters Association* 37th annual convention. Golden Nugget casino/hotel, Atlantic City, N.J.
- Sept. 11-13**—*Washington State Association of Broadcasters* fall meeting. Rosario Resort, Orcas Island, Wash.
- Sept. 11-13**—Western regional convention of *National Religious Broadcasters*. Los Angeles Marriott, Los Angeles.
- Sept. 11-13**—*Nevada Broadcasters Association* fall convention. Cal-Neva Lodge, Lake Tahoe, Nev.
- Sept. 11-14**—First International Cable and Satellite

■ Indicates new or revised listing

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

Sept. 12—*National Academy of Television Arts and Sciences* engineering Emmy awards dinner. Sheraton Center, New York.

Sept. 12—Deadline for entries in *Television Bureau of Advertising's* competition for best local or regional commercials. Information: TVB, 485 Lexington Avenue, New York, N.Y., 10017.

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

Sept. 13—17th annual World Communications Day, sponsored by *United States Catholic Conference, Communication Committee*. Speakers include Ambassador Abbott Washburn, chairman of U.S. delegation to Regional Administrative Radio Conference. In-

tercultural Center, Georgetown University, Washington.

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

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

Sept. 13—*Women in Cable, Delaware chapter*, meeting. "Cable Marketing Trends: Telemarketing and Cablestores." Marriott hotel, Philadelphia.

■ **Sept. 13**—*Hollywood Radio and Television Society* newsmaker luncheon. Speakers: former NBC-TV executive Pat Weaver, former ABC-TV executives Edgar Sherick and Martin Starger, and president, InterMedia Entertainment, Fred Silverman. Beverly Wilshire hotel, Beverly Hills, Calif.

■ **Sept. 13-15**—*CBS Radio* affiliates board meeting. CBS headquarters, New York.

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

Sept. 14—*New York TV Academy* luncheon. Speaker: John Moffitt, producer-director, *Not Necessarily the News*, HBO. Copacabana, New York.

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

Sept. 15—*New York Market Radio Broadcasters Association* seventh annual radio festival. Sheraton Center, New York.

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

Sept. 15—Deadline for entries in "Forum Award," sponsored by Atomic Industrial Forum, honoring "significant contributions by the print and electronic news media to public understanding of peaceful uses of nuclear energy." Information: Diane Tarnet, AIF, 7101 Wisconsin Avenue, Bethesda, Md., 20814; (301) 654-9260.

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

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

Sept. 15—*Radio Advertising Bureau* retail and co-op workshop. Hilton Airport Plaza Inn, Kansas City, Mo.

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

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

Major Meetings

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

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

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

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

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

Nov. 3-5—*Society for Private and Commercial Earth Stations (SPACE)* second annual convention and international exhibition. Sheraton Twin Towers, Orlando, Fla. Information: (202) 887-0600.

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

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

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

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

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

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

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

Jan. 29-Feb. 1, 1984—*National Religious Broad-*

casters 41st annual convention. Sheraton Washington, Washington.

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

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

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

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

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

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

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

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

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

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

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

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

■ **Aug. 26-29, 1984**—*National Association of Broadcasters'* Radio Programming Conference. Atlanta Hilton and Towers, Atlanta. Future conference: Aug. 25-28, 1985, Opryland hotel, Nashville.

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

Also in September

Sept. 18-20—*National Association of Black Owned Broadcasters* seventh annual fall broadcast management conference, "Politics and Profits: Looking Ahead to Campaign '84." Keynote speaker: Representative Mickey Leland (D-Tex.). Sheraton Washington hotel, Washington.

Sept. 19—*Syracuse University chapter of National Academy of Television Arts and Sciences* "distinguished visiting professor" lecture series. Speaker: Jerome Dominus, VP, CBS Television Network Sales. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

Sept. 19-20—*Public Telecommunications Financial Management Association* regional workshop, featuring sessions on requirements for Corporation for Public Broadcasting's annual financial report and on unrelated business income. Holiday Inn Denver Downtown,

Denver. Information: Robert Simmons, (803) 799-5517.

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

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

Sept. 19-23—Second annual *London Multi-Media Market*. Gloucester hotel, South Kensington, England. Information: London Multi-Media Market, 17 Great Pulteney Street, London, W1R 3RG; telephone: 01-734-4765.

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

Sept. 20—"Television Journalism in the 80's," seminar sponsored by *Global Village*, nonprofit video production group and media center. Panelists include Bob Ferrante, executive producer, *CBS Morning News*; Mary Alice Williams, VP, Cable News Network; John O'Connor, *New York Times* TV critic, and Dave Marash, correspondent, WNBC-TV. Global Village headquarters, New York.

Sept. 20—*Radio Advertising Bureau* retail and co-op workshop. Registry hotel, Minneapolis.

Sept. 20—*New York Women in Communications* meeting, "Discrimination in Broadcasting—Then and Now." Summit hotel-Penthouse, New York.

Sept. 20—*National Academy of Television Arts and Sciences* news and documentary Emmy awards presentation. Roosevelt hotel, New York.

Sept. 20-21—*Society of Cable Television Engineers* seminar. Sessions will cover cable TV signal leakage, fiber optics and fiber optic transmission systems, data and networking, feedforward, cellular radio and computer testing systems. Sheraton hotel and conference center, Concord, Calif.

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

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

Sept. 21—*Women in Cable, Washington chapter*, charity event for Capital Children's Museum in Washington. Tom Wheeler, president, National Cable Television Association, to be roasted. Shoreham hotel, Washington. Information: Judy Cohen, (202) 887-0909.

Sept. 21—*National Press Club* luncheon. Speaker: TV producer Norman Lear, chairman. People for the American Way. National Press Club, Washington.

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

Sept. 21-23—Midwestern regional convention of *National Religious Broadcasters*. Sheraton-West Port Inn, St. Louis.

Sept. 21-24—*Telocator Network of America* 35th annual convention. Speakers include William McGowan, chairman and chief executive officer, MCI Communications Corp., and Robert Galvin, chairman and chief executive officer, Motorola Inc. Chicago Marriott-Downtown, Chicago.

Sept. 22—*Radio Advertising Bureau* retail and co-op workshop. Sheraton Southfield, Detroit.

Sept. 22—*Philadelphia Cable Club* meeting. Speaker: Frank Biondi, president, Home Box Office. Adams Mark hotel, Bala Cynwyd, Pa.

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

Sept. 22-23—*Public Telecommunications Financial Management Association* regional workshop, featuring sessions on requirements for Corporation for Public Broadcasting's annual financial report and on unrelated business income. Galt House, Louisville, Ky. Information: Robert Simmons, (803) 799-5517.

Sept. 22-24—*Radio-Television News Directors Association* 38th annual international convention. Keynote speech: ABC-TV's David Brinkley. NBC News's John Chancellor to receive 1983 Paul White Award. Other

speakers include Paul Harvey, ABC commentator; Bill Moyers and Charles Osgood, CBS News, and Av Westin, ABC-TV. Caesars Palace, Las Vegas.

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

Sept. 22-25—Third annual National Video Festival, sponsored by *Sony*. American Film Institute campus, Los Angeles. Information: (213) 856-7787.

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

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

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

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

Sept. 23—"State of the American Music Market," seminar sponsored by *Burkhardt/Abrams/Michaels/Douglas*. London Hilton, London.

Sept. 23-24—Seventh annual "South Dakota Broadcasters Day," sponsored by *South Dakota State University*. SDSU campus and Holiday Inn, Brookings, S.D., 57007; (605) 688-4191.

Sept. 23-25—*Maine Association of Broadcasters* annual convention. Speakers include James Rosenfield, executive vice president, CBS/Broadcast Group, and Eddie Fritts, president, National Association of Broadcasters. Sebasco Resort, Sebasco Estates, Me.

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

■ **Sept. 23-25**—*National Academy of Television Arts and Sciences* annual chapter presidents meeting. Hotel Ponchartrain, Detroit.

Sept. 24-25—"Copyright in the 21st Century," seminar sponsored by U.S. Copyright Office, for members of House and Senate Judiciary Committees. Williamsburg, Va.

■ **Sept. 24-25**—*National Federation of Local Cable Programers* Mountain States regional meeting. Continental Inn, Aspen, Colo. Information: Steve Cosgrove, (303) 925-8000.

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

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

Sept. 25-27—*Kentucky CATV Association* fall convention. Marriott Resort, Lexington, Ky.

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

Sept. 26-27—*Practising Law Institute* seminar, "Campaign '84: Advertising and Programing Obligations of the Electronic Media." Embassy Row hotel, Washington. Information: Nancy, Hinman, (212) 765-5700.

Sept. 27—*International Association of Satellite Users* monthly meeting. Speaker: Otto Hoemig Jr., assistant VP, American Satellite Co. Twin Bridges Marriott, Arlington, Va.

Sept. 27—Programing seminar sponsored by *Bay Area Cable Club* and *Northern California chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

Sept. 27—*Radio Advertising Bureau* retail and co-op workshop. Drawbridge Inn, Cincinnati (Fort Mitchell, Ky).

Sept. 27-29—*University of Wisconsin-Extension* 29th annual "Broadcasters' Clinic." Sheraton Inn and Conference Center, Madison, Wis.

Sept. 28—*Orlando (Fla.) Radio Broadcasters Association* seminar, "Radio: The Sound Alternative." Harley hotel, Orlando, Fla.

Sept. 28-30—Southeastern regional convention of *National Religious Broadcasters*. Stone Mountain Inn, Atlanta.

Sept. 29—*Radio Advertising Bureau* retail and co-op workshop. Hilton Inn, Florida Center, Orlando, Fla.

Sept. 29-Oct. 2—*American Advertising Federation* Western region conference. Vacation Village, San Diego.

Sept. 30—Deadline for entries in Ohio State Awards, recognizing excellence in educational, informational and public affairs programs, sponsored by *WOSU-AM-FM-TV Columbus, Ohio, Ohio State University*. Information: Institute for Education by Radio-Television, 2400 Olentangy River Road, Columbus, Ohio, 43210; Phyllis Madry, (614) 422-0185.

Sept. 30—*National Academy of Television Arts and Sciences, Philadelphia chapter*, Emmy Awards. Adam's Mark hotel, Philadelphia.

Sept. 30-Oct. 1—*Massachusetts Broadcasters Association* annual convention. Sheraton Regal, Hyannis, Mass.

Sept. 30-Oct. 1—*American Advertising Federation* district nine conference. Holidome, Topeka, Kan.

Sept. 30-Oct. 2—"Voting for Democracy" symposium on American voter participation and election reform, sponsored by *John F. Kennedy School of Government of Harvard University* and *ABC News*. Former Presidents Gerald Ford and Jimmy Carter are scheduled to address symposium. Wilson Center. Smithsonian Institution, Washington.

Sept. 30-Oct. 2—*American Women in Radio and Television* Southeast area conference. Clearwater Beach, Fla.

■ **Sept. 30-Oct. 2**—*National Federation of Local Programers* Midwest regional conference and business meeting. Julien Motor Inn, Dubuque, Iowa.

October

Oct. 1—"East Coast Hispanics in Telecommunications" symposium, sponsored by *National Association of Broadcasters' minority and special services department*. New York Hilton, New York. Information: Dwight Ellis, NAB, 1771 N Street, N.W., Washington, 20036; (202) 293-3584.

■ **Oct. 1**—*California AP Television-Radio Association* conference, "How Sure Is Offshore [Oil Drilling]?" Santa Barbara Sheraton, Santa Barbara, Calif.

Oct. 1—Deadline for entries in *U.S. Television Commercials Festival*. Information: 841 North Addison Avenue, Elmhurst, Ill., 60126; (312) 834-7773.

■ **Oct. 1**—*National Federation of Local Cable Programers* Northeast regional meeting. Elmwood Community Center, West Hartford, Conn. Information: Muriel Fleishmann, (203) 561-1260; Ted Gipstein, (203) 236-2264.

Oct. 1-3—*Southern Educational Communications Association* conference, "Bridge to 1984." Peabody hotel, Memphis.

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

Oct. 2-5—*National Radio Broadcasters Association* annual convention and exposition. Hilton hotel, New Orleans.

Oct. 3—*National Academy of Television Arts and Sciences, Syracuse University chapter*, "media professionals series." Speaker: Gene Jankowski, president, CBS/Broadcast Group. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

Oct. 3-5—*Ohio State University's* third annual conference on videotext, "Videotext III: Implications for Marketing." Hyatt Regency hotel, Columbus, Ohio.

Oct. 3-5—*Electronic Industries Association* 59th annual fall conference. Fairmont hotel, San Francisco.

Oct. 3-6—*Southern Educational Communications Association* 15th annual conference, hosted by WKNO-FM-TV Memphis. Peabody hotel, Memphis.

Oct. 3-7—*VIDCOM/MIJID*, international conference and exhibition for cable, home video and video games. Old Palais and New Palais des Festivals, Cannes, France.

Oct. 4—*Radio Advertising Bureau* retail and co-op workshop. Holiday Inn-O'Hare, Chicago.

Oct. 4-6—*LPTV East*, fourth national conference

sponsored by *National Institute for Low Power Television*. Sheraton Washington hotel, Washington.

Oct. 5—*National Press Club* luncheon. Speaker: FCC Chairman Mark Fowler. National Press Club, Washington.

Oct. 6—*National Coalition on Television Violence* conference, "Violence on Television: A National Health Issue?" George Washington University, Washington.

Oct. 6—*Radio Advertising Bureau* retail and co-op workshop. Sheraton Denver-Airport, Denver.

Oct. 6-8—*Women in Cable* national conference, "Cable in Context: The Challenge of Change." Colonnade hotel, Boston. Information: Charles Self (202) 296-7245.

Oct. 6-9—*National Black Media Coalition* 10th anniversary media conference, "Trends, Changes and New Directions." Speakers include: FCC Commissioner Henry Rivera; Representatives Tim Wirth (D-Colo.) and Mickey Leland (D-Tex.); National Cable Television Association President Tom Wheeler; Al Neuhaarh, Gannett; Joel Chaseman, Post-Newsweek; Ed Pfister, Corporation for Public Broadcasting, and Felicia Jeter, CBS's *Nightwatch*. Hyatt-Regency, Washington.

Oct. 7-9—"Economic Issues" conference for journalists sponsored by *Foundation for American Communications* and co-sponsored by *Gates Foundation and Colorado Broadcasters Association*. Keystone Conference Center, Keystone, Colo. Information: (213) 851-7372.

Oct. 8—*Illinois News Broadcasters Association* annual meeting. Speaker: Joseph Dembo, VP, CBS Radio News. Holiday Inn Convention Center, Decatur.

Oct. 8-9—Third annual National Video Festival, sponsored by *Sony*. Kennedy Center, Washington.

Oct. 8-11—*Texas Association of Broadcasters* fall engineering conference and convention. Hyatt Regency, Fort Worth.

Oct. 9-11—Southwestern regional convention of *National Religious Broadcasters*. Tulsa, Okla.

Oct. 9-11—*Pennsylvania Association of Broadcasters* annual fall convention. Buck Hill Inn, Buck Hill Falls, Pa. Information: Robert Maurer, PAB, 407 North Front Street, Harrisburg, Pa., 17101; (717) 233-3511.

Oct. 10-12—"Children's Television: Still Growing Strong," conference sponsored by *National Association of Broadcasters' Children's Television Commit-*

tee. Hyatt Regency, Washington.

Oct. 11—*Radio Advertising Bureau* retail and co-op workshop. Hilton Inn, Springfield, Va.

Oct. 11—Technical seminar sponsored by *Bay Area Cable Club and Northern California Chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

Oct. 11-15—58th Grand Ole Opry birthday celebration and annual country music celebration. Grand Ole Opry, Nashville.

Oct. 12—*Radio Advertising Bureau* retail and co-op workshop. White Plains hotel, White Plains, N.Y.

Oct. 12-13—*National Association of Broadcasters'* 16th AM directional antenna seminar. Airport Marriott Inn, Cleveland.

Oct. 12-13—*Ohio Association of Broadcasters* fall convention. Hyatt Regency, Columbus, Ohio.

Oct. 12-16—*Women in Communications* national conference, "Pro/Con: '83; Framing the Future." Bellevue Stratford hotel, Philadelphia.

Oct. 13—*Radio Advertising Bureau* retail and co-op workshop. Sheraton Tara, Braintree, Boston.

Oct. 13-16—*Ohio Association of Broadcasters* fall convention. Epcot Center, Orlando, Fla.

Oct. 16-18—*North Carolina Association of Broadcasters* annual convention. Marriott hotel, Raleigh, N.C.

Oct. 18—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.



Money addition

EDITOR: That was an excellent special report on the blossoming business news programs (BROADCASTING, Aug. 15). Would you please postscript your report to include our very own money and finance program, *Marc Sommers on Money*, which is seen as a portion of our self-help show, *Your Hour*, aired over the Satellite Program Network to over 6.5 million TV households.—*Kathy Marshall Pastore, marketing director, MidAmerica Broadcasting System, Wichita, Kan.*

Another first

EDITOR: To continue the debate of who gets the kudos as having attempted the first all-news format in the country...

Both XETRA and WNUS were preceded by a San Francisco station that began a continuous news format in May 1960. Argonaut Broadcasting bought KJBS in that year, changed the call letters to KFAX(AM) ("K-Facts"), and introduced a revolutionary "newspaper of the air" concept. The station presented continuous news in the style of a newspaper, complete with a sports page, cooking features and a "comics page" (comedy records).

The project was an utter flop—the station had lost a quarter of a million dollars by September of that year. The format was dropped in favor of a proved money-maker: radio religion. KFAX has successfully operated with that format to this day.—*John F. Schneider, president, Northwest Broadcast Systems, Seattle.*

Solomon search

EDITOR: The Solomon Islands Broadcasting Corp. has invited me to carry out some research into the history of broadcasting in the Solomon Islands. So far, my research has indicated that the first radio broadcasting station was established here on Guadalcanal

by the American military in 1944. The station, WVUQ, was an outlet of the "Mosquito Network" operated by the American Forces Radio Service. Another station, WVTJ, was sited at Munda on New Georgia. It would be of considerable value to my research project if I could make contact with any American broadcasters who may have been involved in any way with the AFRS operations in Solomon Islands during the Second World War.

In particular I am looking for George Dvorak (program director of WVUQ in 1944) and Parnell Gould (AFRS Southwest Pacific). Other people of interest are former combat correspondents Jack De Chant, Howard Biggerstaff and Jim Hardin. These men made a recording of an air attack on Henderson Field here on Guadalcanal in 1943. This is possibly the earliest known recording made on the island.—*Martin Hadlow, Solomon Islands Broadcasting Corp., Box 654, Honiara, Guadalcanal, Solomon Islands.*

Classical add

EDITOR: Whenever you run articles with lists of companies, such as your enumeration of syndicators in the Aug. 29 issue, I suppose you must get a raft of "what-about-me" letters... of which this is one.

I'm not sure just who "is the largest distributor of classical music in the country," but I do know that WCRB Productions is the only one producing and distributing for three major American orchestras. For these three series, The Boston Symphony Orchestra, The New York Philharmonic and the Boston Pops Orchestra, we produce 156 concert-length programs each year; that's three out of the four American orchestra series that run 52 weeks a year. At last count there were just under 440 radio stations in the United States, Canada, Japan, United Kingdom and Europe that broadcast these programs. That's over 135,000 hours of broadcasts a year.—*John M. Emery, manager, WCRP Productions, Waltham, Mass.*

Errata

Perspective on the Economy, radio series produced and syndicated by The Syndicate, is offered at no cost, not barter as reported in Aug. 29 issue.

□

Linda Lipman, director of sales, WNBC-TV, New York, named manager of press and publicity, not station manager, as reported in "Fates & Fortunes," Sept. 5.

□

United Cable TV is not shutting down its STV operation as reported in BROADCASTING, Sept. 5. In company's 1983 annual report United said it intends to divest its interest in HEN Inc., its STV subsidiary, but will continue to operate it until buyer is found.

□

XETRA-AM-FM Tijuana, Mexico, was inadvertently omitted by Arbitron from BROADCASTING's annual survey of top 10 stations in top 50 markets, (Aug. 29 issue). Listing for San Diego, the 20th market, should have read:

1.	KJQY(FM)	btfl music	25,800
2.	KFMB(AM)	adult contemp.	25,200
3.	KGB-FM	AOR	17,000
	XETRA(FM)	new music	17,000
5.	KYXY(FM)	adult contemp.	16,200
6.	KFMB-FM	soft contemp.	15,800
7.	KPRI(FM)	AOR	13,200
8.	XETRA(AM)	adult contemp.	12,900
9.	KSDO(AM)	news/talk	11,900
10.	KBZT(FM)	adult contemp.	11,800

In survey's listing for Nassau-Suffolk, N.Y. (market number 12), extra digit was added to listenership figure for each station.

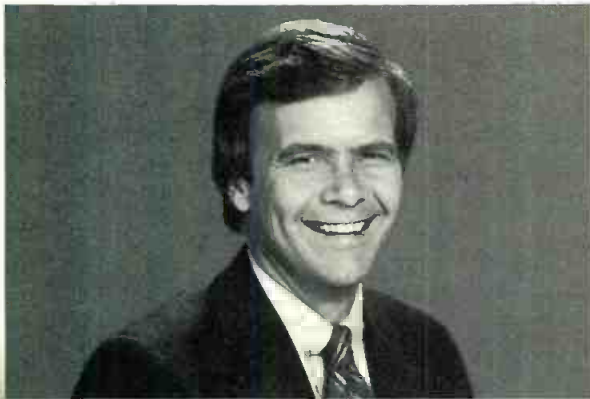
In listing for San Antonio, Tex. (market 38), KZZL(FM)'s format should have been AOR.



***NBC NEWS
AT SUNRISE***



TODAY



***NBC
NIGHTLY NEWS***



***NBC NEWS
OVERNIGHT***



NBC NEWS

GO WHERE THE NEWS IS. DAY AND NIGHT.

Broadcasting Sep 12

Vol. 105 No. 11

TOP OF THE WEEK

Comes the deluge in MMDS

Entrepreneurial America rises to meet the challenge of FCC's new common carrier service, which provides two 4-channel systems in each market; as many as 30,000 applications may have been filed in first round of bidding; winners will be chosen by lottery

Thousands upon thousands of applications for multichannel multipoint distribution service (MMDS) arrived at the FCC last Friday (Sept. 9), the deadline for the first round of bidding in that new common carrier service. As many as 30,000 applications were believed to have been filed by MDS operators, cable MSO's, broadcasters, common carriers, paging firms and new ventures formed explicitly to take advantage of the four-channel systems being made available in every market. An accurate count could not be determined Friday due to the sheer volume received.

What will happen with all these new channels is not at all clear. In the minds of one observer, last Friday's activity evidenced "a giant land grab." A new segment of the spectrum had suddenly become available and the early birds were making sure they were in line. Indeed, no one knew what the eventual rules for programming these new channels might be. Under existing rules, the successful applicant would be able to program no more than 50% of the time, with the other half leased out on a common carrier basis.

Nor was it certain that all the spectrum would be used for conventional television purposes. Data transmission is an equally inviting possibility to many.

What was certain at week's end was that those preparing the applications had made money. A typical submission was said to have cost from \$700 to \$800. Many of the applications came packaged in cartons and were carried on hand trucks into the FCC secretary's office. Washington's legal community reportedly was working late into Thursday night preparing the documents to meet the FCC's deadline. Dozens of boxes filled with applications were stored in every available space in the Common Carrier Bureau, where the applications were sent to be processed. Common Carrier Bureau attorney Kevin Kelly said it was impossible to estimate how long it will take to process the applications.

The bulk of the filings, one observer noted, were hand delivered by the attorneys and consultants who prepared them. "These ap-

plicants weren't about to risk mailing the documents," one observer said.

One reason for the deluge is that the commission is proposing to choose among the competing applicants by lottery and is permitting companies to file for the channels in every market. (The commission must still issue a rulemaking on the lottery proposal.)

The commission reallocated eight microwave channels from the instructional television fixed service (ITFS) for MMDS. Those eight channels will be available for two groups of four-channel MMDS systems in each market. Applicants, however, are only allowed to compete for one four-channel block in a market (BROADCASTING, May 30).

The commission also grandfathered all ITFS channels that had either been authorized or applied for as of May 25. No further ITFS applications will be accepted on the eight channels reallocated to MMDS, but ITFS licensees also will be permitted to lease, for profit, the excess capacity on their channels. Potential multichannel operators will even be granted conditional construc-

tion permits in markets where prospective channels, through ITFS grandfathering, are already spoken for.

It may be weeks before the FCC organizes all of last week's applications in a fashion that permits their public identification. BROADCASTING was able to identify a number of the more prominent filings as they passed through the FCC's portals.

Applications from Microband Corp. of America, one of the largest MDS operators, reportedly arrived in 22 boxes. It filed for 223 markets.

Another big entry into multichannel MDS is Broadcast Data Corp., a subsidiary of Graphic Scanning Corp., Teaneck, N.J., one of the largest radio common carriers, which filed for several hundred markets in the country. Broadcast Data is estimating it will cost about \$160,000 to establish each system.

Broadcasters also are interested in multichannel MDS. CBS, a spokesman said, filed five applications in the same markets where it now owns TV stations—New York, Los Angeles, Chicago, Philadelphia and St. Louis. ABC also is applying for MMDS systems in the five markets where it now owns TV stations—New York, Chicago, Detroit, Los Angeles and San Francisco.

Westinghouse Broadcasting is filing for 15 markets, a spokesman said—Boston, Philadelphia, Baltimore, Pittsburgh, San Francisco, Denver, San Diego, Dallas, Houston, New York, Chicago, Los Angeles, Tampa and Jacksonville (Fla.) and Charlotte (N.C.). King Broadcasting, a group operator based in Seattle, filed nine applications, most of which are for large West Coast markets where King currently operates TV stations, including Spokane, Wash., and Portland, Ore. Chronicle Broadcasting, another group operator based in San Francisco, applied for the top 50 markets. Capital Cities Communications, with diversified interests in broadcasting, cable and newspapers, is competing for 100 markets.

A perhaps surprising possibility—that the newly independent Bell operating companies might have MMDS ambitions—surfaced with the applications of New Jersey Bell and Wisconsin Telephone.

Another group broadcaster to file was Hubbard Broadcasting, St. Paul, which is also a major direct broadcast satellite proponent. Hubbard filed for 155 of the top markets as well as a number of smaller ones, including Traverse City, Mich., and Yakima, Wash. Hubbard, a spokesman noted, estimated that it would cost about \$200,000 to



Swamped. It was no ordinary filing day at the FCC last Friday (Sept. 9), when the commission accepted an estimated 30,000 applications for its newly-created MMDS service. Pictured on top: John O'Malley (l) and Robert Høglund (r) of Fletcher, Heald & Hildreth, who brought in filings for its numerous clients on a hand truck.

build each system.

Charisma Telecasting Corp., a Columbus, Miss.-based cellular radio and paging applicant, and a subsidiary of Charisma Communications Group., a Starkville, Miss., radio group, filed for 100 medium and small markets.

Taft Broadcasting, Cincinnati, a spokesman said, applied for 74 markets including Albuquerque, (N.M.), Washington, Oklahoma City, Detroit, Rochester (N.Y.), St. Louis and West Palm Beach, Fla.

(While it appears that many major station groups filed for MMDS systems, one of the more expansionist-minded among them did not. Metromedia, a spokesman noted, did not apply for any systems because it is already involved in so many other areas. "We are not going to pursue it at this time," the spokesman said.)

Cable MSO's also contributed to last week's deluge of MMDS filings. United Paging, a subsidiary of United Cable, Denver, filed for 150 markets, including those where United currently operates its 35 cable

franchises. Among the markets for which United filed: New York; Los Angeles; Chicago; Dallas; Denver; Boston; Philadelphia; Hammond, Ind.; New Britain, Conn.; Abilene, Tex., and Casper, Wyo. Daniels MDS Co., a subsidiary of Daniels & Associates, Denver-based cable MSO, is competing for the top 100 markets.

Cox Cable, Atlanta, filed for 26 markets, most of which Cox is currently operating its cable systems. The markets include: San Diego, Omaha, Oklahoma City, Cleveland, Tucson, (Ariz.), Washington and Staten Island (N.Y.).

Warner Amex Cable Communications applied for 20 markets. McCaw Communications, Bellevue, Wash.-based MSO, also filed 20 applications.

Some of the leading MDS operators have also joined in to compete for the new channels. Movie Systems Inc., Des Moines-based MDS operator, applied for 20 markets—for cities including Detroit, Milwaukee, Cleveland, Tampa, Chicago, New York, Philadelphia, West Palm Beach,

Fla., and Minneapolis. It estimates costs for each system will be roughly \$150,000. Contemporary Communications Corp., New York, filed for the top 125 markets and expects costs for each system to be about \$125,000.

J. Hobart Wilson, chairman of the board, Pacific Northwest Broadcasting Corp., Boise, Idaho, filed for 100 markets. George Fritzing, president and general manager, KFAC-AM-FM Los Angeles, also applied for 100 markets.

American Box Office, a Denver-based satellite master antenna television operator, filed for several hundred of the top markets. Affiliated MDS Corp., a Boston-based firm established specifically to apply for the four-channel systems, applied for 100 markets. GCZ, a recently formed partnership, filed for 75 markets; Dr. Michael Gelfand, a nephrologist in Bethesda, Md., is the managing partner.

Becker Broadcasting, El Paso, Tex.-based Muzak programmer, filed for channels in 35 small markets. □

FCC opens up more time for AM daytimers; absolves Wiley of blame in family viewing

At its first meeting after August vacation, commission says former chairman acted properly and networks voluntarily adopted family viewing; it OK's longer time for daytimers; moves cable radio services

The FCC has cleared former Chairman Richard E. Wiley and itself of any wrongdoing in the family viewing case. At the same time, the commission held that the National Association of Broadcasters, its code review board and the major networks—ABC, CBS and NBC—acted voluntarily in April 1975 when they adopted the NAB code amendment limiting the first hour of prime time to programing regarded as suitable for the entire family.

The commission's action last Friday (Sept. 9) was in response to a decision of the U.S. Court of Appeals for the Ninth Circuit directing that the matter be referred to the commission on the ground it had primary jurisdiction. The court had acted on an appeal from a decision of the U.S. district court in Los Angeles that the private parties had adopted the amendment as a result of commission coercion exercised through its then chairman, Wiley, and that the commission, as a result, had violated the First Amendment (BROADCASTING, Nov. 8, 1976).

The decision in the family viewing case—which does not settle the matter; the report will be sent to the district court for its consideration—was one of a number of actions the commission reached in its first meeting following the August hiatus. Another was the order, which had been expected, to ease restrictions on daytime-only broadcast operations. More than 2,000 stations will be al-

lowed to operate up to two hours after sunset with up to 500 w. The commission action will also enable some three dozen stations to initiate or expand presunrise operations, and some 200 stations operating on Canadian IA channels to begin broadcasting at 6 a.m. local time.

■ The commission has been considering the family viewing matter since the U.S. appeals court reversed the district court in November 1979 (BROADCASTING, Nov. 19, 1979). The case itself was initiated in 1975, when a group of Hollywood writers and producers sued the commission, the networks and the NAB. Judge Warren E. Ferguson held that the commission had violated the First Amendment and the Administrative Procedure Act by coercing the networks and the NAB into adopting the family viewing hour amendment to the NAB code.

But the appeals court, in vacating that decision, said the case raises issues that "properly rest within the primary jurisdiction of the FCC." Accordingly, it directed that the case against the government be referred to the commission, where, the court said, primary jurisdiction rested. The commission, after reviewing comments filed in the proceeding, reached a conclusion contrary to the district court's.

It held that Wiley had simply attempted to focus the industry's attention on concern in the country regarding what was seen as excessive sex and violence on television, and to urge self-regulation on the industry to forestall government action. The commission said there was no basis for concluding that Wiley's efforts were coercive or intimidating or that the networks viewed them as such.

The commission's report does not consti-

tute the final chapter in the case. It will be sent to the district court—and Ferguson is expected to continue exercising jurisdiction—which could reject it and reinstate the original decision.

■ Full implementation of the commission's action relaxing restrictions on daytime-only AM broadcast operations, which was taken in response to petitions filed by the Daytime Broadcasters Association and the National Telecommunications and Information Administration, is conditioned on the U.S. reaching agreements with Canada and Mexico. Officials expect work on the Canadian agreement to be completed in time to permit affected daytimers to operate until 6 p.m.—the latest hour permitted under an existing agreement with Mexico—before the return of standard time on Oct. 30. The new agreement with Mexico, which would enable the FCC to implement the new rules fully (and allow affected daytimers to operate up to two hours after sunset), is expected to be wrapped up early next year.

Under the international agreements, the U.S. will not only win the right to permit its broadcasters to broadcast pre-sunrise and post-sunset but will also gain access to additional spectrum. U.S. stations will be able to operate at night on foreign clears in areas near the borders where they are now barred.

The commission said it was adopting the new rules to avoid the loss of excessive and unnecessary loss of service, often the only broadcast service in a community. For it maintains that the longer hours of operation by the daytimers can be permitted without fear of interference being caused to fulltime stations on whose channels they broadcast.

By the same token, some daytimers—the number was not mentioned—will be al-

lowed to operate with only limited power, far less than the maximum 500 w, and not all will be allowed to operate the full two hours post sunset. The commission, which has already completed the necessary calculations, will notify the stations regarding the extended time they will be allowed to broadcast.

When fully implemented, the commission's rules will permit a dozen stations operating east of dominant IA outlets to begin their broadcast day at 6 a.m. Some two dozen operating west of the dominant station and outside of its service area will also be permitted to start at 6 a.m. local time, regardless of the time of sunrise at the dominant station. Two hundred daytimers operating on Canadian clears will be allowed to start their broadcast day at 6 a.m. when the Canadian agreement is completed. And 2,000 stations—all but 406 of the existing daytimers—will be able to operate for up to two hours after sunset with up to 500 w.

■ In other actions, the commission:

Adopted rules to accommodate a shift of fixed services now located in the 12 ghz band to the 13, 6 and 18 ghz bands. The shift was required because of the allocation of the 12.2-12.7 ghz band to the DBS service on a primary basis. The 18 ghz band is now occupied by cable relay services and, to a lesser degree, broadcast auxiliary (fixed only) operations. Some 2,000 microwave operators are being displaced.

Granted Satellite Business System's application to lease on a long-term basis (six

years) five transponders to Skyband, a joint venture of News Satellite Telecommunications Ltd. and Inter American Satellite Television Co. which plans to begin direct broadcast satellite service in the 12/14 ghz

band, in the fall.

Initiated a notice of inquiry to help it develop policy for banning the transmission of obscene materials on common carrier facilities. □

Taking stock of the new newscasts

After a week of its new hour-long format, 'MacNeil/Lehrer' staff is pleased; ABC and NBC content with switch to single-anchor formats

With the challenge of covering two of the most dramatic international stories in recent memory—the shooting down of a South Korean passenger jetliner (with 60 Americans on board) by the Russians and the escalating conflict in Lebanon where the U.S. Marines suffered their first casualties—NBC and ABC launched their sole-anchor evening news formats out of New York last week and PBS's *MacNeil/Lehrer* expanded to an hour. The news executives involved expressed confidence that the changes were the right ones, although they said that a valid assessment was difficult after just one week.

National ratings for the news programs will not be available until later this week, and the overnight ratings that were available for three markets—New York, Los Angeles and Chicago—were indecisive. In Chicago, where, according to the July sweeps, CBS O&O WBBM-TV leads the local news race, the *CBS Evening News* led among the net-

work news programs for Monday, Tuesday and Wednesday last week with an average 9.0 rating/19 share, edging out the *NBC Nightly News*'s 8.8/18.3, while ABC scored a 6.9/14.3. But in Los Angeles where the local news leader is ABC's KABC-TV, *CBS Evening News* came out on top again with a three-day average of 8.7/16.6, while ABC's *World News Tonight* averaged a 7.8/15.3 and *Nightly News* a 5.3/12. And in New York, where the battle for local news audience is very tight, NBC averaged more than a full rating point higher for the first three days of last week than either of its two competitors with 7.8/17. CBS finished second with a 6.3/13.7, followed by ABC with a 5.5/12.3.

For the week ended Sept. 2, the national Nielsens showed CBS on top by close to three points with a 12.6/26, followed by NBC with a 9.9/20 and ABC with a 9.6/20.

PBS's *MacNeil/Lehrer Newshour* aired for the first time on Labor Day (Sept. 5) as a one-hour newscast and executive editor and co-anchor Robin MacNeil reports that while the first night was "a bit rough, we are confident after having gotten through it that the concept is essentially right and that what is needed is day-to-day fine tuning."

For the near term, MacNeil said, the *Newshour* staff has two objectives: to get comfortable with the new format, which will take perhaps a few weeks, and to convince "a skeptical world" that it has the ability to produce all the various elements it intends to deliver.

Filling up the hour each night won't be a problem. "Absolutely not," said MacNeil, adding that, to the contrary, "we'll have some hard choices," as to what to use and what to cut.

Over at NBC, "we are pleased with the results so far," said William Wheatley, senior producer of *Nightly News*, of that program's switch to a sole-anchor format with Tom Brokaw. Roger Mudd, who had been co-anchor with Brokaw until last Monday (Sept. 5), was on vacation during Brokaw's debut last week and it's understood he will make a decision this week as to whether or not to stay with NBC News.

Robert Frye, executive producer of ABC's *World News Tonight*, uses the word "evolution" to define the changes taking place in that program. And, like MacNeil, he noted that slight adjustments here and there will continue for a while. "We discover something else to be taken care of" each evening, he said. Most of the changes, he added, are operational, such as perfecting the camera angles. Editorially, the program is in a state of flux as well. "We're still looking at a lot of ways to approach various stories," he said. "The form and concepts are still very much in an evolutionary stage." □

State of the Industry. The financial outlook for the radio industry is on the rise. According to the National Association of Broadcasters annual financial survey of radio stations in 1982; the profit margin for "the typical radio station" rose from 3.5% in 1981 to 9.4% in 1982. The survey also showed that 67% of the 1,618 radio stations participating in the survey reported profits, while only 58% of the 1,704 stations participating in the 1981 survey reported profits.

According to the survey, advertising revenues rose 21% in 1982 and national and regional spot sales climbed 37%. Local sales increased 19% over the 1981 results. Total operating expenses also rose 11.2% in 1982. Sales and promotion costs, the survey said, climbed 32% over 1981, and payroll costs also grew 14%. Below are estimates of revenues, profits and expenses of NAB's typical station in 1981-82.

	1982	1981	% change
Total time sales	\$562,500	\$465,000	+ 21.0
Network compensation	0	0	0.0
National radio spot	79,200	57,700	+ 37.3
Local advertising sales	483,300	407,300	+ 18.7
Total broadcast revenues	542,300	457,600	+ 18.5
Non-broadcast revenue	1,100	1,000	+ 10.0
Trade-outs and barter	22,200	15,500	+ 43.2
Total operating expenses	491,200	441,800	+ 11.2
Engineering	29,700	28,300	+ 4.9
Program (news and production)	138,000	122,400	+ 12.7
Sales (advertising and promotion)	133,200	101,100	+ 31.8
General and administrative	190,300	190,000	+ 0.2
Selected expense items			
Total salaries	250,300	219,700	+ 13.9
Depreciation and amortization	32,600	24,200	+ 34.7
Cost of outside news service	7,300	7,100	+ 2.8
Music license fees	13,600	10,800	+ 25.9
Pre-tax profit	51,100	15,800	+223.4
Pre-tax profit margin	9.42%	3.46%	5.96 *
Full-time employment	14	14	0

* percentage point difference

Networks primed for prime time

The schedules are set as ABC, CBS and NBC prepare to do battle for the new season audience in what many think will be the closest race in years

What many believe will be the most competitive fall network season in years is set to begin in earnest two weeks from today (Sept. 12). All three television networks have scheduled early premieres for some series, the first three of which took place last week. At the same time, all three are gearing up for the November ratings sweeps with what many observers say will be heavy stunting.

NBC's *We Got It Made*, produced by Fred Silverman's InterMedia Entertainment in association with MGM/UA, premiered last Thursday at 9 p.m. and flattened its competition in overnight ratings in New York, Los Angeles and Chicago. In New York it captured a 19 rating/30 share against CBS's 10.6/17 for a repeat episode of *Simon & Simon* and ABC's 12.8/20 for an NFL game between San Francisco and Minnesota. In Chicago, *Got It Made* averaged a 21.7/37 against CBS's 13.8/23 and ABC's 11.9/20, while in Los Angeles it averaged a 20.3/35 against CBS's 15/26 and local programming on KABC-TV that averaged a 6.9/12.

A year ago, NBC averaged a 9.6/15 nationally for the debut episode of *Cheers* that aired in that time period.

ABC's *Monday Night Football*, which had its premiere broadcast last week with a game between the Dallas Cowboys and the Washington Redskins, averaged a 22.2/40 nationally. That compares with a 24.9/42 for last year's first game. (That season was interrupted by an NFL players strike.)

Last Friday, ABC premiered a new, hour-long drama, *Lottery*, produced by Dick Rosner in association with Orion Pictures International at 9 p.m. The same night, it also premiered a returning series, *Matt Houston*, at 10 p.m.

Premieres scheduled for this week are NBC's *Real People*, on Wednesday at 8 p.m., and two more Friday-night series on ABC, the returning *Benson* at 8 p.m. and a new comedy, *Webster*, at 9:30 p.m.

The first head-to-head match between network premieres will take place Sunday, Sept. 18, when CBS-TV's *60 Minutes* begins its 15th season opposite NBC-TV's revamped, rescheduled and retitled news magazine, *First Camera*, which moved from Saturday nights where it aired last season as *Monitor*. ABC's new series, *Hardcastle and McCormick*, will premiere that same night at 8 p.m.

Early premieres set for the following week, beginning Monday (Sept. 19) are ABC's *That's Incredible* at 8 p.m. Monday, NBC's *A Team* and *Remington Steele* at 8 p.m. and 9 p.m., respectively, on Tuesday, ABC's *The Fall Guy* and *Hotel*, at 8 p.m. and 10 p.m. and NBC's *Facts of Life* at 9 p.m. on Wednesday, ABC's *Trauma Center* and *20/20* at 8 p.m. and 10 p.m. on Thursday and NBC's *For Love and Honor* at 10 p.m. on Friday.

Predictions vary on how much the three-network average rating and share will decline this fall, as a result of continued increased competition from independent

Charting the competition

BROADCASTING's annual chart of the fall prime time lineups for ABC, CBS, and NBC is unusual this year in at least one respect. It is almost the same as the chart which ran last spring (BROADCASTING, May 16), when the three networks first announced their fall schedules. Only one schedule change has taken place since then, CBS-TV's switching of the time periods for *Whiz Kids* and *Cutter to Houston*, and network spokesmen say it has been many years since so little shuffling has gone on between spring announcements and fall premieres. This year's premiere schedule stretches into mid-October, as the networks attempt to avoid premiering too many programs against the baseball playoffs and the World Series, to air this year on NBC-TV and ABC-TV respectively, and always a major factor in fourth-quarter ratings.

Sunday

	ABC	CBS	NBC
7:00			
7:30	Ripley's Believe It Or Not (Sept. 25)	60 Minutes (Sept. 18)	First Camera (Sept. 18)
8:00		Alice (Oct. 2)	
8:30	Hardcastle & McCormick (Sept. 18)	One Day At a Time (Oct. 2)	Knight Rider (Oct. 2)
9:00		Jeffersons (Oct. 2)	
9:30		Goodnight, Beantown (Oct. 2)	
10:00	Movie		Movie
10:30		Trapper John, M.D. (Oct. 2)	
11:00			

Monday

	ABC	CBS	NBC
8:00			
8:30	That's Incredible (Sept. 19)	Scarecrow & Mrs. King (Oct. 3)	Boone (Sept. 26)
9:00		After M*A*S*H (Sept. 26)	
9:30		Newhart (Oct. 17)	
10:00	NFL Football		Movie
10:30		Emerald Point N.A.S. (Sept. 26, two-hour special, 9-11 p.m.)	
11:00			

Tuesday

	ABC	CBS	NBC
8:00	Just Our Luck (Sept. 20)		
8:30	Happy Days (Sept. 27)	The Mississippi (Sept. 27)	The A Team (Sept. 20)
9:00	Three's Company (Sept. 27)		
9:30	Oh Madeline (Sept. 27)	Movie (Sept. 27: "One Cooks, the Other Doesn't")	Remington Steele (Sept. 20)
10:00			
10:30	Hart to Hart (Sept. 27)		Bay City Blues (Oct. 25)
11:00			

Wednesday

	ABC	CBS	NBC
8:00			
8:30	The Fall Guy (Sept. 21)	Whiz Kids (Oct. 5)	Real People (Sept. 14)
9:00			Facts of Life (Sept. 21)
9:30	Dynasty (Sept. 28)		Family Ties (Sept. 28)
10:00		Movie (Sept. 29: "Dempsey," 8 to 11 p.m.)	
10:30	Hotel (Sept. 21)		St. Elsewhere (Oct. 26)
11:00			

Thin premiere for 'Thicke'

stations and new media. CBS researchers anticipate a drop of up to one point in the three-network rating during the upcoming fourth quarter and slippage of between one and two points in the three-network share.

Katz Television anticipates that ABC will average a 27 share during the fourth quarter, that CBS will average a 28 and that NBC will average a 25. Dancer Fitzgerald Sample predicts CBS will average a 17.1/28 in the upcoming fourth quarter, followed by ABC with a 16.3/26 and NBC with a 14.9/24.

As for the November sweeps, observers look for much stunting, and their expectation is not diminished—if anything, it is heightened—by the reluctance of the networks, for the most part, to say exactly what their November plans are.

Only NBC has given any real detail. It has set *Princess Daisy*, a two-part romantic melodrama based on the Judith Krantz novel, for Sunday and Monday, Nov. 6 and 7, at 9-11 p.m. NYT both nights, and has scheduled *Kennedy*, based on the late President's career, for three consecutive nights starting Sunday, Nov. 20. *Kennedy* will play 8-11 p.m. the first night, 9-11 the other.

NBC has also disclosed scheduling for three big theatrical movies during November: "Fort Apache the Bronx" on Sunday, Nov. 13, at 9-11; "Ordinary People" on Monday, Nov. 14, at 9-11:30, and "Airplane!" on Sunday, Nov. 27, at 9-11.

CBS sources say it's too early to get into their November plans, except for one three-part mini-series. *That's Chiefs*, dealing with police chiefs on the trail of a mass murderer in a small southern town, is down for Sunday, Nov. 13, at 8-10 p.m. and Tuesday and Wednesday, Nov. 15 and 16, at 9-11.

ABC says nothing is set for sure but that *The Day After*, the graphic (some who have seen it say horrifying) made-for-TV depiction of the effects of a nuclear bombing, is tentatively scheduled for Sunday, Nov. 20. That would put it up against the opening of *Kennedy* on NBC. □

During its first week on the air, *Thicke of the Night* suffered both low ratings in metered markets and low opinions by critics. The late night comedy/variety show, which is up against NBC's *The Tonight Show*, was introduced on its premiere by former NBC President Fred Silverman. He now heads Intermedia, the company producing *Thicke* in association with Metromedia and MGM/UA.

Although the show has been heavily promoted by its sponsors since before the



Thicke

NATPE International convention last March, last week it failed to impress television critics, advertising agencies and station rep firms.

On the virulent side, *Washington Post* television critic Tom Shales called the show "cut rate" and host Alan Thicke a "bouncing bore." Peter Bunzel, a critic with the *Los Angeles Herald-Examiner*, wrote that "Thicke comes across as a pleasant enough fellow with many talents, [but] none of them outstanding." He criticized the show for "tasteless skits" and "dreary interviews." Mike Duffy of the *Detroit Free Press* said he found some of the first skits bordering on poor taste, but overall, was impressed with the show. He credited Thicke's talent, especially interviewing, which he ranked as "bet-

ter than Letterman, more deft with people and at drawing them out." Duffy emphasized "it's going to take weeks, maybe months, before [the show] finds its pace." P.J. Bednarski, television critic with the *Chicago Sun-Times*, wrote that Thicke "faces the crisis of competing against the program that created late night television." According to Bednarski, the premiere was "like a so-so party saved by great hors d'oeuvres." Bednarski added he's unsure what audience the show seeks: "It's trying to be all things to all people," he said.

While the programming gurus at advertising agencies and station representative firms were not as eloquent as the newspaper critics, their sentiments were approximately the same. The difference, however, is that most—while noting obvious flaws—were not so quick to dismiss *Thicke*. As did the critics, most praised Thicke himself while condemning the writing and production. And they noted, patience should prevail. "You have to give it time for the elements of the show to coalesce," commented one Madison Avenue adviser. "Thicke revealed he has the potential to attract an audience. Others succinctly disagreed. "Terrible," sighed one station rep.

Most cautioned, however, about passing judgment based on the overnight ratings so soon after the premiere. In metered markets, *Thicke* had a disappointing first week. In New York, according to Nielsen, the show averaged a 3.5 rating and an 11 share, for Monday through Thursday, while Arbitron rated it a 4.5/14. In Los Angeles—the show averaged a 1.9/7 for Monday through Thursday, according to Nielsen, and a 1.9/7 based on Arbitron. In Chicago, for Monday through Wednesday, *Thicke* averaged a 3.6/8, according to Nielsen, far behind CBS-owned WBBM-TV (7.6/18), NBC-owned WMAQ-TV (7.3/17) and ABC-owned WLS-TV (6.2/15) for the same period. □

Thursday

	ABC	CBS	NBC
8:00			Gimme a Break (Sept. 29)
8:30	Trauma Center (Sept. 22)	Magnum, P.I. (Sept. 29)	Mama's Family (Sept. 29)
9:00	9 to 5 (Sept. 29)		We Got It Made (Sept. 8)
9:30	It's Not Easy (Sept. 29)	Simon & Simon (Sept. 29)	Cheers (Sept. 29)
10:00			
10:30	20/20 (Sept. 22)	Knots Landing (Sept. 29)	Hill Street Blues (Oct. 13)
11:00			

Friday

	ABC	CBS	NBC
8:00	Benson (Sept. 16)		Mr. Smith (Sept. 23)
8:30	Webster (Sept. 16)	Dukes of Hazzard (Sept. 23)	Jennifer Slept Here (Oct. 21)
9:00			
9:30	Lottery (Sept. 9)	Dallas (Sept. 30)	Manimal (Sept. 30)
10:00			
10:30	Matt Houston (Sept. 9)	Falcon Crest (Sept. 30)	For Love & Honor (Sept. 23)
11:00			

Saturday

	ABC	CBS	NBC
8:00			Diff'rent Strokes (Oct. 1)
8:30	T.J. Hooker (Oct. 1)	Cutter to Houston (Oct. 1)	Silver Spoons (Oct. 15)
9:00			
9:30	Love Boat (Oct. 1)		Roosters (Oct. 1)
10:00		Movie (Oct. 1: "Cannonball Run")	
10:30	Fantasy Island (Oct. 8)		The Yellow Rose (Oct. 1)
11:00			



Low key in Atlanta

Eastern Cable Show, suffering from scheduling problems, draws fewer than anticipated; features sessions on deregulation, survival of cable networks and announcements of new cable audio and regional sports network

The Southern Cable Television Association wants its annual Eastern Cable Show to achieve the same status in the industry as the Western Cable Show and the annual convention of the National Cable Television Association.

To that end, it moved the convention from the Atlanta Hilton into the expansive facilities of the city's World Congress Center three years ago and dubbed it the Eastern Cable Show. It made slow but steady progress toward its goal during the show's first two years in the Congress Center, but last week, during its third time in the hall, that progress seemed to come to an end.

The Eastern Show has never attracted many cable operators outside the 13 states that make up SCTA, and exhibitors have complained about the lack of traffic at the show. But last week's three-day event also suffered from a drop in overall attendance and in the number of exhibitors.

Attendance fell from around 5,500 in 1982 to around 4,200. The number of hardware and software companies on the convention center floor dropped from around 250 last year to 227.

Many attributed the poor turnout to the show's having been scheduled during Rosh Hashanah, the Jewish New Year, and the same week as the Great Lakes Cable TV Expo, the annual show of the Illinois-Indiana Cable Television Association. Eastern Show organizers did not refute the explanations. SCTA President Sally Davison blamed the Great Lakes coincidence on the IICTA, saying that dates for the Eastern Show were published years in advance. That the show fell on the Jewish holiday, said Nancy Horne of Convention & Show Management Co., which actually staged the show, is "unfortunate" and was caused by setting the dates so far ahead of time. "It was not our intention to conflict with either the show or the holiday," she said.

Home blamed the reduced number of exhibitors on mergers of hardware and software companies. Two of last year's exhibitors, Texacam and Computer Video, she noted as an example, merged and set up only one exhibit this year.

Some hardware and software vendors, tired of the effort and expense of exhibiting at numerous regional trade shows, would like to see the Eastern Cable Show merge with the Atlantic Cable Show and the New England Cable Television Association's annual convention into something that would be the Eastern Cable Show in fact as well as in name. But Davison said the SCTA board of directors, which met during the show, has no interest in merging its show with anybody else's.

Another problem of the show and another obstacle to SCTA's ambition is the show's failure to attract industry leaders. This year, only Steve Effros, executive director of the Community Antenna Television Association and Herb Granath, president of ABC Video Enterprises, made appearances. Even Ted Turner, president of the Atlanta-based Turner Broadcasting System, failed to show up. According to a TBS spokesman, he was sailing in Europe.

Cable operators get advice from House members on how to work with Wirth for the passage of companion to S. 66

Cable's prospects of getting the House of Representatives to move on a companion to S. 66, the cable deregulation bill already passed by the Senate (BROADCASTING, June 20), would appear brighter if cable operators accept the mandatory leased-access concept House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) is pushing. That was the collective wisdom shared by three House Energy and Commerce Committee members at the Eastern Cable Show last week.

"In the House, if the chairman is opposed, or doesn't get his way, he can bottle up a bill. If he supports the bill, you're going to get action," said Representative Thomas Bliley

(R-Va.), offering the some 50 persons in attendance an impromptu civics lesson on the art of the possible.

"You've got to deal with Tim," added Representative Billy Tauzin (D-La.). "There's got to be some give and take... There's an awful lot of good things in that bill... I'd hate to see you lose that."

Even assuming some sort of agreement can be worked out on the leased-access issue (Wirth wants a statute to provide that cable operators would have to give up editorial control over a percentage of their channels for access), cable still has a rocky trench to dig, the panelists agreed. Bliley, for example, noted that the U.S. Conference of Mayors is opposed to the bill, chiefly because it would limit a city's discretion to assess franchise fees, and conference members have several sympathizers on the Energy and Commerce Committee. "The mayors are looking for every dime they can get to finance their cities," he said.

The panelists also revealed that a draft of the subcommittee's companion bill, which is tentatively scheduled to be released for public inspection this week or next, will not contain provisions similar to those in S. 66 addressing whether cable's "institutional" offerings—for example, data transmission services—should be subject to the same state common carrier regulation that telephone company offerings are. S. 66 would prohibit the states from regulating cable institutional offerings.

Representatives Charles Dowdy (D-Miss.), Tauzin and Bliley all said they opposed permitting state regulation of institutional cable. All also appeared to agree, however, that it is unclear whether the entire committee shares their view.

Bliley also said the committee planned to address telephone legislation aimed at insuring "universal service," and its broadcast deregulation proposal before it addressed the cable legislation. He said he didn't think the cable legislation would get to the full committee before November.

Tauzin said he thought the reason the subcommittee's draft bill would not address data transmission might be because Wirth wanted "trading room" with the telephone companies. According to Tauzin, the telephone companies won't be pleased with the universal-service telephone legislation, which he seemed to think would be adopted. If that happens, the telephone companies might be able to make up some ground on the data transmission issue. "I think there's a relationship between the two [the universal-service legislation and the draft cable bill's failure to address cable data transmission] that will become more apparent," he said.

Tauzin added that he didn't think subjecting cable's institutional offerings to the same sort of regulation imposed on telcos should be an option. It might be preferable, he said, to provide for the "staged deregulation" of telco lines of business that are being offered by unregulated competitors. "That makes more sense," he said.

On an upbeat note, the panelists pointed out that the lion's share of S. 66's provisions are not expected to create problems for the House. "I think the time is now for a very

common-sense, national set of rules for your business," Dowdy said. "I think S. 66 is very good common-sense legislation. I hope we will apply the same common sense on the House side when this thing comes through."

Lois Richardson, assistant director of government relations for the National Cable Television Association, said "negotiations" with the House Telecommunications Subcommittee staff over the data transmission and leased access issues had not been resolved. But she said the draft cable bill would be "pretty much" based on the National League of Cities compromise with NCTA that paved the way for the passage of S. 66.

She also said she wasn't sure whether NCTA would agree to accept leased access or anything that would hurt cable. "We are realists," she said, however, after the panel session. "We want a bill."

A House source said the draft legislation also would address ownership issues and provide that access to cable—at least in cabled areas—is a federal right. The source noted that some residents in areas passed by cable—for example, apartment dwellers—are denied access to cable because their landlords don't want their apartments wired. Under the provision, landlords would be prohibited from denying their tenants the right to be cabled.

Congressman, others urge cable's support of H.R. 2902 and 3419

Cable operators would be well advised to urge their congressmen to support H.R. 2902, a bill that would permit all cable systems to carry three distant independent TV signals without having to pay extra royalty fees, and H.R. 3419, a bill that would make it easier for cable systems to import certain superstation signals, according to a panel at the Eastern Cable Show in Atlanta last week.

Representative Mike Synar (D-Okla.) said he had introduced H.R. 2902 because he thought it was "economically unfair" for cable systems in smaller cities to have to pay more than systems in larger cities for the same number of independent TV signals.

Under the Copyright Royalty Tribunal's

latest rate-adjustment decision, cable systems must now pay 3.75% of their gross basic revenues for each independent TV signal they import over a specific number. Systems in the top 50 markets can import up to three independent TV signals before they must start paying the 3.75% rate; systems in the next 50 markets are permitted to import two signals before they have to pay the increased rate, and cable systems in smaller markets (any town with at least one TV station not in the top 100 markets) are permitted to import one signal before they have to start paying the 3.75% rate.

The Synar bill would permit all cable systems to carry at least three distant independent TV signals without being subject to the 3.75% charge.

Steve Effros, executive director of the Community Antenna Television Association, shared Synar's concern about equitability. "We are not second-class citizens because we don't live in New York," he said.

Robert Ross, vice president and general counsel of the Turner Broadcasting System, said passage of H.R. 3149 (which is identical to S. 1270 in the Senate) was aimed at remedying a "different kind of discrimination." Under that bill, which also is being called the "Turner bill," cable systems would not have to include superstation signals, nor would they have to pay the 3.75% fees for those, if the superstation in question already is compensating copyright owners for a national audience. "The copyright owners have already been reimbursed," Ross said.

Roy Bliss, executive vice president of United Video, endorsed both bills, as did Ross and Effros. "Maybe the deregulation bill [S. 66], which is taking virtually all of the National Cable Television Association's lobbying efforts, is the most important thing for you. However, I know that many of you in this room would get more immediate return out of the passage of [H.R.] 2902 or the Turner bill," Bliss said.

How the bills will fare remains unclear. Synar said he had introduced H.R. 2902 with "somewhat of a green light" from House Judiciary Subcommittee Chairman Robert Kastenmeier (D-Wis.). Synar thought the fact that hearings have been

scheduled for Oct. 20, and may be held even earlier, boded well. Bliss attributed any lack of enthusiasm on Kastenmeier's part to his having been "burned several times" on copyright issues.

Ross noted that Senate Judiciary Subcommittee hearings on S. 1270, which had been tentatively scheduled for Sept. 12, had been postponed. But Ross said TBS was "confident" a hearing would be held this year.

Ross also noted that three of the seven Senate Subcommittee's members—Paul Laxalt (R-Nev.), Orrin Hatch (R-Utah) and Dennis DeConcini (D-Ariz.)—had co-sponsored the bill. A fourth, whom Ross refused to name, had declined to co-sponsor the bill but, according to Ross, was "tending toward our view."

Effros also revealed that CATA is publishing a 55-page briefing book, which will be distributed to House Energy and Commerce Committee members, aimed at explaining what such things as cable and multipoint distribution service systems are. "They're about to get inundated with cable issues," he said.

Granath stresses adaptability for cable networks to survive

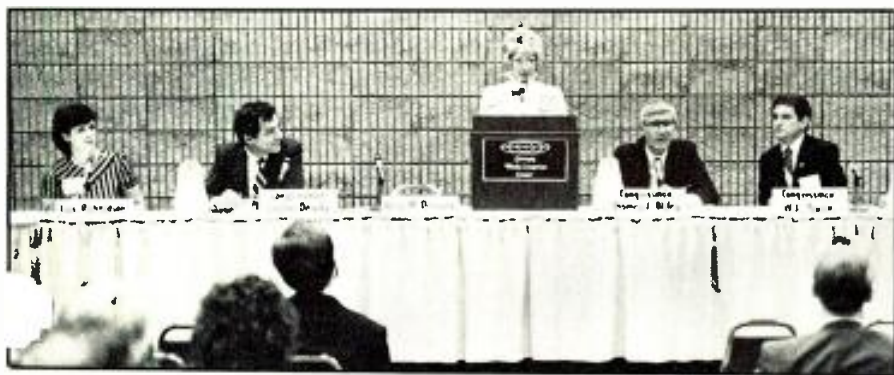
Cable programming networks can learn a lot from Charles Darwin, ABC Video Enterprises' Herb Granath told cable operators at the Eastern Cable Show last week during his keynote address. If they are to survive the "process of natural selection," he said, they will have to adapt to the television environment by distinguishing themselves from the broadcast networks.

"As program services like CBS Cable and the Entertainment Channel become extinct," he said in a speech that had equal parts television programming and biology, "Darwin's principle is clearly taking effect in cable television." Natural selection will winnow the dozens of basic cable services being offered today to "perhaps fewer than 12" by 1990, he said.

"The cable services which will survive into the next decade will be those offering the viewer something different from what he can see on broadcast TV," he said. "What we need is not more of the same, but less of the sameness."

To prove his point, Granath cited ABC-TV's struggle to survive in the early 1950's. Up against "deeply entrenched competition," he said, ABC responded by being different and innovative. ABC pioneered the sports anthology program, adult westerns, medical dramas, private-eye shows, prime time serials and made-for-TV movies. And booking long-term contracts with movie stars, he said, ABC created its own "television stars." "Just as important," he said, "ABC salesman also pioneered selling advertising time on the basis of demographics rather than just ratings and share."

In the realm of cable, he said, Music Television has demonstrated being different is the key to survival. "By taking advantage of the freedom of cable offers, MTV succeeded in inventing a form of programming which simply did not exist before," he said. "In so



Word from the Hill. Three members of the House Energy and Commerce Committee assessed the prospects for a House cable deregulation bill during a panel session at the Eastern Cable Show. L-r: Lois Richardson, assistant director of government relations, National Cable Television Association; Representative Charles Dowdy (D-Miss.); Sally K. Davison, president, Southern Cable Television Association, and Representatives Thomas Bliley (R-Va.) and W.J. Tauzin (D-La.).



For your ears only. The hardware and software manufacturers who will make Just For Listening possible (l-r): Clemente D'Alessio, president, Cable Music Services, and producer, radio-TV programming, for the New York Metropolitan Opera; William Randall, executive vice president, Pioneer Communications; Margaret Durborow, chairman, Just For Listening; Ned Mountain, marketing manager, Wegener Communications, and Nyhl Henson, president, Nyhl L. Henson Enterprises.

doing, it has earned a high degree of viewer loyalty."

Being different will also help cable services survive by attracting "the light television viewer," he said. "Hearst/ABC's Daytime...has actually created an entirely new television audience for its daypart," he said. "Nearly 40% of Daytime viewers did not watch any TV in the afternoon before Daytime was available."

In the same way species were improved through crossbreeding, he said, businesses become stronger through merger or cooperation. The merger of Daytime and Viacom's Cable Health Network "will enable us to reach a larger audience with a cohesive package of informational programming that remains radically different from both broadcast alternatives and other cable services," he said. Cable programmers and operators should also cooperate, he said, particularly in selling local advertising and getting pay-per-view services off the ground.

Durborow Associates to offer 24-hour-a-day stereo audio feed via satellite as pay service

Radio broadcasters will get some competition from cable TV if things work out the way Durborow Associates/Cable Marketing Management plans.

That firm is going to launch a 10-channel, audio-only premium service over cable in January. And it says research indicates more than nine million people would be willing to pay \$6 a month to receive an advertising-free service, Just For Listening (JFL), over their stereo receivers 24 hours a day.

At a press conference at the Eastern Cable Show last week, Margaret Durborow, president and chairman of the firm, said JFL would offer a "total" package providing programming, hardware and marketing assistance. "The cable operator will basically provide the tube," she said.

Under the game plan, the service will be transmitted via satellite. (Durborow said she has verbal agreements to get transponder space on Satcom III-R.) Pioneer block converters would be used to allow the 10 chan-

nels to be received on a subscriber's home stereo set.

The firm plans to supply "qualified" cable systems—those that pass more than 7,000 homes—with a free hardware package. (It will negotiate different arrangements with smaller systems, she said.) The block converters would be provided for each subscriber; Wegener stereo processors will be supplied for cable headends. The firm is recommending that cable systems charge customers \$25 for installation, then \$6 a month for the service, with the firm and the cable system splitting the latter.

The service will be programmed by Kent Burkhart, chairman, Burkhart/Abrams/Michaels/Douglas & Associates, Atlanta; Clemente D'Alessio, president, Cable Music Services, New York, and Nyhl Henson, president, Nyhl L. Henson Enterprises, Leucadia, Calif.

JFL's executive vice president will be Edward P. Ockenoen, formerly with the ABC FM Network in New York.

JFL's formats: "Smile the While & Swing"—1940's radio shows and big band music; "Top of the Rock"—top 40; "Today's Country"; "The Classical Showcase"; "Jazz a la Carte"; "What's New"—a sampling of new audio releases; "Easy Does It"—vocalists in the Sinatra-Streisand mold; "My Generation"—music from the 1950's through 70's; "Laid Back & Mellow," and "Beautiful Moods."

After the press conference, Durborow said she was aware that Home Box Office reportedly has been exploring the same concept. "We're very aware of that, and they're aware of us," she said.

Sports of the Southeast featured on new PPV service

Still another cable service emerged at the Eastern Cable Show in Atlanta last week: Sports View, a regional pay-per-view network featuring football and basketball games of colleges and universities in the Southeast.

Based in Nashville and backed principally by Crawford Hubbell, a Des Moines, Iowa,

entrepreneur whose family controls Equitable of Iowa, Sports View has already made deals with the Universities of Georgia, Alabama, Tennessee, Florida, Georgia Tech, Auburn, Mississippi and Louisiana State University to televise one or more of their football or basketball games during the upcoming seasons.

According to Sports View President Patrick N. Thompson, the service hopes to premiere Oct. 15 with a football game between Alabama and Tennessee. But before Sports View can televise that game or any other it must get the permission of the National Collegiate Athletic Association. Sports View would like to offer two or three events per month, he said.

The marketing of the service is aimed at cable systems in the Southeast, where the teams are popular. According to Sports View's Clyde Lee, a former collegiate and professional basketball player, the Alabama and Georgia football games alone should draw good television audiences. The schools' football games are always sold out, he said. The only way many fans will be able to see the teams, he said, is on their television sets.

The price of the service to cable subscribers will not be cheap. The typical cost of a football game will be about \$20 per subscriber, Lee said, while that of a basketball game will be about \$10. There's evidence cable subscribers will pay the price, he said. Acting on its own, he said, Louisiana State University offered one away game and two home games in an addressable cable system with around 15,000 subscribers in Baton Rouge, on a pay-per-view basis. Each game was priced at \$19.95 (one-and-a-half times ticket price). The away game achieved 50% penetration, he said, while the home games averaged 25%.

"We figure it turns into a party," Lee said. "You bring the beer, you bring the hot dogs and we'll bring the game."

The service is made possible by a disposable trap manufactured by Blonder-Tongue Laboratories, which will descramble the pay-per-view programming. The set-top trap is activated by a \$2 plug-in "energizer," which lasts about 24 hours. The first time a cable subscriber orders a Sports View game, the cable operator will install the trap and supply an energizer. Each time the subscriber orders an event after that, the operator sends a fresh energizer by mail.

Cable operators can offer the Sports View service without making a capital investment, Lee said. Sports View will lease the traps to cable operators for \$12 the first year, \$8 the second year and \$4 the third year, he said. But the cable operator doesn't have to pay the rent upfront, he said. Sports View will subtract it from the cable operators' share of the pay-per-view revenues, he said.

The split of revenue will vary from system to system and will be determined by negotiation, Lee said. In most cases, it should be "close to 50-50," he said.

So far, Sports View only has one affiliate agreement it can talk about. According to Thompson, it's with Cable Atlanta, which has promised to offer the service to all of its 107,000 subscribers. □

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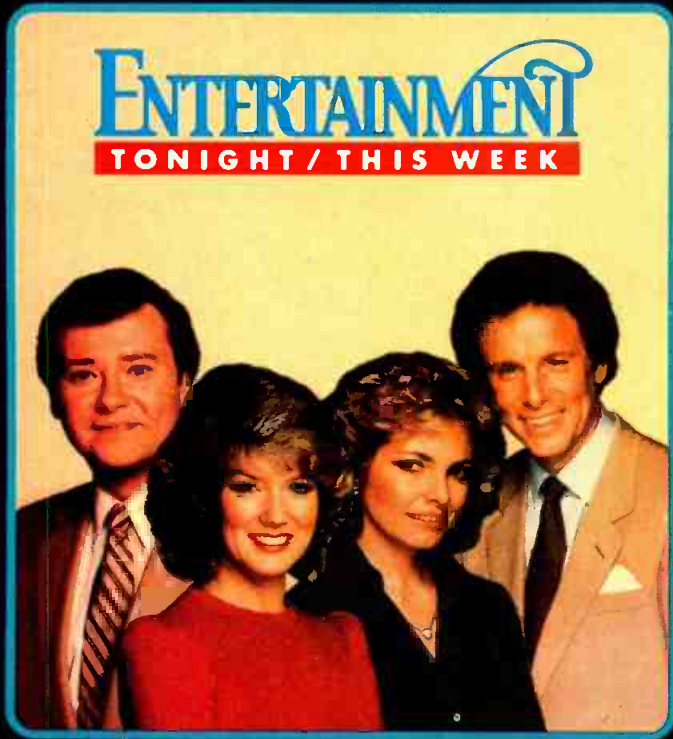
The Top Ten*

	Rating
1. ENTERTAINMENT TONIGHT/ ENTERTAINMENT THIS WEEK	14.4
2. SOLID GOLD	11.7
3. FAMILY FEUD	10.5
4. (ENTERTAINMENT TONIGHT)	8.9
5. HEE HAW	8.7
6. PEOPLE'S COURT	8.5
7. PM MAGAZINE	7.6
8. AT THE MOVIES	6.9
9. DANCE FEVER	6.0
10. (ENTERTAINMENT THIS WEEK)	5.5

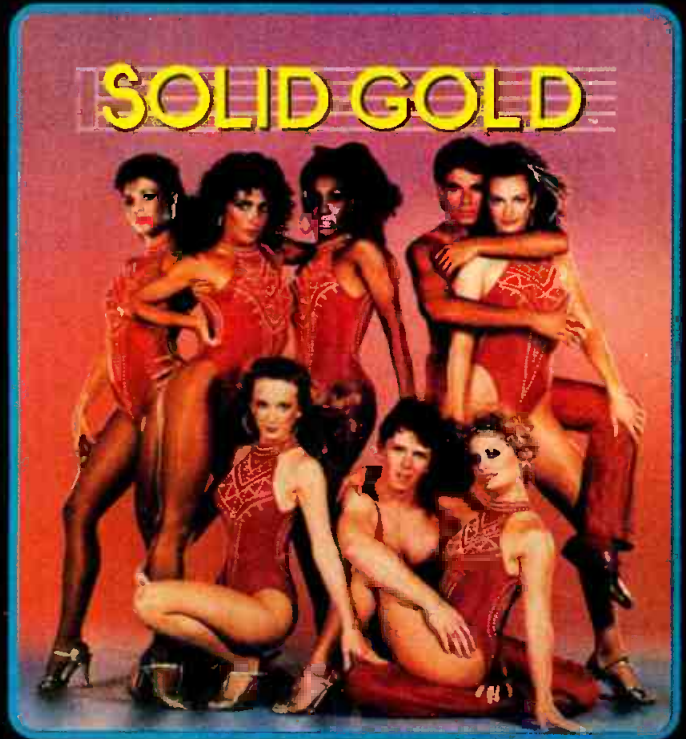
*Nielsen SON, 4 wks ending 5/22/80 **NTI, ET/ETW cume, wk ending 7/24/80

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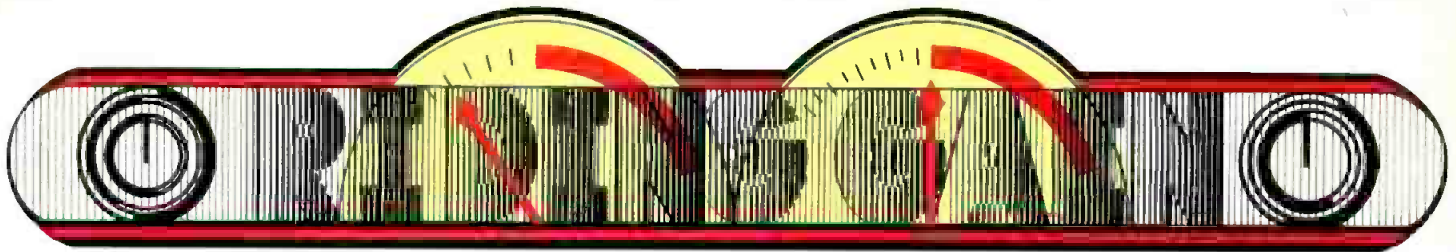
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Syndication survey

Torbet Radio takes a look at radio program syndication from the station manager's point of view in its latest nationwide survey and finds, for one thing, that 90% of the stations polled have used syndicated programming during the past year. For another thing, 16% of the users rate its quality as excellent, 50% as above average, 30% as average and 4% as below average or poor. The biggest complaint, cited by 32%, was that it "sounds canned."

The rep firm's survey, one in a series conducted by questionnaire among some 500 radio station managers, also found that 78% would rather barter for syndicated programming than pay cash. The most popular syndicated form is the music special, which stations tend to air on weekend nights (61%), weekend days (48%) or holidays (43%). Three stations out of five (62%) said they sell music specials at a premium and expect to make an average 80% profit.

Two-thirds of the respondents (66%) said they have aired produced music specials, 61% weekly countdown shows, 38% features, 32% jingles, 31% live concerts and 29% total-format packages. By about three to one, 78%, they prefer highly produced music specials over live concert programming.

On the whole, the respondents tended to prefer that syndicated programming be delivered on disks (46%). Despite its growing popularity, satellite delivery came in third (32%), after tape (42%) but well ahead of landlines (3%). (Some respondents named more than one preference.)

Torbet researchers also said that when managers were asked to nominate the "best" radio syndicator, Watermark emerged in first place with 15% of the total and TM Programming was second with 9%, followed by Westwood One with 8% and Bonneville and Drake-Chenault in a tie at 5% each. Complaints about syndicators centered primarily on "ignorance of station's format and what works" (42%), lack of marketing support to help sell shows (26%), uncertainty about a syndication company's future (19%) and belief that syndicators are too pushy (18%).

The main reason advanced for using syndicated programming was inability to produce such programming locally (56%). Other principal reasons were that it builds audience (50%) and increases revenue (43%). Another question turned up a different reason: About one-fifth of the stations (19%) said they had bought a syndicated program and failed then to air it, their objective in buying having been to keep a competitor from getting it.

Spanish launch

The Spanish Satellite Network has set a Dec. 1 start date for a national Spanish-language radio news service, with an initial

lineup of 29 stations. The network, believed to be the first of its kind, will distribute via satellite five-minute newscasts each hour from 6 a.m. through 9 p.m. NYT. The service is being offered on a barter basis, with market exclusivity. Among Spanish-language stations signed to carry SSN are KALI(AM) San Gabriel (Los Angeles), Calif.; WEDC(AM) Chicago; KUQQ(AM) Dallas; KXYZ(AM) Houston; WTEL(AM) Philadelphia; WTYM(AM) Tampa, and KIQI(AM) San Francisco.

According to SSN President Gerardo Perez, most of the affiliates are already carrying *Charla Deportiva*, a two-hour Sunday sport news/talk show that began last January. Perez said the new network will also offer new sports features and long-form programming. SSN has conditionally been awarded Spanish-language radio rights for the 1984 summer Olympics, he added, "pending final negotiation of the contract" with the Los Angeles Olympic Organizing Committee.

The Los Angeles-based service plans to

employ about 25 full-time staffers at studios now under construction, with programming expected quickly to expand from the initial hourly newscasts. Consumer, music and entertainment features are planned in 1984. Perez said news programs will place an emphasis on Central and South American events, as well as U.S. news, recognizing the close ties of this country's 15 million Hispanics to Latin nations.

"We've had some very good response from advertisers who have already advertised on *Charla Deportiva*," said Perez, "as well as new ones that have never advertised on Spanish radio before." The former include Anheuser-Busch, Ford and McDonald's.

Angry over agreement

The American Legal Foundation has asked the FCC to reject an agreement between Gannett Broadcasting's KSD(AM) St. Louis and the St. Louis Black Media Coalition that, among other things, calls for Gannett



Labor of love. Nearly 500,000 people lined the banks of the Ohio river near Cincinnati on Saturday, Sept. 3, when that city's WEBN(FM) staged its seventh annual Labor Day weekend fireworks display. The half-hour show, staged from barges on the river and coordinated with rock and classical music broadcast from WEBN, was co-sponsored this year by Pepsi-Cola, according to Frank Wood, station president and general manager, who pegged the total cost for this year's promotional event at about \$100,000.

Inaugurated in August 1977 as a 10th anniversary celebration for WEBN, the fireworks display has since grown into an all-day, city-coordinated event entitled "Riverfest," featuring amusements, food, beer and other attractions, including a WEBN-sponsored photography contest for best shots of the fireworks.

TNT EXPLODES WITH 31

For the 4th quarter, Turner Network Television promises real heroics. College basketball history in the making. National powerhouse Louisville and Kentucky meet for the first time during regular season since 1922. This is the game of the year for advertisers and the entire nation.

TNT also provides proven ratings favorites. The spectacular 1983 Miss World Contest, direct from London, England. Plus college football's pre-Christmas classic: The Hall Of Fame Bowl. The first bowl game of the holiday season, scheduled when fan interest is at its peak.

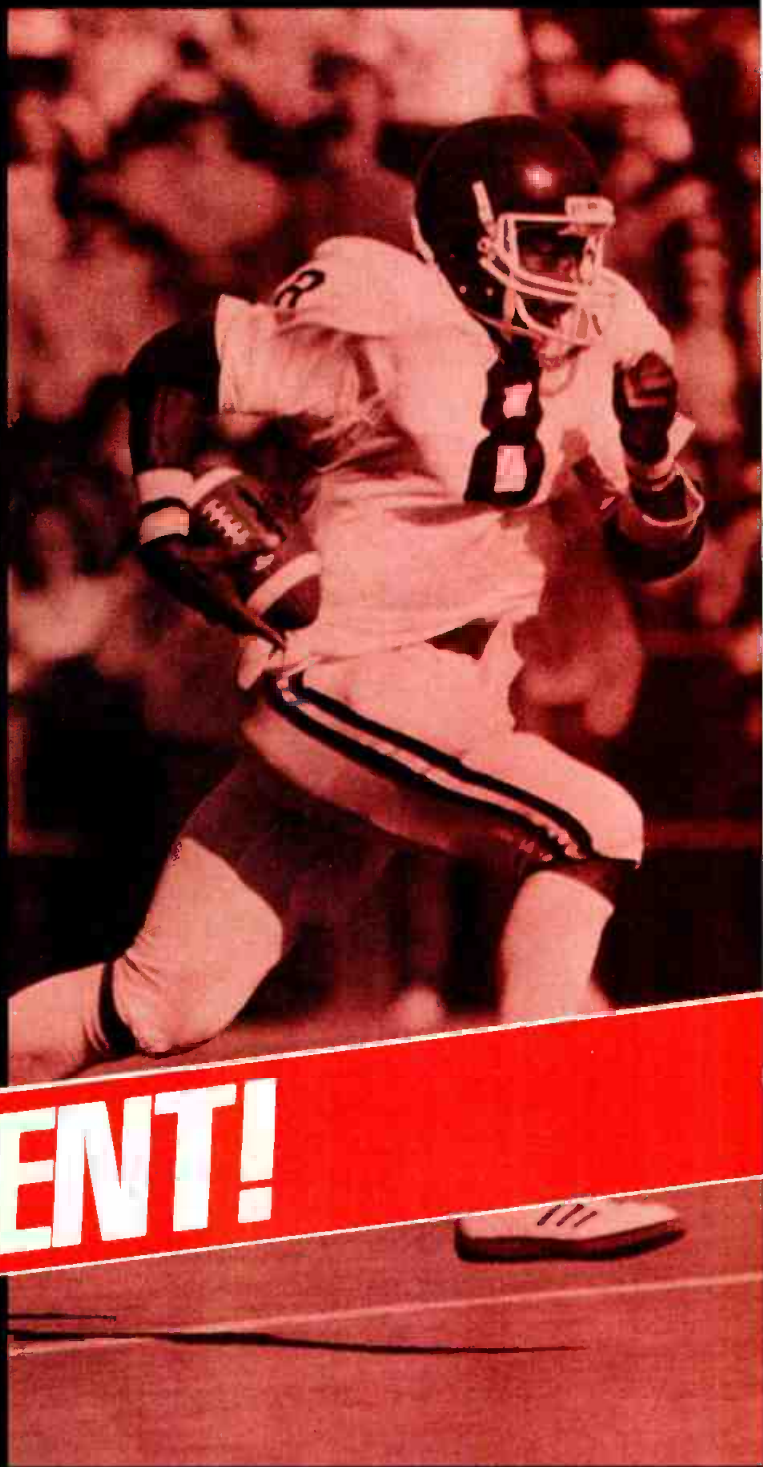
Make your 4th-quarter lineup more explosive. With dynamite TNT programming. Exclusively from Turner Program Services



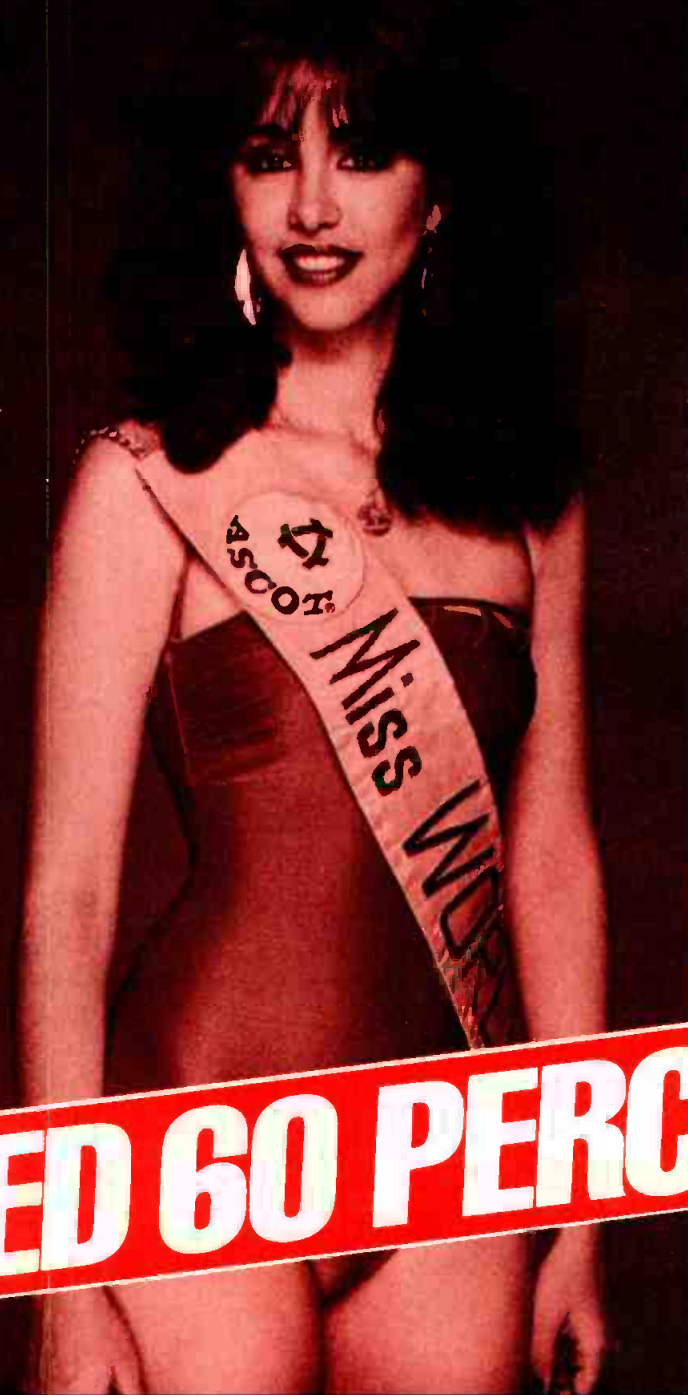
Louisville Vs. Kentucky. Live. Nov. 26, 1983.

It's billed as the "feud" Denny Crum's high-flying Louisville Cardinals, the "doctors of dunk" Joe B. Hall's classy Kentucky Wildcats led by 7'2" Sam Bowie. Live from Rupp

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The Hall Of Fame Bowl. Live. Dec. 22, 1983
With a reputation for intense action and excitement, it's a real crowd pleaser. The spotlight for stars of tomorrow, past games have featured such greats as Heisman Trophy winner and NFL standout George Rogers.



Miss World Contest. Nov. 17, 1983.
Direct from Royal Albert Hall in London. The glamour, international flavor and excitement of the longest-running international beauty pageant in the world. Miss World 1983. In a special two-hour, same-day show.

RED 60 PERCENT!

TURNER PROGRAM SERVICES

to support coalition luncheons and banquets, and give it free advertising time. In exchange, the group would agree not to oppose the station's renewal. In its filing at the FCC, the ALF said such payments were illegitimate. "It makes a mockery out of the license renewal process to have so-called 'citizen groups' go to a station and threaten to oppose its license renewal application unless the group's terms are met. The station knows it would spend more fighting a petition to deny than it would cost to give contributions to the group. The FCC should end this type of coercive fund raising once and for all," ALF said.

Women and radio

"Advertisers who are looking for the working woman will find her at work—listening to the radio." That was the word last week from Rip Ridgeway, vice president in charge of radio sales development for Arbitron Ratings, based on Arbitron's latest research on away-from-home listening.

"Working women are real radio listeners," Ridgeway said. "They spend up to 98 quarter-hours a week listening—a good bit more than the average for all women, which is 80 quarter-hours a week. A full 99.37% of working women are reached by radio every week."

They listened more or less consistently but their format preferences vary. Estimates from the spring 1983 Arbitron radio surveys indicate that in Los Angeles, for instance, 80% of working women between 25 and 54 listened to radio while at work, while in Boston 84% of that group listened. But in Los

Angeles easy listening was the most popular format among those working women (and among those 18-34 and 35-64 as well), while in Boston adult contemporary was the top preference in all three age groups and easy listening ranked fourth.

Another phase of the study, Ridgeway said, showed that "the standard drive-time dayparts are fine for marketing, but they shouldn't be used for programing." In Los Angeles, for instance, the morning commuting period extended from 7 to 9 a.m. but the 7:30-8:15 period delivered the highest in-car audiences. "I'm sure that in other markets, the real drive times may be only one or two quarter-hour periods, and programers should know this for their markets," Ridgeway said.

RKO reaches out

Newsweek magazine and RKO Radio last week announced the second cooperative venture between the two companies in as many years with the disclosure that the weekly news magazine will provide historical information to accompany *A Solid Gold Scrapbook*, a 20-year survey of popular music that premiered last weekend on RKO One and RKO Two. *Newsweek's* research department is supplying information about each of the years from 1963 through 1982 as part of host Dick Bartley's *Solid Gold Saturday Night* through November. *Newsweek* and RKO recently renewed their production agreement for *RKO Presents Newsweek on the Air*, a radio news program featuring material from the current issue of *Newsweek*.

RKO has separately announced produc-

tion of *Project '84*, consisting of a package of news reports on the 1984 primaries, political conventions and elections. Two features will be produced initially, *The People's Choice* for RKO One and *Campaign America* for RKO Two affiliates. RKO is also expanding *Countdown America* to four hours weekly and increasing the frequency of *Captured Live!* from bimonthly to weekly in a new one-hour format. An untitled five-hour live, contemporary music program is in development at RKO for a January premiere, to precede the nightly *Right Time America* broadcasts.

Playback

Media Americana, an Oxnard, Calif.-based radio production and distribution company, plans to launch a new weekly 30-minute investigative program on Nov. 1 called *On Assignment*. The show, which is hosted by Michael Emerson, is described as a behind-the-scenes look at today's headlines. *On Assignment* is available to stations on a barter basis.

□

Music from the Hearts of Space, a one-hour weekly series from independent producers Stephen Hill and Anna Turner, is being offered free to public radio stations via the extended Program Service on the Westar IV satellite. The program fare ranges from baroque and classical to jazz and so-called "space" music, and is designed for late-night listening. The series, currently airing in 65 markets, will be distributed to commercial outlets beginning Jan. 1, 1984. Information: Box 31321, San Francisco 94131.



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	May 1982 (000)	May 1983 (000)	% Increase
Total Households	5,063	5,360	+ 7%
Total Women	4,345	4,554	+ 5%
Women 18-49	1,755	1,979	+ 12%
Women 25-54	1,739	1,896	+ 9%

In May '83, Donahue reached 12% more women 18-49 than May '82, 11% more men in the same category.

And Donahue showed a powerful 7% increase in total households during that same time. From May '82 to May '83, total women climbed 5%, women 25-54 by 9%. In every age cell, for both women and men, Donahue grew 5% to 15%.

And Donahue continues to accomplish what the show set out to do 16 years ago: tackle issues. Important issues. Controversial issues.

Even after 16 years, a look at the last major rating periods, February '83 and November '82, still shows Donahue enjoying significant and consistent growth.

Proving once again, a show like Donahue doesn't come along every day.



DONAHUE
DAYTIME TELEVISION AT ITS PRIME.

Congress: battleground for financial interest, syndication

In aftermath of FCC's decision, producers will focus their efforts on getting legislation passed to limit network involvement

Although the FCC is scheduled to issue a final decision on its financial interest and domestic syndication rules this fall, the fate of the rules may ultimately be determined by Congress. "This thing is far from over," said one lobbyist familiar with the commission's tentative decision, which proposes to abolish the financial interest rule and permit the television networks to acquire commercial interests in independently produced programming. The decision would also allow the networks to re-enter domestic syndication on a limited scale (BROADCASTING, Aug. 8).

A final decision is expected after the FCC receives another round of comments, which are due Sept. 20. The motion picture industry is expected to kick off an aggressive lobbying campaign this week when Congress returns from its summer recess. Hollywood and the independent producers are interested in drumming up support for legislation (H.R. 2250 and S. 1707) that would prohibit the FCC from repealing the rules for five years.

"We are hearing that there is going to be a parade of stars on Capitol Hill," said one network lobbyist. A number of Hollywood personalities have already descended upon Capitol Hill to ask the legislators to protect the rules. Alan Alda, of *M*A*S*H*, and Larry Hagman, best known for his role as J.R. Ewing on the CBS-TV series, *Dallas*, met with numerous key congressional leaders (BROADCASTING, May 18, Aug. 1).

The networks are also expected to launch their own campaign to stop the producers. "The battle is heating up," said one Capitol Hill source. There is considerable speculation over where the fight will take place, with many observers predicting the Senate will be the focus of Hollywood's campaign.

Capitol Hill sources say the Committee for Prudent Deregulation, which represents the producers, may have more success there than in the House, where the Commerce Committee, with jurisdiction over the stop-the-FCC legislation, is tied up on other matters.

Efforts by CPD to move the House bill, H.R. 2250, to the floor, have already been frustrated despite the large number of co-sponsors (128 at last count) for the measure (BROADCASTING, Aug. 8). The House Telecommunications Subcommittee failed to mark up H.R. 2250 (although 10 of the subcommittee's 14 members are co-sponsors), due primarily to the networks' successful lobbying campaign.

Chief backers of the bill, Chairman Tim Wirth (D-Colo.) and the measure's author, Henry Waxman (D-Calif.), remain optimistic they can report the bill out. Another markup will probably be scheduled this month and even the networks expect the bill will pass the subcommittee then.

What will happen in the subcommittee's parent, the Energy and Commerce Committee, however, is another matter. Roughly 21 of the 42 committee members are co-sponsors. A Waxman aide predicted the bill will move through the committee quickly. Since the commission's action, arguments made by some members against moving the bill until the FCC issued a decision would no longer be valid, the aide noted. "The networks know they can't win here," the aide said.

But the bill's opponents feel differently. They contend that the House Commerce Committee has a full agenda and may not have time to address the bill before the end of the year. The committee is faced with a number of unfinished legislative issues including telephone legislation, broadcast deregulation and natural gas deregulation. And all those issues, one Washington lobbyist said, could result in "vigorous fighting."

A CPD spokesman said the committee

will be very active, but would not be more specific about legislative strategies. One proposed legislative option the committee may pursue is to attach language to an appropriations bill or continuing resolution containing the FCC's fiscal 1984 budget that would limit the FCC's ability to use any funds to repeal the rules (BROADCASTING, Sept. 5).

It is a plan that has already generated some support in the Senate. Ted Stevens (R-Alaska), in July, considered such an amendment to a Senate appropriation measure during an Appropriations Committee markup of the bill that included the FCC's FY 1984 budget, but Stevens abandoned the idea. Stevens, an aide said, is reviewing the issue. Stevens is assistant majority leader, a ranking member of the Appropriations Committee and a member of the Senate Commerce Committee, which has jurisdiction over the FCC.

Other key Senate leaders, Mark Hatfield (R-Ore.), chairman of the Appropriations Committee, and Paul Laxalt (R-Nev.), chairman of the appropriations subcommittee, with jurisdiction over the FCC, have heard from both parties. Neither has yet taken a stand. Laxalt and Hatfield, however, were supposedly instrumental in persuading Stevens to hold off from offering his amendment.

In the House, Representative Jamie Whitten (R-Miss.), chairman of the full Appropriations Committee, and Neal Smith (R-Iowa), chairman of the appropriations subcommittee with jurisdiction over the FCC, are key players.

Although the appropriations measure is slated to go to the Senate floor, it seems doubtful that will occur before the end of the fiscal year, Sept. 30. Appropriations measures must originate in the House. However, in the House, the appropriations bill containing the FCC's FY 1984 budget stalled in the Rules Committee, where it has become embroiled in controversy over funding for the government's planned Radio Marti service broadcasting to Cuba.

Committee sources are predicting Congress will be forced to pass another continuing resolution to keep the government operating. In the past, continuing resolutions have been open targets for last-ditch efforts by legislators to attach controversial measures that had been stalled.

The most obvious legislative route for Hollywood is to seek support from members of the Senate Commerce Committee, where S. 1707 has been referred. S. 1707 was introduced last August by Senator Pete Wilson (R-Calif.) and mirrors the House bill, H.R. 2250. Wilson, an aide said, is anxious to see the legislation move and will likely ask the Commerce Committee to hold hearings promptly.

There seems to be little support for Wilson's bill in the Commerce Committee. Sen-

Broadcasting détente. Members of the National Association of Broadcasters executive committee meet next week (Sept. 18-21) with Canadian and Mexican broadcasters in San Diego. The meeting is an annual conference sponsored by NAB to promote better understanding with neighboring broadcasters.

Officials from the Canadian Association of Broadcasters (CAB) and the La Camara Nacional de la Industria de Radio y Television (CIRT) will attend the three-day conference at Del Coronado Island. Cuban interference and copyright issues are expected to dominate the conference. Each association will also present an overview of broadcasting legislation and regulations in their country.

Other items on the conference agenda include: direct broadcast satellites, high-definition television, technical standards, satellite master antenna television, home taping, cable copyright issues, land mobile frequency allocations and the Canadian tax law, which discourages Canadian broadcasters from advertising on American radio and television stations. NAB's executive committee will hold its monthly meeting Sept. 17 there.

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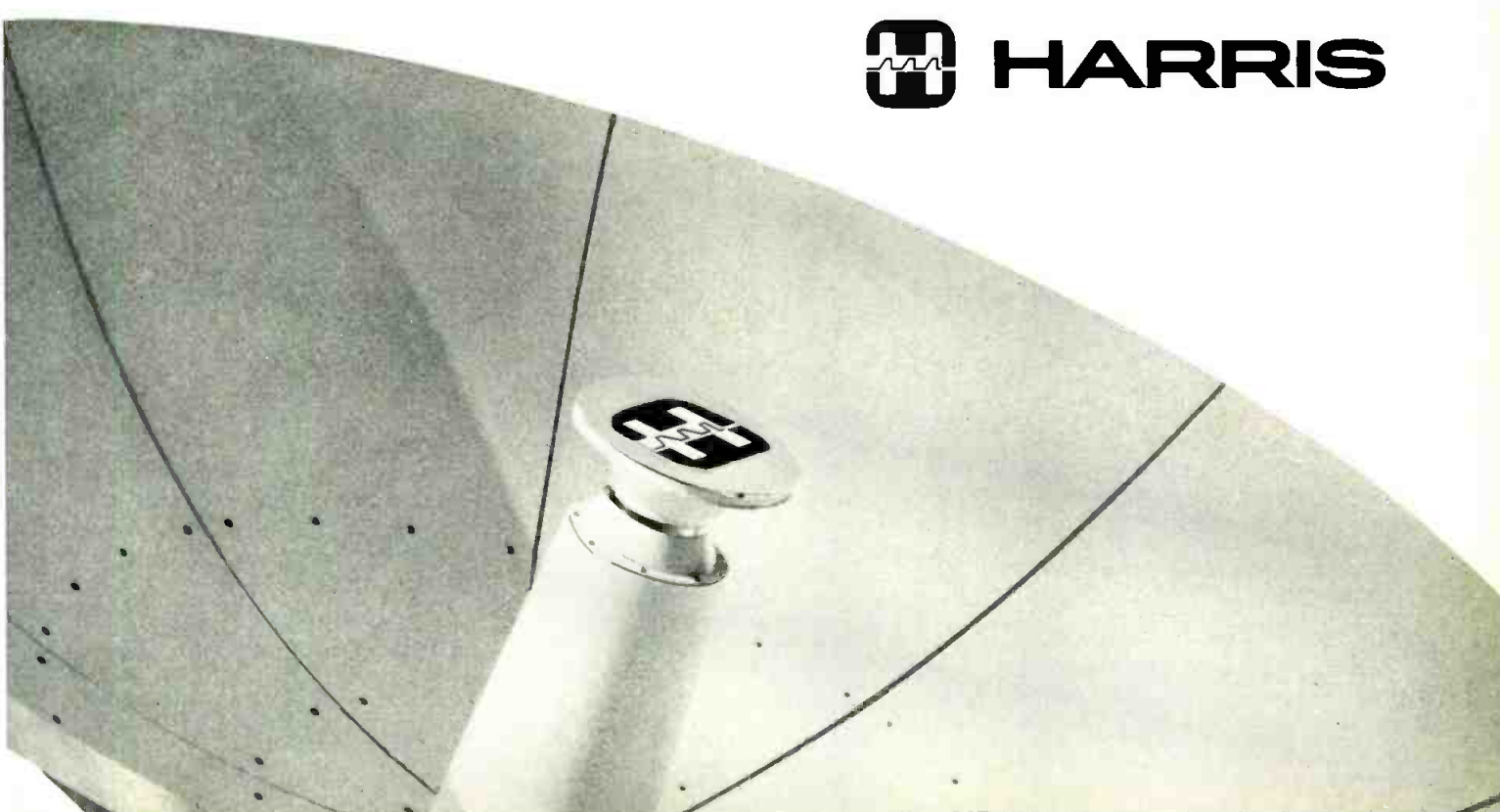
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Hold your horses. The National Telecommunications and Information Administration has asked the FCC to hold off on final action on International Satellite Inc.'s application for a new international satellite system (BROADCASTING, Aug. 22) until the executive branch has completed its own review of the proposal.

In a letter to FCC Chairman Mark Fowler, David Markey, assistant secretary of commerce for communications and information, said the proposal of ISI, like the similar proposal of the Orion Satellite Corp., raised "novel and complex issues" affecting the United States' national interest, foreign policy and established communications policy. "Applicable law and executive branch authority mandate our careful analysis of these proposals in light of national needs and priorities and long-standing treaty obligations," Markey said.

Markey said the introduction of the ISI application would result in a "more protracted review process" than NTIA had contemplated when Orion's application was the only one. Nonetheless, he said, the executive branch hoped to reach a final decision in a "timely fashion."

ISI, like Orion, claims its service would complement rather than compete with the International Satellite Organization, which, by agreements to which the United States is a party, enjoys at least a qualified monopoly in international satellite service. Intelsat and the Communications Satellite Corp., its U.S. link, see ISI's proposed service, as they see Orion's—as an economic threat.

ator Bob Packwood (R-Ore.), chairman of the committee, is reportedly unwilling to address the issue until the FCC has completed the proceeding.

The FCC reauthorization legislation is another vehicle Hollywood may use to attach its legislation. But Packwood has control over the authorization in the Senate and is not likely to let that occur. In the House, Commerce Committee members are interested in keeping the authorization legislation free of amendments. Earlier attempts by some Telecommunications Subcommittee members to attach broadcast deregulation legislation to the authorization bill created such a furor that committee leaders agreed to leave the bill alone.

Radio Marti legislation is another of the producers' options, but that bill has generated so much controversy on its own that it seems doubtful the legislators would be willing to complicate the matter. □

WLIB loses fight to shift frequency

Judge rules minority interest does not overrule interference that would be caused to WCAU Philadelphia if WLIB New York is moved 10 khz

Minority ownership is firmly established in FCC policy as a factor to be given special weight in choosing among competing applicants for a broadcast frequency, either in a comparative hearing or by lot. It is also a factor to be weighed when considering requests for waivers of some rules. But a three-judge panel of the U.S. Court of Appeals in Washington has unanimously held that the commission was correct in giving minority ownership no weight in considering a request for a waiver of a rule designed to protect AM stations from interference.

At issue was the request of the ICBC Corp., owner of WLIB(AM)-WBL(FM) New York. It was applying for permission to shift WLIB from 1190 khz to 1200 khz and to extend its hours of broadcasting from daytime only to full time. ICBC is owned by a company whose officers and directors and most of whose stockholders are black. And it needed a waiver of Section 73.37(a) of the FCC's

rules, which prohibits the acceptance of applications for stations that would infringe to a specific degree an existing station's contour. The reason for the request: The signal of the proposed operation would have overlapped some 450 square miles of the service area of CBS's WCAU(AM) Philadelphia, a Class I-A station operating on 1210 khz.

ICBC based its request for waiver on two principal grounds. It said that licensing the proposed operation would advance the commission's policy of encouraging the emergence of stations that are minority owned or that would serve minority audiences. It said the waiver would make possible the survival of WLIB, New York's only black-owned station, which had not been financially successful as a daytimer, and it noted that the proposed operation would serve two million blacks in New York and New Jersey. ICBC also said the invading signal would not significantly affect WCAU's primary service, since no part of the overlap area is within 45 miles of Philadelphia.

But those arguments were not sufficient to persuade the commission to waive a rule it said was adopted in 1964 to prevent a rapid proliferation of AM stations that was leading, in the commission's view at the time, to "a derogation of engineering standards." Previously, the commission had followed a demand system, under which applicants could apply for a frequency in any community where one could be found.

The commission rejected both. It said it could not accept the contention that ICBC's status as a "minority-owned-and-operated facility is a relevant factor where Section 73.37(a) is concerned"; the commission said that rule "recognizes signal strength contours and specified overlap as the sole criteria of acceptance." As for the second argument, the commission said that the "relative and ambiguous" concept of service, and the "case by case determination of 'service' to which use of the concept would inevitably lead," had been specifically rejected when Section 73.37(a) was adopted. It also said an area of some 450 square miles can not be dismissed as "*de minimis*."

To the court, the commission's decision constitutes "a rational implementation of the FCC's statutory mandate to 'make such regulations not inconsistent with law as it may deem necessary to prevent interference be-

tween stations.'" And the policy of refusing to consider nontechnical reasons for waiver of Section 73.37(a)—such as arguments relating to "primary service" or to minority ownership or service—the court said, "was based on the FCC's well-supported conclusion that considerable confusion had resulted from the agency's contrary policy prior to 1964."

It added: "The pre-1964 experience provides a rational basis for the 'go/no-go policy,' and that is all that is necessary."

The court held that its decision is consistent with previous decisions of the court that had reversed the commission for failure to consider minority ownership. In one, issued in 1975 in a case involving competitive applications for new facilities, the court said, there was no problem of interference to another station's signal. Rather, the question was whether minority ownership was to be considered in a request for a waiver of coverage rules the applicant could not meet—and the commission had granted such waivers in the past. The rule involved in the 1975 case was one whose application required consideration of the benefits of proposed new service; it was not, the court said, a "go/no-go" rule.

The opinion was written by Judge Robert H. Bork and joined in by Judges Patricia Wald and Antonin Scalia. □

Orion attacks Intelsat's rates

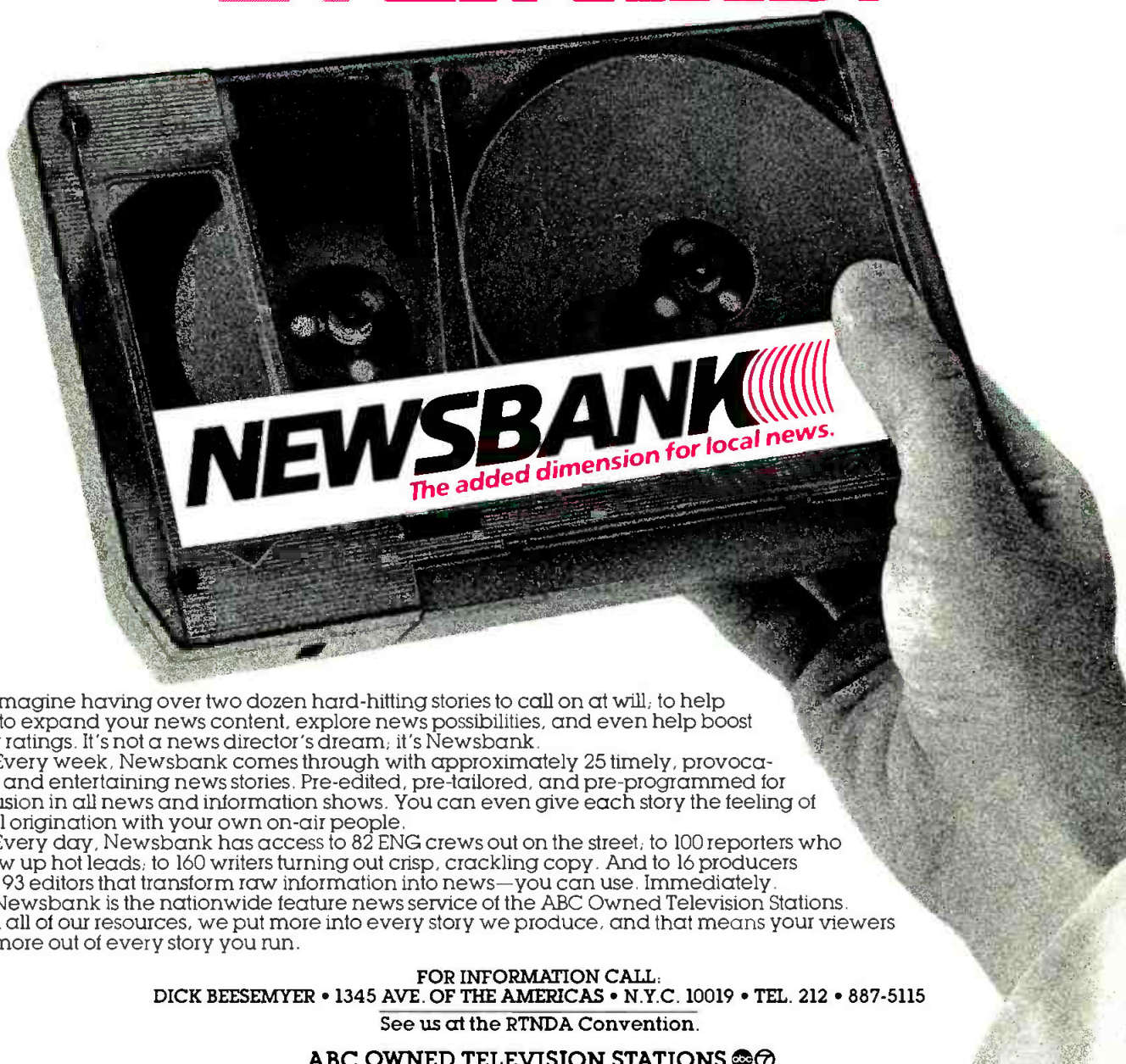
New applicant for private satellite service releases study disputing Intelsat's claim of subsidizing Third World

The Orion Satellite Corp., which is seeking FCC authority to establish a private communications satellite system linking the U.S. and Europe, has issued a study that challenges one of the principal arguments used by the International Telecommunications Satellite Organization in opposing Orion's proposal. The study asserts there is no basis for Intelsat's long-standing claim that its rate structure provides a subsidy to the poor countries of the Third World. Indeed, it suggests, a subsidy, if one exists, might go the other way, from the poorer to the richer regions of the world.

The study, prepared by the consulting firm of Dale N. Hatfield Associates of Boulder, Colo., was filed with Ambassador Diana Lady Dougan, the State Department's coordinator for international communications and information. Along with the National Telecommunications and Information Administration, Dougan is directing an executive-branch study of the foreign policy and domestic communications policy issues raised by the Orion application, filed in March, as well as by the second such application, filed last month by International Satellite Inc. (BROADCASTING, Aug. 22). Dougan had asked for the report in a letter to the company on May 31.

The study does not claim to be definitive. It says an analysis of the subsidy issues "is

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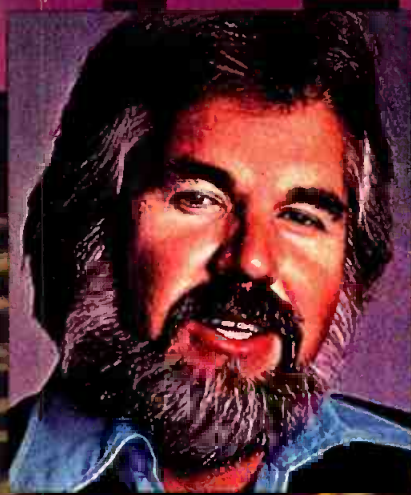
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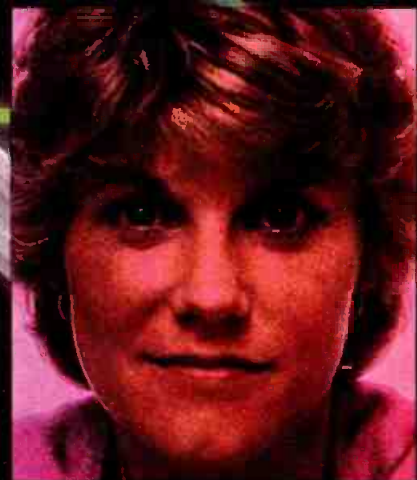
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made difficult by the lack of consistent records and data on the investments, costs and revenues of Intelsat." As an unregulated entity, it is not required to open its books to the public. But the author of the report, Kenneth R. Dunmore, says in his summary that "enough public information was available to undertake reasonable, if not definitive, analyses of the subsidy issue."

The purpose of the study was to examine Intelsat's claim that the introduction of trans-Atlantic service by Orion would undermine Intelsat's rate structure, which, Intelsat says, is designed to subsidize countries in the Indian and Pacific Ocean areas by those in the Atlantic. Intelsat says the result of Orion's entry would be deaveraged rates and higher costs for the Third World countries.

The study says analyses do not bear out that concern. It says that revenues generated in each region cover—"and by a wide margin"—the operating costs and depreciation associated with the services provided and that net revenue represents "a substantial return to the investment." For the three regions involved, the study found the following rates of return: Atlantic 12.7%; Indian, 12.9%, and Pacific, 46.2%.

The report also says that the overall return to net investment for the Intelsat system in

1981 was 13.9%. Assuming that figure serves as a benchmark for determining the size of any interregional subsidies, the report adds, the Atlantic and Indian regions "receive a subsidy of 1.2% and 1% on their invested capital annually." That translates into dollar amounts of \$7.9 million and \$1.7 million, respectively, or almost 4% of Intelsat's total revenues for 1981.

That analysis is based on the value of each region's relative share of usable undepreciated plant and equipment—a method the author says reflects Intelsat's "apparent policy of employing its newest and technologically advanced plant and equipment in the Atlantic region and its older, technologically inferior plant and equipment in the other two regions."

If another allocation method is employed—one in which the total net investment is allocated according to the relative shares of original book cost of usable plant and equipment—the subsidy is found to flow to the Pacific. The Atlantic was found to generate a return of 15.8%; the Indian, 16.4%, and the Pacific, 6.8%. But the author says the logic of that approach is "less compelling" than the logic for employing the first one, and was included to show "the arbitrary element in any method."

Another arbitrary element is the investment cost allocated to satellites. Since they are moved from place to place, the study says, "a wide range of results can be achieved in analyzing the subsidy issue simply by moving satellites."

Because of those arbitrary elements, the study says, the conclusion was reached that a subsidy could be said unequivocally to exist only when a region's revenues did not cover its operating expenses and depreciation of plant and equipment. And the analysis, the report adds, "shows that all regions cover these costs."

The study also rejects the notion that subsidies exist within regions. It says that one of the major arguments that such a subsidy exists is the apparent "opportunity cost"—in the form of lost revenues—that is incurred when a transponder is used by several carriers rather than one. But the study says that for such a subsidy to exist, spectrum scarcity and an ability to price discriminately must be demonstrated, "two requirements which do not appear to be met." It says an intraregional subsidy could exist even if an opportunity cost did not if a circuit or transponder does not cover the incremental costs involved. And "a cursory examination" suggests that is not the case either. □

Journalism

CBS wins first round in New Orleans

Judge rules that federal court order requiring CBS to produce prebroadcast transcript is unconstitutional prior restraint

CBS has won a major battle in the court fight over its refusal to comply with a federal judge's order to submit for his review a transcript of a *60 Minutes* segment before it was broadcast. Another federal judge has ruled that the first order was an unconstitutional prior restraint on CBS's First Amendment rights, as CBS had claimed. Accordingly, the second judge held CBS was not guilty of criminal contempt.

CBS regards the decision as significant for the media in the tension courts feel in balancing a defendant's rights to a fair trial against the media's First Amendment rights. However, the issue may not be finally resolved. The judges of the New Orleans federal district—who in one of the more unusual twists in the case are acting as plaintiffs with private attorneys representing them as prosecutors—are expected to appeal.

U.S. Judge Adrian Duplantier of the federal district court in New Orleans had issued the contempt citation in January in a case involving seven New Orleans policemen on trial on charges of violating the civil rights of a number of blacks by beating them during a 1980 police investigation into the death of patrolman Gregory Neupert in a black section of New Orleans. The *60 Minutes* seg-

ment at issue dealt with that police investigation, which resulted in the deaths of four blacks.

Duplantier had already moved the trial from New Orleans to Dallas because of extensive pretrial publicity. And he issued the production order after the policemen's attorneys had asked him to prohibit the broadcast of the segment, scheduled for Jan. 16, about a week before the trial was to start. Duplantier said he wanted to review the transcript privately to help him decide whether to grant the attorneys' request.

And when CBS—after some apparent confusion on the part of its local attorneys—refused to comply, Duplantier issued the contempt citation and enjoined CBS from broadcasting the segment. However, CBS persuaded the U.S. Court of Appeals for the Fifth Circuit to overturn that order. Later, CBS prevailed again, before the same appeals court and before two justices of the Supreme Court when Duplantier narrowed his order to apply only to the Dallas area.

At that point, the judges of the New Orleans federal district felt obliged to hire two private attorneys to represent them in the proceeding, for the Justice Department had refused to prosecute CBS on the contempt charge. Last week, one of the lawyers, Phillip Wittman, of the New Orleans firm of Stone, Pigman, Walther, Wittman & Hutchinson, said he expected the judges to appeal the latest order in the case to the U.S. Court

of Appeals for the Fifth Circuit. He said he and the other private attorney in the case, Donald M. Richard, of Lemle, Kelleher, Kohlmeyer & Matthews, had recommended an appeal. Wittman thought one would be filed in a matter of weeks.

As it stands, the decision was described by Gene Mater, CBS News senior vice president for communication and news practices, as very significant. "It's not only a major vindication of our position but also a strong reaffirmation of the First Amendment rights of the press against prepublication review and censorship by the judiciary," he said.

The decision was issued by Judge Earl E. Veron, of Lake Charles, La., who was called in to preside when the judges of the New Orleans district disqualified themselves. And he held that CBS was not guilty of criminal contempt because "the production order was invalid"—"an unconstitutional prior restraint on the media's First Amendment rights." However, since an appeal is expected, CBS may still face contempt sanctions. Veron noted that a party refusing to comply with such an order is subject to those sanctions if the order is held to be valid.

Veron's holding that the order was unconstitutional was tied to Duplantier's only stated purpose for issuing it: It was to aid the court in deciding whether to enjoin the broadcast. Veron said the order was issued in the apparent belief that neither prepublication review nor any injunction order raised serious First Amendment questions. But CBS, he said, regards the production order as "an impermissible attempt at editing the

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segment's content, and that it was unconstitutional as a form of prior restraint or censorship over First Amendment-protected materials."

Veron reached the same conclusion principally on the basis of two earlier cases.

In one, "a case strikingly analogous" to the *60 Minutes* matter, the U.S. Court of Appeals for the Ninth Circuit affirmed NBC in its refusal to permit a U.S. district judge in California to preview a program a defendant in a civil suit contended would be an inaccurate portrayal of his participation in a major scandal involving equity funding. The appeals court held that the only purpose of the district court's order to submit the material for review was to determine whether the court should prohibit the broadcast. Such an order, the appeals court said, "would be a sweeping prior restraint of speech and, therefore, presumptively unconstitutional."

That was the situation confronting him in the *60 Minutes* case, Veron said: "Since the judge wished to act as a reviewing 'editor'

regarding the tape, [the earlier case] clearly states that such interference with the media's First Amendment rights is prohibited." Veron also said the case stands for the proposition that a publisher or broadcaster, when faced with a production order, should not be required "to juggle contempt fears with the time pressures of an interlocutory appeal."

The other case he cited was *Nebraska Press Association*, a benchmark in fair-trial/free-press proceedings, which was decided by the Supreme Court in 1976. Veron noted that decision requires courts to determine whether there are less restrictive means of protecting a defendant's rights than the imposition of restraints on First Amendment rights. "Even if prior restraints to protect fair trial rights were permissible in some limited class of cases," Veron said, "the production order here is invalid since the district court failed to consider whether that order was essential or whether alternative grounds existed for disposing of the [police] defendants' motion."

Nor was Veron persuaded by the fact CBS's local attorneys at one point during a conference with Duplantier had advised him that the network "was prepared to comply with the court's order." Veron said that such a statement, "reviewed next to CBS's repeated objections, indicates merely a deference to the district court's instruction and does not constitute a waiver of CBS's right to challenge the validity of the order." He said rights—particularly First Amendment rights—can be waived only "by express and unambiguous statements of an intention to do so."

Meanwhile, the expected appeal from Veron's order is not the only matter to be resolved in the litigation that began in January, when the policemen's attorneys requested a court order banning broadcast of the *60 Minutes* segment. CBS's appeal of the production order itself is still pending. The U.S. Court of Appeals for the Fifth Circuit is scheduled to hear arguments on the appeal on Sept. 28. □

Come together. As of last Monday (Sept. 6), Washington became home base for all broadcast services offered by Associated Press. Previously, the AP Radio Wire and AP TV Wire were based in New York and the AP Network (its audio service) in Washington. All three staffs are now consolidated in the new Broadcast News Center. There are 66 reporters and editors who will share one newsroom and will be used interchangeably to produce the three services, under the banner of AP Broadcast Services. The newly constructed office space has five air studios, with the capacity to add three more. AP also has a new Scientific-Atlanta satellite uplink, located in Bren Mar, Va., to transmit its services via Westar III. Roy Steinfort, AP vice president and director of broadcast services, who has been based in New York, will be moving to Washington as soon as his office is completed. Remaining in New York are the newspaper wire and overseas desk.



Steinfort



L to r: Mark Huffman, assistant managing editor-programming; Jack Stokes, deputy broadcast editor; Jim Limbach, assistant managing editor-news; James R. Hood, deputy director, and Sue Cunneff, managing editor.



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Stock Index

	Closing Wed. Sep 7	Closing Wed. Aug 31	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	56 1/8	55 7/8	+ 1/4	+ .44	9	1,627
N Capital Cities	143	141 3/4	+1 1/4	+ .88	16	1,902
N CBS	71	67 1/8	+3 7/8	+ 5.77	10	2,106
N Cox	46 3/4	48	-1 1/4	- 2.60	17	1,325
A Gross Telecast	61	60 1/4	+ 3/4	+ 1.24	13	49
O LIN	21	19 3/8	+1 5/8	+ 8.38	21	437
N Metromedia*	39	32 3/4	+6 1/4	+19.08	3	1,090
N Outlet Co.	42 1/2	42 1/2			17	174
O Scripps-Howard	28 1/4	27	+1 1/4	+ 4.62	16	292
N Storer	31 5/8	31 3/8	+ 1/4	+ .79	0	519
O SunGroup Inc.	6 3/4	6 3/4			0	5
N Taft	48 5/8	48	+ 5/8	+ 1.30	11	442
O United Television	11 7/8	11 5/8	+ 1/4	+ 2.15	15	140

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	25	25			16	151
A Affiliated Pubs.	39	39 3/4	- 3/4	- 1.88	17	314
N American Family	22 1/2	22 1/4	+ 1/4	+ 1.12	14	306
O Assoc. Commun.**	12 1/2	12 1/2			0	60
O A.H. Belo	41 1/2	41 3/4	- 1/4	- .59	14	388
N John Blair	42 1/2	41 3/4	+ 3/4	+ 1.79	18	334
N Chris-Craft	23	23 1/8	- 1/8	- .54	46	141
N Cowles	18 7/8	18 3/4	+ 1/8	+ .66	19	75
N Fairchild Ind.	21 3/8	20 5/8	+ 3/4	+ 3.63	18	282
N Gannett Co.	63 7/8	61 1/4	+2 5/8	+ 4.28	18	3,405
N General Tire	32 3/4	32 1/4	+ 1/2	+ 1.55	13	689
O Gray Commun.	51 3/4	51 1/2	+ 1/4	+ .48	15	25
N Gulf United	27 7/8	26 1/4	+1 5/8	+ 6.19	9	787
N Harte-Hanks	25 1/8	22 3/4	+2 3/8	+10.43	16	1,100
N Insilco Corp.	22 3/4	22 3/8	+ 3/8	+ 1.67	19	367
N Jefferson-Pilot	35 1/4	33 1/4	+2	+ 6.01	8	756
O Josephson Intl.	17 1/2	17	+ 1/2	+ 2.94	13	84
N Knight-Ridder	58	57 1/4	+ 3/4	+ 1.31	15	1,893
N Lee Enterprises	24	24 1/8	- 1/8	- .51	15	323
N Liberty	21	20 3/4	+ 1/4	+ 1.20	16	206
N McGraw-Hill	48	44 1/4	+3 3/4	+ 8.47	21	2,393
A Media General	56	55 1/4	+ 3/4	+ 1.35	10	389
N Meredith	39	38 7/8	+ 1/8	+ .32	12	366
O Multimedia	36 1/2	36	+ 1/2	+ 1.38	18	607
A New York Times	83 1/2	79	+4 1/2	+ 5.69	17	1,079
A Post Corp.	42 3/4	42 3/8	+ 3/8	+ .88	18	78
N Rollins	15 3/4	15 3/8	+ 3/8	+ 2.43	20	409
N Schering-Plough	42 7/8	42 1/4	+ 5/8	+ 1.47	12	2,286
T Selkirk	13 1/2	13 5/8	- 1/8	- .91	29	110
O Stauffer Commun.	46 1/2	46	+ 1/2	+ 1.08	12	47
A Tech Operations	36 1/2	36 5/8	- 1/8	- .34	23	30
N Times Mirror	79 1/8	79	+ 1/8	+ .15	17	2,715
O Turner Bcstg.	20	20 3/4	- 3/4	- 3.61	5	408
A Washington Post	65 1/2	65 1/4	+ 1/4	+ .38	17	928
N Wometco	40 7/8	40 3/4	+ 1/8	+ .30	20	710

SERVICE

O BBDO Inc.	38	39	-1	- 2.56	14	221
O Compact Video	6 5/8	6 7/8	- 1/4	- 3.63	41	22
N Comsat	39 1/4	37 1/4	+2	+ 5.36	13	707
O Doyle Dane B	20 3/4	22	-1 1/4	- 5.68	15	125
N Foote Cone & B	46 1/4	46	+ 1/4	+ .54	13	130
O Grey Advertising	105 1/2	105 1/2			9	62
N Interpublic Group	55	55			14	273
N JWT Group	35 1/2	36	- 1/2	- 1.38	137	208
A Movielab	5 3/4	5 7/8	- 1/8	- 2.12	6	9
O A.C. Nielsen	32 3/4	31 3/4	+1	+ 3.14	16	735
O Ogilvy & Mather***	46	46			13	200
O Sat. Syn Syst.	9	9			225	51
O Telemation	8 1/4	8 1/2	- 1/4	- 2.94	8	10
O TPC Commun.	2 1/2	2 3/4	- 1/4	- 9.09	0	3
A Unitel Video	10 7/8	10 3/4	+ 1/8	+ 1.16	15	21
N Western Union	37 3/4	37 3/4			11	906

	Closing Wed. Sep 7	Closing Wed. Aug 31	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Indus.	6 5/8	5 3/8	+1 1/4	+23.25	74	36
N Coca-Cola	52	51 1/2	+ 1/2	+ .97	12	7,072
N Disney	60 1/2	58 7/8	+1 5/8	+ 2.76	16	2,091
N Dow Jones & Co.	56	53 1/8	+2 7/8	+ 5.41	33	3,577
O Four Star	7 1/2	7 1/2			8	6
N Getty Oil Corp.	67 3/4	69	-1 1/4	- 1.81	14	5,361
N Gulf + Western	27 7/8	27 3/8	+ 1/2	+ 1.82	8	2,144
O Lorimar	20	18 1/2	+1 1/2	+ 8.10	15	101
N MCA	34 1/2	34 1/2			9	1,659
N MGM/UA Ent.	15 5/8	15 1/2	+ 1/8	+ .80	17	777
N Orion	19 3/4	20	- 1/4	- 1.25	23	182
O Reeves Commun.	15	13 1/4	+1 3/4	+13.20	8	185
O Telepictures	14 7/8	15 3/8	- 1/2	- 3.25	19	86
O Video Corp.	12 1/4	12	+ 1/4	+ 2.08	0	20
N Warner	22 5/8	21 1/8	+1 1/2	+ 7.10	9	1,460
A Wrather	37 3/4	38 1/2	- 3/4	- 1.94	0	84

CABLE

A Acton Corp.	7 7/8	7 7/8			44	44
O AEL	39 1/2	37	+2 1/2	+ 6.75	165	77
O AM Cable TV	9 1/8	8 1/4	+ 7/8	+10.60	3	1,807
N American Express	41 3/8	42 1/2	-1 1/8	- 2.64	8	8,193
N Anixter Brothers	25 3/8	24 5/8	+ 3/4	+ 3.04	32	455
O Burnup & Sims	7 7/8	7 7/8			0	69
O Comcast	22 3/4	23 1/4	- 1/2	- 2.15	23	161
N Gen. Instrument	40 1/4	38 1/2	+1 3/4	+ 4.54	18	1,262
N Heritage Commun.	12 7/8	11 5/8	+1 1/4	+10.75	27	95
T Maclean Hunter X	16 1/2	15 5/8	+ 7/8	+ 5.60	23	608
A Pico Products	16	15 5/8	+ 3/8	+ 2.40	53	45
O Rogers	9 3/4	9 3/4			0	215
O TCA Cable TV	13	13			26	86
O Tele-Commun.	17 3/8	17 7/8	- 1/2	- 2.79	22	750
N Time Inc.	66	63 3/8	+2 5/8	+ 4.14	18	3,787
O Tocom	4 1/8	4 1/8			0	29
N United Cable TV	24 1/4	23 3/4	+ 1/2	+ 2.10	152	269
N Viacom	36 5/8	34 5/8	+2	+ 5.77	19	426

ELECTRONICS/MANUFACTURING

N Arvin Industries	27 1/8	26 1/8	+1	+ 3.82	11	195
O C-Cor Electronics	16 1/4	16 1/4			15	57
O Cable TV Indus.	6 1/2	6 1/2			38	20
A Cetec	9 3/8	9 3/8			23	20
O Chyron	22 3/4	22	+ 3/4	+ 3.40	24	93
A Cohu	8	8 1/8	- 1/8	- 1.53	18	14
N Conrac	20 1/2	20 3/4	- 1/4	- 1.20	14	124
N Eastman Kodak	67 1/8	66 7/8	+ 1/4	+ .37	11	11,113
O Elec Mis & Comm.	12	11	+1	+ 9.09	0	34
N General Electric	51 3/8	51 1/8	+ 1/4	+ .48	11	23,392
O Geotel-Telemet.	2 1/2	2 1/2			23	8
N Harris Corp.	37	35 3/4	+1 1/4	+ 3.49	22	1,168
N M/A Com. Inc.	28 1/8	28 5/8	- 1/2	- 1.74	30	1,207
O Microdyne	13 5/8	13 1/4	+ 3/8	+ 2.83	35	63
N 3M	81 1/4	78 3/8	+2 7/8	+ 3.66	13	9,578
N Motorola	134 3/4	130 1/4	+4 1/2	+ 3.45	25	5,261
N N.A. Phillips	70 3/4	67 1/2	+3 1/4	+ 4.81	13	987
N Oak Industries	8 1/4	8 1/4			0	135
A Orrox Corp.	4 7/8	4 3/4	+ 1/8	+ 2.63	0	11
N RCA	29 3/8	29	+ 3/8	+ 1.29	14	2,395
N Rockwell Intl.	30 1/8	27 5/8	+2 1/2	+ 9.04	13	4,634
A RSC Industries	5 3/4	5 7/8	- 1/8	- 2.12	192	18
N Sci-Atlanta	18	18 3/8	- 3/8	- 2.04	0	431
N Signal Cos.	36 3/8	35 3/8	+1	+ 2.82	24	3,885
N Sony Corp.	15 1/4	13 1/2	+1 3/4	+12.96	35	3,518
N Tektronix	80	77 5/8	+2 3/8	+ 3.05	31	1,522
A Texscan	18 3/4	19 3/4	-1	- 5.06	23	113
N Varian Assoc.	56 1/4	54 3/4	+1 1/2	+ 2.73	26	28,194
N Westinghouse	46 7/8	45 7/8	+1	+ 2.17	9	4,108
N Zenith	33 7/8	32 5/8	+1 1/4	+ 3.83	15	643

Standard & Poor's 400 Industrial Average	189.65	185.58	+ 4.07	+ 2.15		
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Notes: A-American, N-N.Y., O-Over the counter T-Toronto (some bid prices by Shearson/AE) P/E ratios (0 is deficit). **Fluctuations:** * Down 19% in previous week. Ed Atorino, 1st vice president. Smith Barney, says volatility of price is due to several factors including "adjustment process" to 10-1 split, influence of large holdings and high leverage. ** Pittsburgh-based group radio owner and cellular applicant has declined by 32% since July 27. Mario Gabelli, chairman of Gabelli & Co., called it normal correction and said some profit taking has occurred. Stock climbed 300% during past year (2-1 split on July 14). He also noted it is price sensitive to move-

ments of Tele-Communications stock, of which Associated owns about \$40 million. Other possibilities Gabelli suggested are that company was not awarded the Pittsburgh cellular franchise and recent concern about near term profitability of cellular industry. Company just announced second quarter earnings of \$2,343,871 and \$470,305 net loss. *** N.Y. advertiser with 70% of billings from broadcasting has dropped 21% since July 27. Fred Anshel of Dean Witter said second quarter earnings weren't up to expectations. Company, half of whose business is foreign, cited strength of dollar and also "lower than expected client expenditures."



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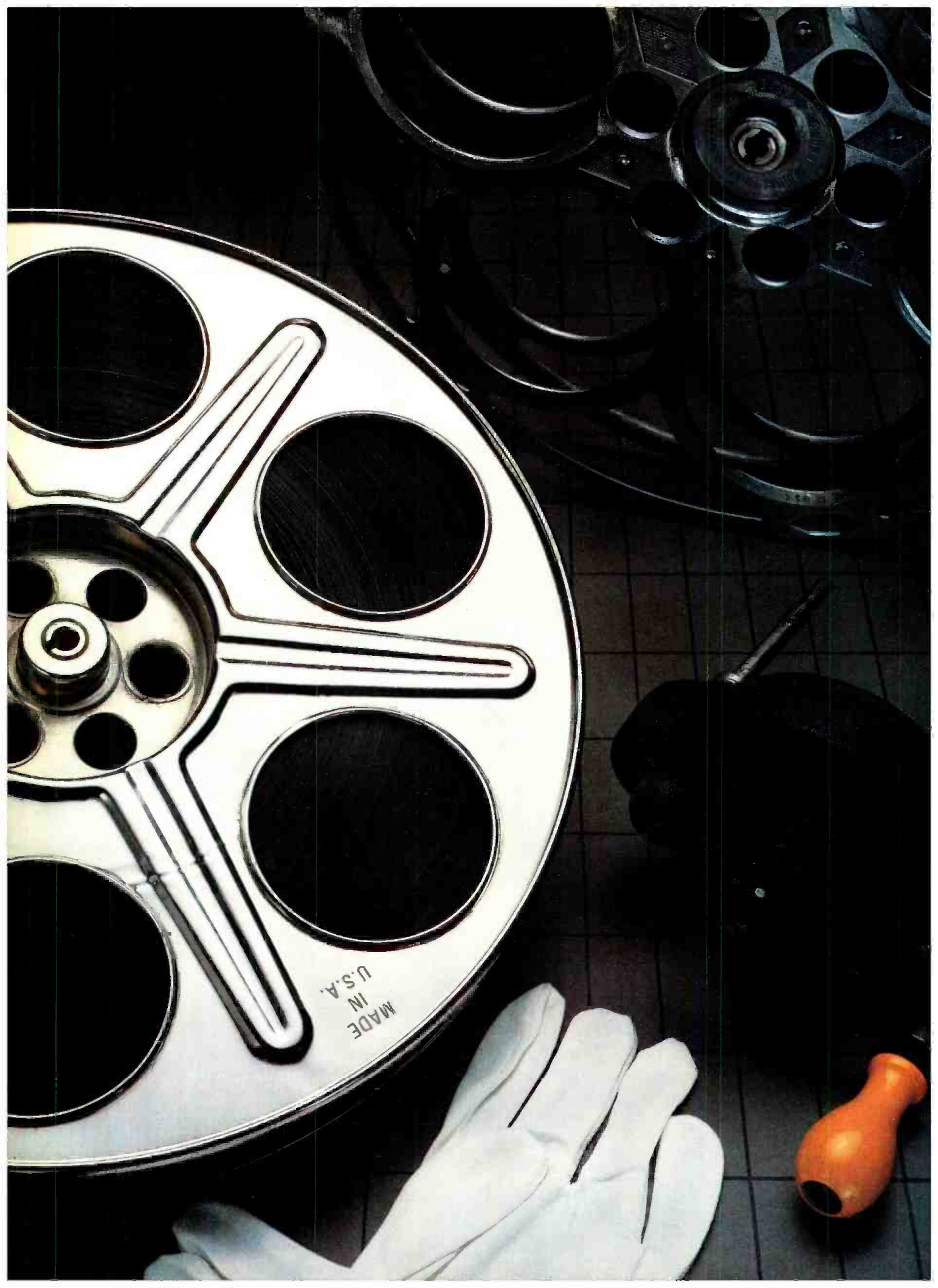
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Harris to market WST teletext equipment

Company will install turnkey systems made by VG Electronics

Under terms of a deal signed two weeks ago and announced last week, the broadcast division of the Harris Corp. has become the exclusive U.S. distributor of teletext origination equipment manufactured by VG Electronics Ltd. of East Sussex, England.

Since the VG Electronics equipment is based on World System Teletext, the British-developed teletext system, the agreement should boost WST's chances of becoming the nation's de facto teletext standard. It marks the first time a major American broadcast equipment manufacturer has gotten behind a teletext system.

WST and the North American Broadcast Teletext Specification (NABTS), developed primarily by AT&T and the Canadian government, have been vying for marketplace acceptance as the standard ever since the FCC authorized teletext last March but left selection of standards to the marketplace.

According to Harris's Roger Burns, Harris plans to sell, install and service turnkey tele-

text origination systems, which would include text and graphics generation equipment and data bridges, the devices that insert the digitized information into the vertical blanking interval of a station's signal for broadcast.

Harris will launch the marketing campaign for the new product line at the Society of Motion Picture and Television Engineers annual convention in late October. Systems will be available after the show, he said.

Although NABTS has been endorsed by CBS and NBC, proponents of WST see the Harris-VG Electronics agreement as one more indication that they will ultimately prevail. Under a five-year pact signed last January and designed to get teletext off high center, the Taft Broadcasting station group has promised to broadcast a WST teletext service—Electra—over its WKRC-TV Cincinnati, and Zenith Radio has promised to sell \$300 set-top decoders there to receive the service. Terry Connelly, vice president of television news, Taft, said WST already had the support of a major group broadcaster and a U.S. receiver manufacturer and now, with the announcement of the Harris deal, also has the support of a major U.S. broadcast equipment manufacturer. "It's a heck of a vote of confidence," said Connelly. "World

System Teletext is working and in the marketplace. To hear the networks talk, you'd think there is no other system than NABTS."

FNN, Taylor settle

Financial News Network Inc., the Santa Monica, Calif.-based business news service, last Tuesday (Sept. 6) announced it has reached agreement with former president and board chairman Glen Taylor settling all claims and severing all ties involving Taylor, FNN and all companies controlled by Taylor. The agreements, which the FNN board unanimously accepted on Aug. 31, are subject to approval by other third parties involved. Taylor, who owns 2.2 million of the 5.3 million outstanding shares of FNN stock, will sell part of that 41% share in the company to Merrill Lynch & Co. at an undisclosed discount below current market value.

"Under terms of these agreements," FNN announced, "the voting trust—which holds a substantial portion of Taylor's stock of FNN—will be terminated and the FNN stock released to Taylor. In addition, the performance escrow to which a portion of that stock is also subject will be cancelled."

As part of the agreement, Taylor will also vote all his shares of FNN stock with FNN management as long as he controls more than 5% of the network's outstanding shares. FNN will also take over leases held by Taylor for certain equipment and facilities leased by him from third parties. Taylor had continued the sublease arrangements since his resignation as head of the cable and broadcast programming service in July 1982.

"In addition," the release continued, "subject to obtaining the requisite vote of noteholders, entities owned by Taylor will be released from their obligations as guarantors of the presently outstanding 14% subordinated convertible notes of FNN." FNN has notes, due in December 1986, that are convertible to 3.2 million additional shares. The network will receive no cash as a result of the settlement.

In conjunction with the agreements with Taylor, Merrill Lynch & Co. has agreed "to increase its holdings of FNN stock, currently 12%, by purchasing a portion of the shares of FNN formerly held in the Glen Taylor voting trust." No purchase price for the Merrill Lynch acquisition was announced.

Norman Potter, current president of FNN, has had no comment on published reports that the network may run out of operating funds by October. In the nine months ended May 31, FNN lost \$3.1 million on revenues of \$2.8 million, reducing its net worth to \$723,000. Potter told the *Los Angeles Times* last week the company hopes to make another public stock offering later this year to raise between \$5 million and \$15 million. The first public offering occurred just a few days before Taylor's resignation last year. □

STATE OF THE ART BROADCAST TECHNOLOGY OCTOBER 10

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TELECASTINGS

Edwards's return

Blake Edwards Entertainment, an "all media" production company formed last year by film producer and writer Blake Edwards, will revive the character of private investigator Peter Gunn in a CBS-TV made-for-television movie that will likely be shown during the 1983-84 prime time season. The two-hour motion picture may serve as a spin-off point for a new version of *Peter Gunn*, originally produced by Edwards for network television in the 1950's, according to BEE president and chief executive officer, Jonathon D. Krane.

Krane told BROADCASTING that Edwards himself will write the telefilm, and will be creatively involved in other projects being developed by the Hollywood-based company for network and cable television. The television division has a joint venture agreement with Centerpoint Productions for program development.

The production announcements are the first since the television arm of Blake Edwards Entertainment was formed as a separate unit of Edwards's film company, cre-

ated more than 20 years ago. It represents the first major commitment to television production made by Edwards since his creation of *Peter Gunn* and *Mr. Lucky* for prime time in the late 1950's.

Gerry Nutting has recently joined Blake Edwards Entertainment Television as vice president of creative affairs, and Dolores Robinson is the new executive vice president of Blake Edwards Entertainment Management & Consulting Inc.

Attack clearance

The FCC Mass Media Bureau has dismissed a complaint by John A. Salazer, an Albuquerque, N.M., psychologist, who alleged that KOAT-TV Albuquerque news coverage of him had been slanted and constituted a personal attack. The bureau said Salazer had not presented the "extrinsic" sort of evidence the FCC would need to justify looking into charges of rigging or slanting news. ("This kind of evidence would include testimony, in writing or otherwise, from 'insid-

ers' or persons who have direct personal knowledge of an intentional attempt to falsify the news," the bureau noted.) The bureau also said Salazer had made no showing the alleged personal attack was broadcast during the discussion of a controversial issue of public importance and, therefore, has "failed to establish a necessary element of a *prima facie* personal attack complaint." The bureau also noted that the alleged attack appeared to have taken place during a bona fide news program, which, it said, is exempt from the personal attack rule.

Mini on Kennedy

CBS-TV is going ahead with plans to produce *Robert Kennedy and His Times*, a seven-hour mini-series based on Arthur Schlesinger Jr.'s biography of the late senator. The drama will be produced by Chris/Rose Productions in association with Columbia Pictures Television, for broadcast during the 1984-85 season. Casting has not been announced. Marvin Chomsky will direct. The script will be written by Walon Green.

Check's in the mail

Noncommercial station WGBH-TV Boston raised \$1.5 million last month, using what the station claims to be the first direct-mail fund-raising campaign by a public television station. According to WGBH-TV spokeswoman Sherry Woocher, the traditional on-air pledge drives featuring ringing telephones and repeated requests for viewer support were replaced with "a massive direct-mail drop," combined with on-air promotions for the campaign from mid-July to August 31. The 30-second spots were shown during scheduled breaks and promised no on-air pledge requests as long as contributions matched goals set for each day, which they did. David Liroff, WGBH-TV station manager, developed the direct mail idea which, according to Woocher, is less expensive than on-air campaigns.

WGBH-TV's alternative fund-raising method is among the topics being discussed by PBS station representatives at the PBS 1983 development conference in Phoenix (Sept. 10 to 13).

Picked up

Acama Films has acquired exclusive distribution rights to *Death Valley Days*, the venerable television western series syndicated from 1952 to 1974. Acama is offering 260 half-hour episodes, 70 in color, allowing stations to air a full year of the series as a strip without repeats. Among actors appearing in *Death Valley Days* are Ronald Reagan, Carroll

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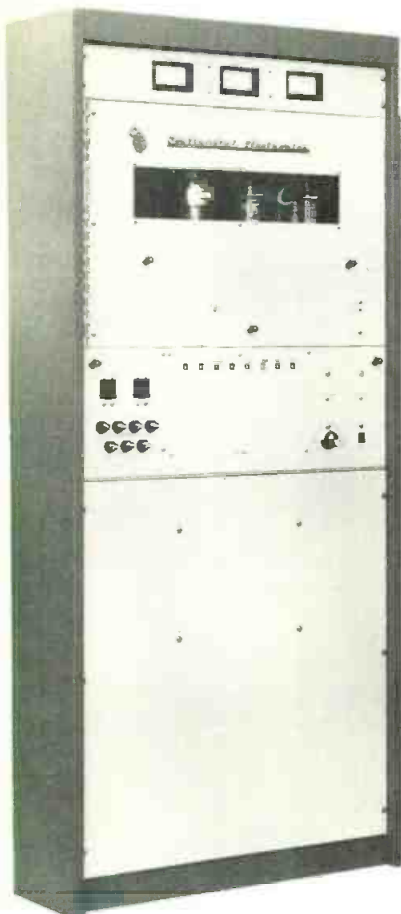
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Captioned expansion. ABC has extended its contract for three years with the National Captioning Institute to provide over-the-air closed captioning to the hearing impaired. In addition, ABC will increase its funding of closed captioned program by 10%, from 260 hours per year to 286 hours each year for the next three years. In prime time alone, ABC will air an average of eight-and-a-half hours of closed captioned programming per week. At present, ABC-TV broadcasts about half of the closed caption programming schedule on television, up from 20% when the service was launched as a joint project with nonprofit NCI in 1980. The balance is broadcast by PBS, independent syndicators and cable programmers. NCI said the service is available nationally to about 300,000 viewers. John Ball, president of NCI, said the service has 225 advertisers. For the upcoming season, ABC-TV will caption *The ABC Sunday Night Movie*, *Monday Night Football*, *Happy Days*, *Three's Company*, *Hart to Hart*, *Dynasty*, *Trauma Center*, *Benson*, *Matt Houston*, *T.J. Hooker*, *The Love Boat* and *Fantasy Island*. Also, *ABC World News Tonight* and selected children's programs and specials will be closed captioned.

O'Connor, Jane Russell, James Caan and Yvonne DeCarlo.

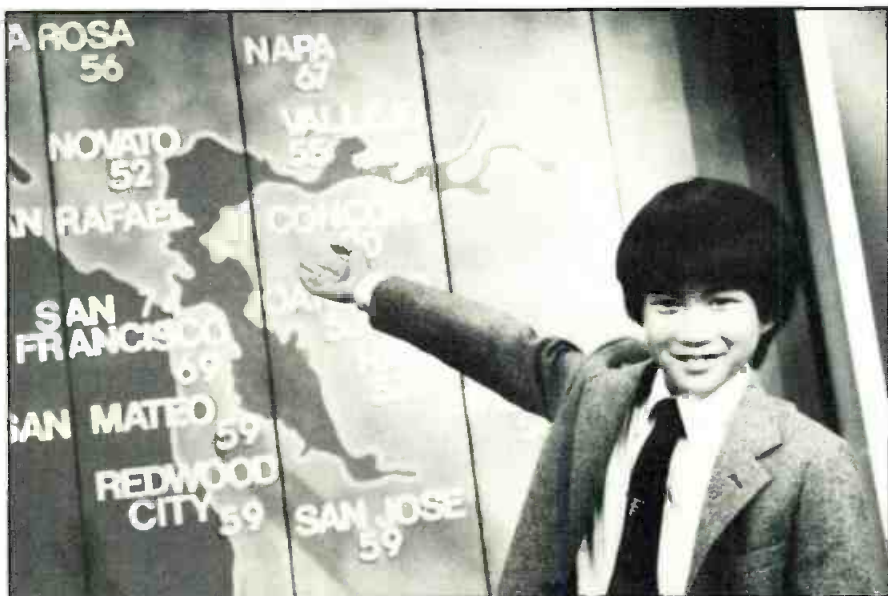
In the marketplace

A 90-minute sports special, *The National Championship Air Races 20th Anniversary Special*, is being offered on a cash basis to interested stations for broadcast Jan. 15, 1984. The program, produced and syndicated by Crackerjack Productions of Redondo Beach, Calif., will feature highlights of the annual airplane racing competition taking place Sept. 15-16 in Reno. The special includes prerecorded interviews with pilots, aircraft-mounted camera shots and companion coverage of the Great Balloon Race scheduled for Sept. 9-11 in Reno. A separate cable special is in development.

Too Close For Comfort, a half-hour comedy that recently went into its fourth season in production despite cancelation last spring

by ABC-TV, has been cleared for prime time weekly broadcasts on 40 stations, both network affiliated and independent, according to producer-syndicator D.L. Taffner Ltd. Stations recently added to the lineup include the Metromedia-owned stations, ABC affiliates: WPTA(TV) Fort Wayne, Ind.; WCBD-TV Charleston, S.C.; WZZM-TV Grand Rapids, Mich.; WKOW-TV Madison, Wis., and WXOW-TV La Crosse-Eau Claire, Wis., and NBC affiliates: WALA-TV Mobile, Ala., and KTV(TV) Sioux City, Iowa. The independents include: WPHL-TV Philadelphia, WANX-TV Atlanta and KMGC-TV Oklahoma City.

Viacom Enterprises has acquired the rights to TV distribution of *The Washington Affair*, a movie starring Tom Selleck and produced by Victor Stoloff Productions, New York. Co-starring with Selleck, who is the popular star of CBS-TV's hit series, *Magnum, P.I.*, are Carol Lynley and Barry Sullivan.



Localizing weather. For the third consecutive year, KPIX (TV) San Francisco featured virtuoso weathercasts by local residents on its 6 p.m. local newscasts. After 150 auditions, selected from 2,000 written entries, KPIX (TV)'s news team, serving as judges, chose 10 local residents to deliver the evening weathercast for a two-week period while the station's regular weathercaster was on vacation. Applications were solicited through local newspapers and asked the entrants to explain, in 25 words or fewer, what made them qualified to be weather anchor for a day. The 10 winners were allowed to present the weather news in any fashion they chose, a KPIX-TV spokesman explained, as long as the basic information was conveyed. Among the temporary weathercasters given a five-minute spot on the local news: a 10-year-old boy (the youngest selected), a trio of singing sisters, a priest, a cheerleader and an Air Force pilot.

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Metromedia goes on stage—prime time on Saturdays

Company plans to premiere variety series next spring; advertisers being lined up; stations, including network affiliates, are being pitched for show

Metromedia, as part of its aggressive ad hoc network plans, will premiere next April a new weekly variety musical and entertainment show, *On Stage America*. In both an unusual and bold proposal for an independently syndicated first-run show, the two-hour bartered series is being slotted for prime time on Saturday nights.

According to Metromedia executives, the show is meant to fill the "ghetto" left by the networks during Saturday night prime time and is positioned as a frontal attack on the networks' dominant—yet diminishing—hold on the national television audience.

Supported by a regular company of entertainers and hosts, *On Stage America* will feature acts of well known guest comedians, musicians and actors. It will also serve as a showcase for lesser known professional tal-

ent. The show, Metromedia executives say, in part replaces and updates the old musical variety programs which were once common on the networks but lately have disappeared.

And Metromedia, to show it means business, has hired some big guns to produce *On Stage America*. Nick Vanoff and the production team of Gary Smith and Dwight Hemion are responsible for the weekly two-hour production. Vanoff's credits include 12 years as producer of the syndicated series *Hee Haw*, another seven years as producer of *Hollywood Palace*, plus three seasons each of the *Tonight Show*, *Steve Allen Show* and *Perry Como Show*. The Smith-Hemion credits (they are specialists in the musical variety format and winners of 19 Emmy awards) include *Pavarotti and Friends* (1982) the 34th and 33d Emmy awards ceremonies, *A Special Anne Murray Christmas* (1981), *Baryshnikov on Broadway* (1980), *Shirley MacLaine at the Lido* (1979) and the *Neil Diamond Special* (1977), among others.

Bob Bennett, Metromedia senior vice president of television broadcasting and production, said that he wants to make "a statement" about television programming with *On Stage America*. The show, Bennett said, will hybrid comedy sketches, musical performances and celebrity interviews, combining

studio sessions with taped remotes. The show will have several regular hosts, "not unlike the way *Real People* works," Bennett said.

In a sense, Bennett explained, Metromedia is trying to capture the television of another era. "Four or five years ago, 15% of prime time was variety," he pointed out, "but all at once it was eliminated. Where are all the performers? There isn't any place for them any more."

Production costs, however, are almost as big as some of the performers Bennett hopes to attract. It will cost "nearly" \$1 million per week to produce, he reported, at Metromedia's Metrotape studios in Los Angeles. Metromedia is committing itself to 13 weeks of shows coupled with 13 weeks of repeats. Halfway through, Bennett said, the show will be reviewed to see if it should be continued for another 13/13. Barter terms are a 50/50 split, with Metromedia keeping 10 minutes for national advertising and giving 10 to the stations for local sales. Bennett also said that in the past Metromedia has pitched about 19 advertising agencies in New York and Chicago, and is about to take the idea on the road to local stations. About one-third of the advertising time has already been picked up by Bristol-Myers, Gillette and Campbell Soup, he said.

In addition, Bennett said that he would have to woo some network affiliates to get the kind of coverage national advertisers seek. Originally, *On Stage America* was planned as a three-hour production, but "any network affiliate that pre-empted three hours of prime time programming every Saturday night would not be an affiliate much longer," he explained.

According to Metromedia's Paul Rich, vice president for worldwide sales, Metromedia was approached by Vanoff, Smith and Hemion, along with Bristol-Myers, about producing a multifaceted variety program. Rich said Metromedia was chosen because it was expected the company was more willing to back a longer commitment than any of the major broadcast networks.

Bristol-Myers is committed to three spots per program, Rich said, while Gillette has bought two per show. And although a pilot has not and probably will not be produced, Bennett reported, Metromedia has been selling the agencies on the idea by showing them clips of old shows done by the producers. In addition, Rich said, the producers accompanied Metromedia when it made the agency rounds.

And, according to sales promotional material circulated to agencies and prospective advertisers, the cost of a 30-second spot will be \$50,000, based on market clearance of 75% of U.S. television homes. Rich commented that Metromedia has "come off" that price somewhat, but declined to indicate how much. Still, at the \$50,000-per-30 rate and the 8,500,000 homes the show could reach, that puts the C-P-M at \$5.88, consid-

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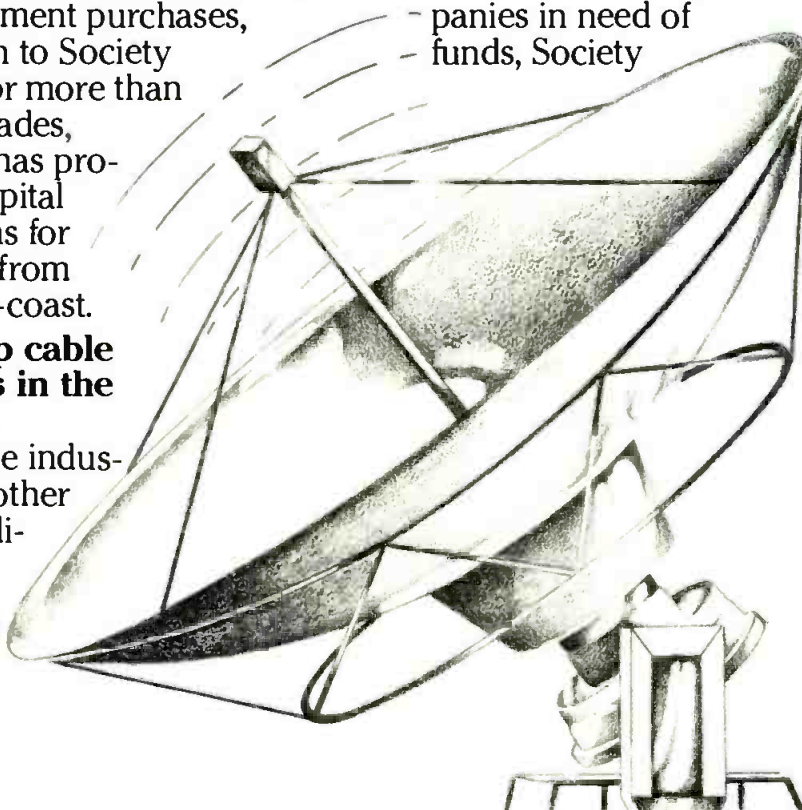
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Ratings Roundup

With big help from "The Godfather," NBC-TV moved to the top of the prime time ratings for the week ended Sept. 4—its fifth weekly win since the start of the summer season in mid-April. NBC scored an average Nielsen rating/share of 13.5/25, with CBS-TV second at 12.8/23 and ABC third at 11.3/21.

NBC had four of the week's top 10 programs, and three of those were its three "Godfather" repeat episodes. (The first episode played the preceding week.) The second episode, on Monday from 9 to 11 p.m. NYT, easily took its time period with a 16.5/27, and the third episode on Tuesday night did even better with an 18.7/31 that trounced repeats of ABC's regular Tuesday lineup and also outpointed a *Miss Teen USA* special on CBS whose 15.8/26 nevertheless ranked it eighth for the week. "The Godfather" conclusion, Thursday from 8 to 11, slipped back to 15.5/26, behind repeats of CBS's regular lineup (17.1/29) but ahead of ABC's mixture of repeats and originals (11.7/20).

NBC's other top 10 program was a repeat episode of its hottest new series, *A Team* (18.0/32).

CBS played off a pilot, *Johnny Blue*, a detective story set in New Orleans, on Sunday night at 10-11 and pulled an 8.8/17, ranking 58th. College football on ABC Saturday night, UCLA vs. Georgia, came in with a 10.2/22. But ABC's *Two Marriages* summer series remained relatively strong in moving into the Wednesday 9-10 period, scoring a 14.9/25 to tie (with CBS's *60 Minutes*) for 11th place for the week.

The First 20

1. <i>Simon & Simon</i>	CBS 20.3/33
2. <i>NBC Movie of the Week</i> — "The Godfather," part 3	NBC 19.7/31
3. <i>Magnum, P.I.</i>	CBS 18.5/32
4. <i>A Team</i>	NBC 18.0/32
5. <i>NBC Monday Night Movies</i> — "Godfather," part 2	NBC 16.5/27
6. <i>Three's Company</i>	ABC 16.2/26
7. <i>Fall Guy</i>	ABC 15.9/29
8. <i>Miss Teen USA</i>	CBS 15.8/26
9. <i>NBC Monday Night Movies</i> — "The Godfather," part 4	NBC 15.5/26
10. <i>Newhart</i>	CBS 15.1/24
11. <i>60 Minutes</i>	CBS 14.9/33
11. <i>Two Marriages</i>	ABC 14.9/25
13. <i>St. Elsewhere</i>	NBC 14.6/26
14. <i>9 to 5</i>	ABC 14.5/23
15. <i>20/20</i>	ABC 14.2/24
16. <i>Facts of Life</i>	NBC 14.1/23
17. <i>Knight Rider</i>	NBC 13.8/28
17. <i>M*A*S*H</i>	CBS 13.8/22
19. <i>NBC Sunday Night Movie</i> — "Deadly Treasure"	NBC 13.5/26
19. <i>Family Ties</i>	NBC 13.5/22

The Final Five

58. <i>Johnny Blue</i>	CBS 8.8/17
59. <i>ABC Movie Special</i> —"The Bad News Bears"	ABC 8.7/18
60. <i>Powers of Matthew Star</i>	NBC 7.5/17
61. <i>Casablanca—part 2</i>	NBC 7.1/15
62. <i>Walt Disney—The Omega Connection</i>	CBS 6.4/14

NBC does it live. NBC-TV will kick off its prime time premiere week with a series of three variety specials that could become a mid-season replacement series next January. NBC Entertainment President Tartikoff called *Live and In Person* "a launching pad for a mid-season series" and said the network was pleased to be bringing back "something that used to be a major staple of TV—the live presentation of broad-based entertainment." Paramount Television, in association with Katz-Gallin Productions, will produce the three one-hour shows from the Shrine Auditorium in Los Angeles, for airing 10-11 p.m. NYT Sept. 27-29. Marty Pasetta and Kenny Solms will co-produce, with Pasetta directing. Sandy Gallin, a producer and Hollywood talent manager, makes his on-camera debut as host. Among the celebrities and musical groups appearing will be Neil Diamond, Dolly Parton, Barry Manilow, Joan Rivers, Kenny Rogers, Rod Stewart, Mac Davis, Linda Ronstadt, Lily Tomlin, Cher, Menudo, Men at Work, Liberace, Culture Club and David Brenner.

erably below what the three networks charge for a comparable period. In addition, Metro-media estimated the show would score a 10 (NTI) rating. □

Viacom, Warner complete merger deal

WCI pays \$70 million to Viacom in agreement to bring cable's second- and fourth-largest pay services under single roof

Viacom, Warner Communications Inc. and Warner Amex Cable Communications closed their agreement on Sept. 2 to merge Viacom's Showtime with The Movie Channel, the fourth largest pay cable service, operated by Warner Amex Satellite Communications Co., jointly owned by WCI and American Express.

Under the merger agreement, Viacom will own 50% of the merged pay services, which, according to a Viacom spokesman, will be offered essentially as they are now with no significant changes in format. Showtime will continue to be marketed as a broad-based service with a variety of programming, including movies, specials (concerts and Broadway show adaptations) and series. The Movie Channel will continue exclusively to show films.

WCI receives a 31% interest in the merged pay services for which the corporate title is now Showtime/The Movie Channel Inc. For that interest, WCI has paid Viacom \$40 million cash and also will pay Viacom an additional \$30 million in equal installments over the next six years for consulting services. Warner Amex did not pay cash, but simply traded its 100% stake in The Movie Channel for a 19% share in the merged company. Showtime has been valued at about \$150 million and the Movie Channel at about \$90 million.

The assets of both services are being pooled into the merged company, including all program holdings and rights, studio fa-

cilities and three transponders on Satcom III-R. In addition, Viacom is chipping in two other transponders to which it holds the rights to on Hughes's Galaxy I.

Last week the chairmen of the three partner companies were hailing the agreement as one that would give the merged services greater financial clout and the ability to compete more effectively against Time Inc.'s Home Box Office in the program marketplace. Although even as a merged company, Showtime/The Movie Channel Inc., with the second and fourth largest pay-cable services under its wing, still has a way to go to catch up to the combined subscriber base of HBO (15 million) and sister service Cinemax (3 million). Showtime now has about 4.5 million subscribers and The Movie Channel about 2.5 million.

The merged company may also enter the pay-per-view business. "Viacom not only gains an equity interest in a second pay television channel," said Ralph Baruch, chairman of Viacom International, "but through the venture is better positioned to go forward in pay-per-view and in the pay television market not only in the United States, but throughout the world."

While the companies indicated that they would expand their West Coast programming offices, it's possible that layoffs will be imposed in other departments of the merged services. "When two organizations consolidate into one," said a Viacom spokesman, "there are bound to be some changes."

As expected, Mike Weinblatt, president of Showtime, was appointed president and chief operating officer of the merged services. A Showtime spokesman said the position of chairman and chief executive officer may be created and that Weinblatt has not been excluded from taking that position.

The merger comes after two previous attempts to bring five partners into a merger of the two services, including three movie companies—Paramount, Universal and Warner Brothers—and Viacom and American Express. However, those proposals were blocked by the Justice Department on anti-trust grounds (BROADCASTING, June 13, et. seq.) □

Executive's son indicted in murder. Rick Kyle, 20, the eldest son of Four Star International President Henry H. Kyle, has been indicted by the Los Angeles county grand jury for the murder of his father, shot to death July 22 in his Los Angeles home (BROADCASTING Aug. 1). The younger Kyle was indicted Aug. 30 for first-degree murder and use of a handgun during commission of a crime. Rick Kyle was bequeathed nearly half of his father's \$60-million estate under terms of a 1978 will filed last July in Dallas, where Rick Kyle had been living, but Los Angeles police detectives say a copy of a will containing "significant changes" was found in the elder Kyle's briefcase after the shooting. The revised will had not been signed or witnessed, however.

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U.S. acts quickly to spread media message of Soviet action

USIA and VOA work overtime to tell the world of Russian destruction of Korean airliner

For the U.S., the Soviet downing of a South Korean jet airliner offered an opportunity for a public relations offensive it was prepared to exploit. The Voice of America, in an effort to penetrate the Soviet Union with word of the event and a Russian-language version of President Reagan's speech, more than doubled the number of transmitters broadcasting into the country, increased transmission hours by about 90 a day and tried to avoid jamming by using multiple frequencies. But for dramatic impact, it was hard to match the U.S.'s presentation in the United Nations Security Council chamber on Tuesday. For some 11 minutes, the 15 council member representatives—and a large percentage of the world's population—were exposed to the sound of the voices of the Soviet fighter pilots involved in stalking and downing the South Korean jetliner.

The idea for the presentation was attributed last week to U.S. Information Agency Director Charles Z. Wick. But Wick himself, who has been getting considerable press recently as a flamboyant, Madison-Avenue type, downplayed the importance of his role. He said USIA's function, in response to a request by the State Department, was only "to develop the format" of the presentation. And he said that format was cleared by the National Security Council. But a source close to the operation said Wick

had personally presented to President Reagan the idea of turning the tape provided by the Japanese over to the USIA for translation and use as "propaganda," as the source put it, at the Security Council.

Whoever was responsible for the idea, there was no question that USIA's Television and Film Service division, under its director, Alvin Snyder, coordinated the major effort required to translate the transmissions of the four Soviet fighter pilots and produce the videotape that was to be played in the Security Council chamber. It was a job that required many of those involved to work day and night over the long Labor Day weekend.

USIA officials considered the effort well worthwhile. The presentation was picked up not only by U.S. networks but by the European Broadcast Union and others for broadcast to viewers and listeners in most of the noncommunist world. And the words of the Soviet fighter pilot they heard and saw translated on the screen were grim: "I'm going in closer... I'm dropping back, now I will try a rocket... I have executed the launch. The target is destroyed." USIA did not stop with the live presentation. It produced a 30-minute program consisting of excerpts from the tape and from a follow-up news conference given by U.S. Ambassador to the United Nations Jeane Kirkpatrick. The program was dispatched by plane to USIA posts in 51 countries, and posts in other countries were informed of its availability.

Snyder said the production job involved translating 273 separate transmissions by four pilots speaking to three ground controllers—an effort in which specialists from the

State Department, the Central Intelligence Agency and Defense Intelligence Agency participated. Then character generators were used to transfer the English and Russian texts to the videotape. (Snyder said USIA had to scout around the Washington area for a character generator to render the letters of the Cyrillic alphabet; one was finally found in suburban Silver Spring, Md.) The voice-actuated tape of the Russian pilots ran about 11 minutes, although the elapsed time covered in the transcript was about 50 minutes. The material in the final 20 minutes, following the attack, dealt largely with technical matters, such as the location of the fighter plane and its fuel supply.

USIA officials played the tape on Monday, in an unfinished state, for Kirkpatrick; Undersecretary of State Lawrence Eagleburger, and Wick, among others, at the State Department. Kirkpatrick was shown the finished tape on Tuesday morning, and she gave the final clearance. She pronounced it "excellent," and she and Snyder flew to New York on the 9 a.m. shuttle Tuesday to deliver it to USIA technicians who were ready to roll it.

The USIA crew in New York had also been busy over the weekend. They had arranged for the placement of five television monitors in the chamber, reportedly the first time monitors had been used there during a council session, and for the equipment to play the tapes. So determined was the government to present its show to the world, it provided for triple redundancy. If the equipment in the chamber failed, a monitor was in the hall outside, ready to be wheeled in.

But none of the backup equipment was necessary. The production went off without a hitch. And the reaction abroad to the presentation at the UN and to other elements of the USIA campaign has been gratifying to USIA officials. Everyone from "leftists to conservatives" has been tough in assessment of the Soviets, said Wick. □



The scene at the United Nations Security Council chamber.

NBMC set for 10th annual convention

The National Black Media Coalition's 10th annual media conference is scheduled for Oct. 6-9 at Washington's Hyatt Regency, with the theme of "Trends, Changes and New Directions."

It will feature appearances by top government officials as well as executives from the Fifth Estate.

Speaking at the windup banquet Saturday night will be Allen H. Neuharth of Gannett Co. Luncheons will be addressed by Joel Chaseman of Post-Newsweek and FCC Commissioner Henry Rivera (Thursday), Ossie Davis and Ruby Dee (Friday) And Re-

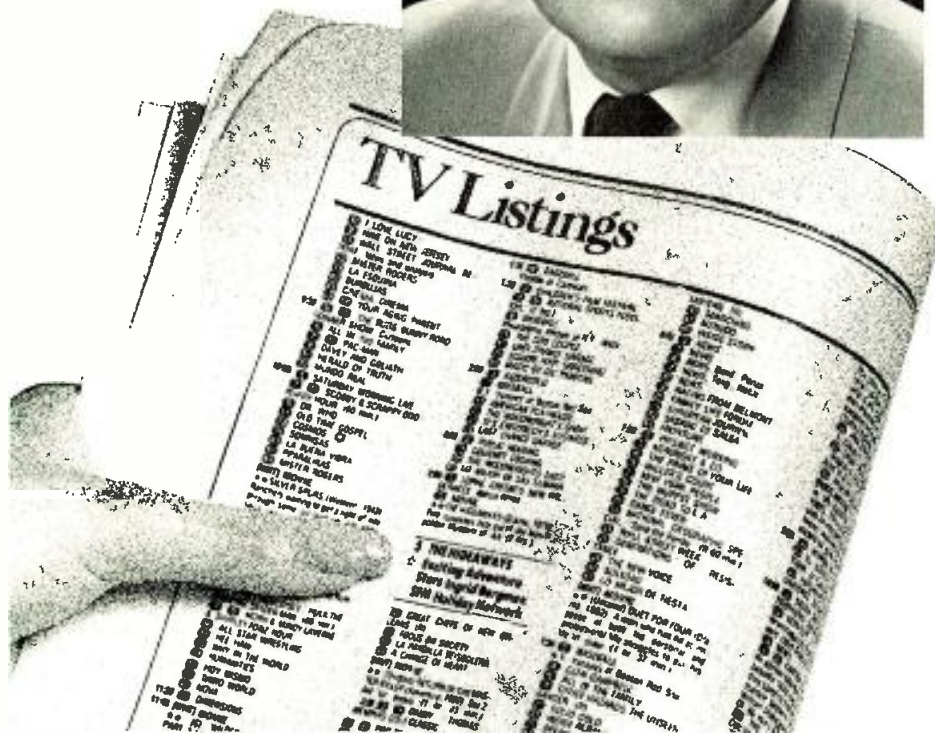
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Representative Mickey Leland (D-Tex.) (Saturday).

Other conference highlights:

A Thursday morning panel, "Minority Concerns: How Are They Addressed?," will include House Telecommunications Subcommittee Chairman Timothy Wirth, Ed Pfister of the Corporation for Public Broadcasting, Eddie Fritts of the National Association of Broadcasters and Tom Wheeler of the National Cable Television Association.

A Thursday afternoon session, "Group Broadcasters: Analyzing Success," is to be moderated by John Conomikes of Hearst TV with panelists Jeff Davidson of Gannett and David Henderson of the Outlet Co.

Thursday sessions will also include "Current Events Industry Update," "Engineering Opportunities in Telecommunications." An

evening reception is to be hosted by Capital Cities Communications.

Friday morning will open with "Trends in EEO," moderated by NBMC's David Honig, with panelists Glen Wolfe of the FCC and Washington communications lawyers Jason Shrinky, Mike Bader and Howard Braun. Subjects of other Friday panels: "Public Broadcasting: Sound Financial Management Makes a Difference"; "Programming," and "Community Affairs: A Valuable Asset".

Saturday agenda topics are "Development of Blacks on News Management" and "Corporate Communications." A job exchange for media professionals is scheduled for Saturday afternoon.

Sunday morning will be devoted to a brunch and executive meeting of NBMC. □

(47%), who is Denver-based developer. KKBB is on 1090 khz with 50 kw day and 500 w night.

KCEY(AM)-KMIX(FM) Turlock, Calif. □ Sold by Behan Broadcasting Co. to Melvin Winters, Harry S. McMurray and F. Robert Fenton for \$1.8 million, including noncompete agreement. **Seller** is headed by Dennis Behan, president. It also owns KCEE(AM) Tucson, Ariz., and KLMR(AM)-KSEC(FM) Lamar, Colo. **Buyer** McMurray has minor interest in Behan's other stations, which he will sell upon approval of this sale. He also has interest in KATO(AM)-KXKQ(FM) Safford, Ariz., and KVRD(AM) Cottonwood, Ariz. Winters owns KNGT(FM) Jackson, Calif. Fenton has interest in KHSN(AM) Coos Bay and KOOS-FM North Bend, both Oregon, and KPLS(AM) Santa Rosa and KMYC(AM)-KRFD(FM) Marysville, both California. KCEY is on 1390 khz with 5 kw full time. KMIX is on 98.3 mhz with 1.6 kw and antenna 390 feet above average terrain.

WDDD-TV Marion, Ill. □ Sold by Channel 27 Inc. to Tri-State Christian TV Inc. for \$1.2 million. **Seller** is owned by Dennis F. (Dutch) Doelitzsch (95.5%) and his wife, Joann F. (4.5%). Dennis Doelitzsch also owns WDDD(FM) Marion and WDDW(AM) Johnson City, both Illinois. **Buyer** is non-profit corporation, headed by Garth Counce, president, executive with Sherman-Williams Corp. WDDD-TV is independent on channel 27 with 2,600 kw visual, 260 kw aural and antenna 775 feet above average terrain.

WBEU(AM)-WQLO-FM Beaufort, S.C. □ Sold by Beaufort Broadcasting Corp. to Stephen J. Hannon for \$1.2 million. **Seller** is owned by George G. Trask, president; his brother, John M. Trask Jr. (38.5% each), and their mother, Flora G. (23%). None have other broadcast interests. **Buyer** is Gastonia, N.C. orthodontist, who has no other broadcast interests. WBEU is daytimer on 960 khz with 1 kw. WQLO-FM is on 98.7 mhz with 36 kw and antenna 225 feet above average terrain. **Broker: R.A. Marshall & Co.**

WEIC-AM-FM Charleston, Ill. □ Sold by Macomb Broadcasting Co. to Com-Sat Communications Inc. for \$650,000. **Seller** is owned by Ernest Huls, president (70%), and William A. Earman (30%), Huls is also selling his interest in WKIO(FM) Urbana, Ill. (see below). **Buyer** is owned by Stephen H. Garman, president. He is general manager of WEIC-AM-FM. WEIC is on 1270 khz with 1 kw day and 500 w night. WEIC-FM is on 92.1 mhz with 2.2 kw and antenna 140 feet above average terrain.

WKIO(FM) Urbana, Ill. □ Seventy percent sold by Ernest Huls to Macomb Broadcasting Co. for \$600,000. **Seller** is principal of company selling WEIC-AM-FM Charleston, Ill. (see above). **Buyer** is to be owned by William A. Earman, who owns other 30% and will become president. WKIO is on 103.9 mhz with 3 kw and antenna 145 feet above average terrain.

WCTD-FM Federalsburg, Md. □ Sold by Caroline Broadcasting Co. Inc. to Mid-Shore Communications Corp. for \$400,000. **Seller** is headed by Phil Adams, president and general manager. It has no other broadcast interests. **Buyer** is owned by Ernest R. Colburn,

Changing Hands

PROPOSED

WAGM-TV Presque Isle, Me., and Houlton, Me., cable system □ Sold by Diversified Communications and related companies to NEP Communications Inc. for approximately \$3 million. **Seller**, based in Portland, Me., is headed by Horace Hildreth, president. It also owns WABI-AM-TV and WBGW(FM) Bangor, Me., and cable systems in Maine, Massachusetts and New Hampshire. **Buyer**, based in Scranton, Pa., is headed by Thomas P. Shelburne, president. It owns WNEP-TV

Scranton-Wilkes Barre, Pa. WAGM-TV is CBS, ABC and NBC affiliate on channel 8 with 58.9 kw visual, 5.37 kw aural and antenna 350 feet above average terrain. **Broker: Avpro Inc.**

KKBB(AM) Aurora, Colo. □ Sold by Leo Payne Broadcasting Inc. to Communications Industries Inc. for \$1.9 million. **Seller** is owned by Leo Payne, who is also applicant for new FM at Evergreen, Colo., and who will retain 2.8% interest. **Buyer** is principal-ly owned by Jay C. Roulier, president

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9/12/83

president, and wife, Nancy E. (51% jointly), and Frederick P. Koester and wife, Glenna J. (49% jointly). Ernest Colburn is vice president of Rau Radio Stations Inc., which sold, WNAV(AM)-WLOM-FM Annapolis, Md. (BROADCASTING, Sept. 5) and WDOV(AM)-WDSB(FM) Dover, Del. (BROADCASTING, Sept. 5). It also owns three AM's and three FM's. Nancy Colburn is office manager at Chevy Chase, Md., department store. Frederick Koester is general manager of WNAV(AM)-WLOM-FM Annapolis. Glenna Koester is Queen Annes county, Md., school teacher. WCTD-FM is on 107.1 mhz with 2.65 kw and antenna 320 feet above average terrain.

KPET(AM) Lamesa, Tex. □ Sold by KPET Radio Inc. to Richard B. Schiro for \$500,000. **Seller** is headed by Galen O. Gilbert, president. It also has interest in KCOT(FM) Lamesa, KZEE(AM) Weatherford, KDXE(FM) Sulphur Springs, KTXJ(AM)-KWYX(FM) Jasper, all Texas; KYFM(FM) Bartlesville, Okla.; KXEO(AM)-KWWR-FM Mexio, and KBTN(AM) Neosho, both Missouri. **Buyer** is Dallas businessman, who has no other broadcast interests. KPET is on 690 khz with 250 w full time. *Broker: Chapman Associates.*

WZNG(AM) Winter Haven, Fla. □ Sold by Vantage Broadcasting Inc. to John R. Newman and his wife, Cesta D. Newman. **Seller** is owned by David B. Buerger, his son, David C., and his wife, Diane. They have no other broadcast interests. **Buyers** also have interest in WGGG(AM) Salamanca, N.Y. WZNG is on 1360 khz with 5 kw day and 2.5 w night. *Broker: Chapman Associates.*

WCSL(AM) Cherryville, N.C. □ Sold by Mark Media Inc. to Calvin Robert Hastings for \$300,000. **Seller** is headed by J. Ardell Sink, president. It also has interest in WKYK(AM) Burnsville, N.C., applications for new FM at Andrews, S.C., and LPTV at Burnsville. **Buyer** is general manager of WCSL. WCSL is daytimer on 1590 khz with 500 w.

WMYL(AM)-WIZR-FM Johnstown, N.Y. □ Sold by P&L Broadcasting of Johnstown Inc. to Hometown Broadcasting Corp. for \$275,000. **Seller** is owned by Norman T. Pinkard, chairman (two-thirds) and Breverly G. Littles (one-third). It has no other broadcast interests. **Buyer** is owned by Matthew H. Mataraso, president, Thomas H. Shafer, Robert L. Hill and Joseph A. Reilly (25% each). Mataraso is Albany, N.Y.-based attorney, and with Reilly, former owner of WWOM(FM) Albany. Reilly is executive director of New York State Broadcasters Association. Shafer is former salesman at WROW-AM-FM Albany. Hill owns 87% of WHRL(FM) Albany, N.Y. WMYL is daytimer on 930 khz with 1 kw. WIZR-FM is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain.

KAPB(AM)-KWLB-FM Marksville, La. □ Sold by Avoyelles Broadcasting Corp. to Kenneth W. Sasso for \$260,000. **Seller** is owned by Guy C. Billups Jr., president (90%) and Chester Coco (10%). It has no other broadcast interests. **Buyer** has been broadcaster for 20 years at various stations, including WWL(AM) New Orleans, and is owner of New Orleans-based talent placement company. KAPB is daytimer on 1370 khz with 1. KWLB-FM is on 97.7 mhz with 3 kw and antenna 204 feet above average terrain.

Buying into Park Place. Selling some of his personal holdings in Park Communications was not the motivation for taking the company public ("In Brief", Sept. 5) according to chairman Roy H. Park Sr. "We already have a big house," he said, adding that employees will now be able to own part of the business.

Asked what he will do if the current weakness in the new issues market continues, he said, "We don't make that decision until the filing is approved by the SEC." The 72-year-old Park said that there are no current plans for his son, Roy Park Jr, to eventually take over the communications corporation. "He's running his own show in outdoor" [advertising, a private company owned by Park and his wife, Dorothy, that also includes real estate and securities]. "He really hasn't been active in the other end of the company," said his father. Listed as a director of Park Communications is newspaper owner and former Senator Harry F. Byrd, Jr (Ind.-Va.).

Broker: Chapman Associates.

□ Other proposed station sales include: WBIB(AM) Centreville, Ala.; KSFO(AM) San Francisco (BROADCASTING, June 20); KSTF(TV) Scottsbluff, Neb.; KYCU-TV Cheyenne, Wyo., and KTVS(TV) Sterling, Colo. (BROADCASTING, Aug. 8), WHEC-TV Rochester, N.Y. (BROADCASTING, July 18); WYNC(AM) Yanceyville, N.C., and KDIA(AM) Oakland, Calif., and WDIA(AM) Memphis, Tenn. (BROADCASTING, Aug. 8) (see page 72).

APPROVED BY FCC

WAMT(AM)-WAJX(FM) Titusville, Fla. □ Sold by Brevard Broadcasting Co. to Ogden Newspapers Inc. for \$700,000, including \$200,000 noncompete agreement. **Seller** is equally owned by Alastair B. Martin and wife, Edith P. They also own five AM's and five FM's. **Buyer**, based in Wheeling, W.Va., is headed by G. Ogden Nutting, president. It owns 15 daily newspapers in West Virginia, Florida, Iowa, Minnesota and

New York; WGNS(AM)-WNMB(FM) North Myrtle Beach, S.C., and WTON(AM) Staunton, Va. WAMT is on 1060 khz with 10 kw day and 5 kw night. WAJX is on 98.3 mhz with 3 kw and antenna height 234 feet above average terrain.

WTTB(AM) Vero Beach, Fla. □ Sold by Atlantic Communications Inc. to WTTB Inc. for \$525,000. **Seller** is headed by Robert E. Kusch, president, and has no other broadcast interests. **Buyer** is owned by Harry L. Reiner, president (\$21.33%), and six others. Reiner owns 80% of WLBE(AM) Leesburg, Fla. WTTB is on 1490 khz with 1 kw day and 250 w night.

KWEY-AM-FM Weatherford, Okla. □ Sold by KWEY Inc. to Philip C. Spivey and Lynn Wolfgang for \$1,378,000 plus other considerations. **Seller** is owned by Alene E. Buening and Richard D. Johnson, who have no other broadcast interests. **Buyer** Spivey owns 79% of KBBB(AM)-KDKQ(FM) Borger, Tex. Wolfgang, daughter of Buening, is

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sales manager of KWEY and has no other broadcast interests. KWEY is daytimer on 1590 khz with 1 kw day. KWEY-FM is on 97.3 mhz with 70 kw and antenna 385 feet above average terrain.

Other approved station sales include: WBYE(AM) Calera, Ala.; WSWL(AM) Milton, Fla.; WWJZ(AM) Sanford, Fla.; WWWW(AM) Wilkesboro, N.C.; KWOK(AM) Wagoner, Okla.; KDOV(AM) Ashland, Ore.; KNNX(AM) Huntsville, Tex., and KMMZ(AM) Greybull, Wyo. (see "For the Record," page 72).

NAB committee composition

The National Association of Broadcasters last week announced committee assignments for 1983-84. NAB has added four new committees: structure study committee, task force on program transmission charges and services, television board composition committee and TV must-carry task force. The structure study committee is charged with examining the structure of the association and proposals to reorganize the NAB and the task force on transmission charges will monitor telephone legislation. The committees and their chairmen follow:

All Industry Cuban Interference Task Force—Chairman, Cullie Tarleton, Jefferson-Pilot Broadcasting, Charlotte, N.C.; James E. Champlin, Beck Ross Com-

munications, Patchogue, N.Y.; John F. Dille III, Federated Media, Elkhart, Ind.; Jim Eddens, WOW(AM)-KEZO(FM) Omaha; H. Wayne Hudson, Plough Broadcasting, Memphis; Matthew L. Leibowitz, Leibowitz & Rice, Miami; Herb Levin, WSUA(AM) Miami; Vincent A. Pepper, Pepper & Corazzini, Washington.

Broadcast Deregulation Committee—Chairman, Robert R. Hilker, Suburban Radio Group, Belmont, N.C.; Les G. Arries Jr., WIVB-TV Buffalo, N.Y.; Clark W. Davis, Great Trails Broadcasting Corp., Dayton, Ohio; Martin Greenberg, Belo Broadcasting Corp., Dallas; Wade Hargrove, North Carolina Association of Broadcasters, Raleigh; Jerry R. Lyman, RKO General Broadcasting, Rockville, Md.; Anthony V. Marano, WCTC(AM) New Brunswick, N.J.; Roy H. Park, Park Broadcasting, Ithaca, N.Y.; Nathan Safir, KCOR(AM) San Antonio, Tex.; Joseph P. Tabback, KAZM(AM) Sedona, Ariz.; Ronald Townsend, WDVM-TV Washington.

Broadcast Engineering Conference Committee—Chairman, William J. Wisniewski, Mutual Broadcasting System, Arlington, Va.; Arthur R. Hillstrom, KTSP-TV Phoenix; James H. Hoke, Harte-Hanks Radio, Winston-Salem, N.C.; Jeff Meadows, NBC Television Network, New York; John Owen, Taft Broadcasting, Cincinnati; David W. Palmer, WATH(AM)-WXTQ(FM) Athens, Ohio; R. LaVerne Pointer, ABC, New York; Russell B. Pope, Golden Empire Broadcasting Co., Chico, Calif.; Richard G. Streeter, CBS Television Network, New York; Merrill Weiss, KPIX(TV) San Francisco.

Bylaws Committee—Chairman, Clyde W. Price, New South Radio, Tuscaloosa, Ala.; Leslie G. Arries Jr., WIVB-TV Buffalo, N.Y.; James C. Dowdle, Tribune Broadcasting, Chicago; William B. Faber, Tampa Television Inc., Tampa; Robert Hynes, NBC, Washington; Eugene Lothery, CBS Inc., New York; Walter E. May, East Kentucky Broadcasting Corp., Pikeville, Ky.; Thomas L. Young, Young Radio Inc., Napa, Calif.

Children's Television Committee—Chairman, Craw-

ford W. Rice, Gaylord Broadcasting, Dallas; Joanne Brokaw, CBS Inc., New York; William E. Dilday Jr., WLBT-TV Jackson, Miss.; Dr. Karen Hartenberger, Poto-mac, Md.; James McDermott, KCMC-TV Denver; Jane Paley, ABC Inc., New York; Dr. Ellen Rodman, NBC, New York; Charles Sherman, WYRF-TV Wheeling, W. Va.; Donald F. Snyder, WBNG-TV Binghamton, N.Y.; Greg Stone, WSOC-TV Charlotte, N.C.

Congressional Liaison Committee—Co-chairman, Eugene S. Cowen, ABC Inc., Washington; Co-chairman Edward T. Giller, The Gilcom Corp., Altoona, Pa.; Dan Calibraro, WGN-TV Chicago; Gary Capps, Capps Broadcasting, Bend, Ore.; Willie Davis, KACE(FM) Los Angeles; John F. Dille III, Federated Media, Elkhart, Ind.; Wallace B. Dunlap, Westinghouse Broadcasting and Cable Inc., Washington; Wallace J. Jorgenson, WBTV(TV) Charlotte, N.C.; Jerry R. Lyman, RKO General Broadcasting, Rockville, Md.; Walter E. May, East Kentucky Broadcasting Corp., Pikeville, Ky.; Dick Oppenheimer, Central Texas Broadcasting, Austin, Tex.; Dick Rakovan, WSNE(AM) Providence, R.I.; Douglas Stephens, North American Broadcasting, Englewood, Colo.; William F. Turner, Forward of Iowa, Sioux City, Iowa; Donald D. Wear Jr., CBS Inc., Washington; J. T. Whitlock, Lebanon-Springfield Broadcasting, Lebanon, Ky.

Convention Committee—Co-chairman, Ted L. Snider, Snider Corp., Little Rock, Ark.; William F. Turner, Forward of Iowa, Sioux City, Iowa; Charles B. Cooper, WKOR-AM-FM Starkville, Miss.; William E. Dilday Jr., TV-8 Inc., Jackson, Miss.; James C. Dowdle, Tribune Broadcasting, Chicago; William M. Dunaway, WTHR-TV Indianapolis; William W. Hansen, WJOL(AM)-WLLI(FM) Joliet, Ill.; Robert R. Hilker, WCGC(AM) Belmont, N.C.; Charles T. Jones, Cosmos Broadcasting, Sarasota, Fla.; Peter A. Kizer, Evening News Association, Detroit; Michael McCormick, WTMJ-TV Milwaukee; Paul Olson, KLEM(AM)-KZZL(FM) Le Mars, Iowa; Thomas L. Young, Young Radio Inc., Napa, Calif.; Mark Smith, Landmark Broadcasting, Las Vegas; J. A. Fisher, Ampex, Redwood City, Calif.

Copyright Committee—Chairman, David Polinger, WPIX(TV) New York; Lynn Christian, Century Broadcasting, Chicago; Abiah A. Church, Storer Broadcasting, Miami; Thomas J. Dougherty, Metromedia, Washington; William B. Faber, Tampa Television Inc., Tampa, Fla.; Simon Goldman, WJTN(AM) Jamestown, N.Y.; Harry Olsson, CBS, New York; Malcolm Potter, WBAL-TV Baltimore.

Engineering Advisory Committee—Chairman, Robert W. Flanders, McGraw-Hill Broadcasting, Indianapolis; William E. Garrison, Multimedia Broadcasting, Greenville, S.C.; Ron Graiff, LIN Broadcasting, New York; Warren P. Happel, Scripps-Howard Broadcasting, Cleveland; John E. Hyde, KDHL-AM-FM Faribault, Minn.; Martin H. Meaney, NBC Television Network, New York; Charles T. Morgan, Susquehanna Broadcasting, York, Pa.; Robert A. O'Connor, CBS Television Network, New York; Jerry Piemmens, Outlet Broadcasting, Providence, R.I.; R. LaVerne Pointer, ABC, New York; William J. Wisniewski, Mutual Broadcasting System, Arlington, Va.;

First Amendment Committee—Chairman, Martin Rubenstein, Mutual Broadcasting System, Arlington, Va.; Bev E. Brown, KGAS(AM) Carthage, Tex.; William M. Dunaway, WTHR-TV Indianapolis; Bill Leonard, CBS, Washington; Eugene Lothery, CBS Inc., New York; Elmer W. Lower, University of Missouri, Columbia, Mo.; Karen Maas, KIUP(AM)-KRSJ(FM) Durango, Colo.

Hundred Plus Markets Television Committee—Chairman, Bill Bengston, Mid-Continent Telecasting, Pittsburg, Kan.; Margo Cobb, WLBZ-TV Bangor, Me.; William F. Duhamel, KOTA-TV Rapid City, S.D.; Thomas Draper, WBOC-TV Salisbury, Md.; Rush Evans, KCOY-TV Santa Maria, Calif.; John Larkin, KTVZ-TV Bend, Ore.; Jess Mooney, WTOG-TV Savannah, Ga.; Robert F. Ward, WTOK-TV Meridian, Miss.

International Committee—Chairman, Arch L. Madson, Bonneville International, Salt Lake City; Kenneth Giddens, WKRG-TV Mobile, Ala.; Charles T. Jones, Cosmos Broadcasting, Sarasota, Fla.; Wallace J. Jorgenson, Jefferson-Pilot Broadcasting, Charlotte, N.C.;

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■ **Medium Market Radio Committee**—Chairman, William W. Hansen, Harris Enterprises Inc., Joliet, Ill.; Don M. Colby, Stevens Point Broadcasting Co., Stevens Point, Wis.; William L. Eure, Jr., WSSV(AM) Petersburg, Va.; Patricia E. Harpel, KHAR(AM) Anchorage; Kenneth H. MacDonald Sr., The MacDonald Broadcasting Co., Saginaw, Mich.; Joseph McMurray, Radio Station KNUU(AM) Las Vegas; Dick Oppenheimer, Central Texas Broadcasting, Austin, Tex.; Dick Osburn, Osburn & Reynolds Stations, Fort Worth; Clyde W. Price, WACT-AM-FM Tuscaloosa, Ala.; Irene Runnels, WKY(AM) Oklahoma City; Athena Sofias, WOJO(FM) Evanston, Ill.

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■ **Structure Study Committee**—Co-chairman, Martin F. Beck, Beck-Ross Communications, Rockville Centre, N.Y.; co-chairman, Jerry Holley, Stauffer Communications, Topeka, Kan.; Arnold S. Lerner, WLLH Inc., Lowell, Mass.; Stanley W. McKenzie, Seguin Broadcasting Co., Seguin, Tex.; W. Frank Harden, State Telesharing Co., Columbia, S.C.; Dudley S. Taft, Taft Broadcasting, Cincinnati.

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S.D.; Clark Pollock, Nationwide Communications, Columbus, Ohio; Leslie H. Small, Mid-America Media, Kankakee, Ill.

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Blair makes structural moves

Blair Television will implement on Jan. 1, 1984, what it calls "the most sweeping management-level expansion and organizational structure in the company's history."

Effective on that date, Blair TV will add eight regional and divisional sales management positions to its new table of organization. The structure will create new levels of management covering Blair Television's 14 regional offices and its 19 affiliate/independent sales teams based in its New York, Chicago and Los Angeles offices. The appointments represent promotions from within Blair TV.

Walter A. Schwartz, president of Blair Television, said the new structure will provide "greater horizontal management" and enable larger numbers of managers to serve station clients directly. He said the move is intended to improve sales effectiveness for Blair clients.

In the reorganization, Patrick J. Devlin, executive vice president, adds the title of director of sales operations and continues to report to Schwartz and Harry B. Smart, Blair Television chairman. Nine posts have been created reporting ultimately to Devlin.

Two new senior vice presidents have been named. They are Floyd Geline, senior vice president and director of regional sales, and William E. Breda Jr., senior vice president

and director of affiliate/independent sales.

Reporting to Geline in the regional sales area will be four vice presidents and managers. They are Steve Castellaw, who is being named vice president and manager of the Eastern region, covering Boston, Philadelphia, Atlanta, Miami, Charlotte, N.C., and Jacksonville, Fla.; Charles Hitchens, who will assume the title of vice president and manager of the Midwest region, covering Detroit, Cleveland, Minneapolis, St. Louis and Chicago (administrative), and Robert S. Billingsley, who becomes vice president and manager, Western region, overseeing San Francisco, Seattle, Houston, Dallas and Los Angeles (administrative).

In the affiliate/independent sales area, reporting to Breda, will be four newly established division vice president. They are Timothy M. McAuliff, ABC; David J. Herman, CBS; William F. Murphy, NBC, and Murray L. Berkowitz, independent sales.

In another move, James R. Kelly, senior vice president/national sales manager, has been appointed senior vice president and director of client services, working with television station clients on behalf of Blair TV.

Blair TV said that successors to the executives who have been promoted to new posts, effective next Jan. 1, will be announced in the next few weeks. □



Devlin



Geline



Breda



Kelly

As compiled by BROADCASTING, Aug. 29 through Sept. 2, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM applications

- Belleview, Fla.—South Marion county Communications Inc. seeks 1460 khz, .5 kw-D. Address: P.O. Box 208, Belleview 32620. Principal is owned by Frank L. Ayers, president (90%) and Frank A. Latache (10%). Ayers has sold, subject to FCC approval, WRNZ(FM) Wrens, Ga. Filed Aug. 19.
- Port Charlotte, Fla.—Harold M. Kneller Jr. seeks 1090 khz, 5 kw-D, 2.5 kw-N. Address: 47 Wood Pond Road, West Hartford, Conn. 06107. Principal has 49% interest in new AM at Sanibel, Fla. Filed Aug. 30.
- Ridgecrest, La.—Concordia Broadcasting Co. seeks 1390 khz, 2.5 kw-D. Address: 623 Northwest Avenue, McComb, Miss. 39648. Principal is owned by Donald B. Brady, who is applicant for new FM's at Tillatoba, Miss. and Halley, Ark. Filed Aug. 24.
- Spring Arbor, Mich.—Spring Arbor College seeks 1540 khz, .25 kw-D. Address: Spring Arbor 49283. Principal is governed by board of trustees, headed by Hugh A. White, chairman. It also owns noncommercial WSAE(FM) Spring Arbor. Filed Aug. 26.
- Nelsonville, Ohio—Nelsonville TV Cable Inc. seeks 770 khz, .25 kw-D. Address: 1 West Columbus Street, Nelsonville 45764. Principal is owned by Eugene R. Edwards, president (99.2%), his wife, Betty L., and his father, James F. (.4% each). It also owns TV cable system and LPTV at Nelsonville. Filed Aug. 22.
- Gresham, Ore.—Deborah L. Putnam seeks 1040 khz, 10 kw-D, 1 kw-N. Address: P.O. Box 616, Folsom, Calif. 95630. Principal has no other broadcast interests. Filed Aug. 23.

FM applications

- Bakersfield, Calif.—Rose Development Co. Inc. seeks 92.1 mhz, 1.68 kw, HAAT: 408 ft. Address: 2400 Las Gallinas Avenue, San Rafael, Calif. 94903. Principal is owned by Glenn A. Rose, president. It has no other broadcast interests. Filed Aug. 30.
- Key West, Fla.—Radio Cayo Hueso seeks 93.5 mhz, 2 kw, HAAT: 110 ft. Address: 1208 Simonton Street, Key West 33040. Principal is owned by Carol Ann Gomez (51%) and Paul L. Crogan (49%). Crogan is applicant for new FM at Marathon, Fla. Filed Aug. 19.
- Panama City, Fla.—Gulf Property and Investment Co. seeks 106.3 mhz, 2.57 kw, HAAT: 328 ft. Address: 2855 Hikes Lane, Louisville, Ky. 40218. Principal is owned by Barbara M. Nathan, president (70.6%), Robert L. Rice, Paul R. Cheaney and Charles E. Paschall (9.8% each). Rice owns Dallas advertising agency. Rest have no other broadcast interests. Filed Aug. 31.
- Panama City, Fla.—Panama City Radio Ltd. seeks 106.3 mhz, 3 kw, HAAT: 170 ft. Address: 3607 East Second Street, Panama City, Fla. 32401. Principal is owned by Beverly M. Sherman (95%) and Mary A. Pelham (5%). It has no other broadcast interests. Filed Aug. 31.
- Kingsland, Ga.—Kingsbay Area Broadcasting Co. seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box

1627, Kingsland, Ga. 31548. Principal is owned by Carol B. Dowdy (55%); her husband, Roy M. (25%); her daughter, Angela L. Dowdy Hornbuckle (15%), and Carol Dowdy's mother, Evie Loraine Walters (5%). Roy Dowdy is former owner of WJAZ(AM) Albany, Ga. Angela Dowdy Hornbuckle is traffic director at WLKC(AM) St. Mary's, Ga. Rest have no other broadcast interests. Filed Aug. 30.

■ Nashville, Ga.—Lisa Chisholm seeks 95.3 mhz, 3 kw, HAAT: 300 ft. Address: 1350 Paces Forrest Drive, N.W., Atlanta 30327. Principal has no other broadcast interests. Filed Aug. 30.

■ *Okolona, Ky.—Evangel Schools Inc. seeks 88.5 mhz, 50 kw, HAAT: 296 ft. Address: 5400 Minors Lane, Okolona 40129. Principal: Nonprofit educational institution, headed by Wayman R. Rodgers, president. It has no other broadcast interests. Filed Aug. 16.

■ *Pikeville, Ky.—Bible Truth Hour Inc. seeks 90.1 mhz, 8 kw, HAAT: 320 ft. Address: Route 3, Box 637 D, Pikeville 41501. Principal: Nonprofit corporation, headed by Roy Hodson, chairman. It has no other broadcast interests. Filed Aug. 16.

■ *Barnstable, Mass.—School Committee, town of Barnstable seeks 90.1 mhz, .254 kw, HAAT: plus 71 ft. Address: 744 W. Main Street, Hyannis, Mass. 02601. Principal: Nonprofit educational institution, headed by John Loughnane. It has no other broadcast interests. Filed Aug. 19.

■ Hudson, Mich.—CMM Inc. seeks 97.7 mhz, 3 kw, HAAT: 287.5 ft. Address: 215 Lantana Road, Rossville, Tenn. 38555. Principal is owned by Mike Miller, who is also applicant for seven new TV's, six FM's, 14 LPTV's and new AM at Canton, Tex. Filed Aug. 23.

■ Atlantic City, N.J.—Dean Lewis seeks 95.9 mhz, 1.5 kw, HAAT: 170 ft. Address: 2600 Kennedy Boulevard, Jersey City, N.J. 07305. Principal has no other broadcast interests. Filed Aug. 23.

■ Atlantic City, N.J.—High Tech Industries Inc. seeks 95.9 mhz, 3 kw, HAAT: 285.11 ft. Address: 181 E. 87th Street, Suite 201B, New York 10028. Principal is owned by Theodore S. Oleck, president. Filed Aug. 25.

■ Farmington, N.M.—Dewey Matthew Runnels seeks 102.1 mhz, 100 kw, HAAT: 338 ft. Address: 7800 E. Union Avenue, Ste. 220, Denver 80237. Principal has no other broadcast interests. Filed Aug. 30.

■ Watertown, N.Y.—790 Communications/WTNY Ltd. seeks 93.5 mhz, 3 kw, HAAT: 300 ft. Address: 134 Mullin Street, Watertown 13601-3662. Principal is owned by David B. McCall and 21 others. It also owns WTNY(AM) Watertown and WMSA(AM) Massena, both New York. Filed Aug. 25.

■ Washington, N.C.—Robert A. Manning seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 1261 Drivers Circle, Rocky Mount, N.C. 27801. Principal also owns 66% of WRMT(AM) Rocky Mount, N.C. Filed Aug. 31.

■ Shawnee, Okla.—Cyrus V. Edwards seeks 105.1 mhz, 3 kw, HAAT: 301.84 ft. Address: 4301 N. Kelley Street, Box 54415, Oklahoma City 73154. Principal has no other broadcast interests. Filed Aug. 30.

■ Coudersport, Pa.—Farm and Home Broadcasting Co. seeks 96.7 mhz, .473 kw, HAAT: 665 ft. Address: 9 South Main Street, Coudersport 16915-0309. Principal is owned by Cary H. Simpson, president (68%) and 10 others. It also owns WFRM(AM) Coudersport; WNB(AM)-FM Wellsboro, Pa. Simpson also owns 50% of WKBI-AM-FM St. Mary's, 100% of WTRN(AM)-WGMR(FM) Tyrone, WBLF(AM) Bellefonte and WTYQ(FM) Ebensburg, all Pennsylvania. Filed Aug. 19.

■ *Beaufort, S.C.—Community Broadcasting Corp. of Beaufort Inc. seeks 88.7 mhz, 3 kw, HAAT: 300 ft. Address: 176 Rebut Road, Beaufort 29902. Principal: Nonprofit corporation, headed by Earl S. Piper Jr., president. It has no other broadcast interests. Filed Aug. 16.

■ Salem, Va.—Unity of Roanoke Valley seeks 91.3 mhz, 5.369 kw, HAAT: 903 ft. Address: 3300 Green Ridge Road, Roanoke, Va. 24015. Principal is unincorporated association, headed by McCoy P. Garrison Jr., president. It has no other broadcast interests. Filed Aug. 30.

■ Cheney, Wash.—High Tech Industries Inc. seeks 101.1 mhz, 100 kw, HAAT: 368.93 ft. Address: 181 E. 87th Street, Suite 201 B. Principal is headed by Theodore S. Oleck, president. It is also applicant for new FM's at Sanibel, Fla., and Indianapolis. Filed Aug. 18.

TV applications

■ Roswell, N.M.—Western Sun Broadcasting Co. seeks ch. 8; ERP: 316 kw vis., 31.6 kw aur., HAAT: 1,963 ft.; ant. height above ground: 1,788 ft. Address: P.O. Box 1294, Albuquerque, N.M. 87103. Filed Aug. 19.

■ Sheboygan, Wis.—Retherford Publications Inc. seeks ch. 28; ERP: 1,000 kw vis., 100 kw aur., HAAT: 253.98 ft.; ant. height above ground: 257.6 ft. Address: 8545 East 41st Street, Tulsa, Okla. 74145. Principal is owned by Bill R. Retherford, president. It is also applicant for six new TV's, including Mesa, Ariz. (see above). Filed Aug. 18.

TV actions

■ Rapid City, S.D.—Haynes Communications Co. application returned for ch. 15; ERP: 750 kw vis., 75 kw aur., HAAT: 502.3 ft.; ant. height above ground: 530 ft. Address: P.O. Box 31235, Jackson, Miss. 39206. (BPCT-830815KE).

■ Lawrence, Mass.—MFP Inc. granted ch. 62, ERP: 4,775 kw vis., 478 kw aur.; HAAT: 850 ft. Address: 161 Highland Ave., Needham, Mass. 02194. Principal is headed by Avi Nelson, president (56%). It has no other broadcast interests. Ann. July 15.

Ownership changes

Applications

■ WBIB(AM) Centreville, Ala (1110 khz, 1000 kw-D)—Seeks assignment of license from WBIB Radio Inc. to Rigdon Broadcasting Co. Inc. for \$175,000. Seller is headed by Julius E. Talton, president. It also owns WHBB(AM)-WTUN(FM) Selma, Ala. Talton also has interest in WATM(AM)-WSKR(FM) Atmore, Ala. Buyer is owned by Ben David Rigdon, president (80%) and wife, Betty (20%). Rigdon already owns 20%. Filed Aug. 29.

■ KSFO(AM) San Francisco (560 khz, 5 kw-D, 1 kw-N)—Seeks transfer of control of KSFO Inc. from estate of Ina S. Autry, Orvon Gene Autry and Stanley B. Schneider (100% before; none after) to King Radio Broadcasting Co. (none before; 100% after). Consideration: \$6 million (BROADCASTING, June 20). Seller is group owner of four AM's, three FM's and one TV, headed by Gene Autry, chairman. Golden West recently sold KTLA(TV) Los Angeles for \$245 million (BROADCASTING, Nov. 1, 1982, April 18). Buyer, based in Seattle, is principally owned by Dorothy S. Bullitt and family. It is group owner of four AM's, four FM's and four TV's, including KYA(AM) San Francisco, which it will spin off. It recently sold WRTH(AM) Wood River, Ill. (BROADCASTING, Feb. 28). Filed Aug. 29.

■ KCEY(AM)-KMIX(FM) Turlock, Calif. (1390 khz, 5 kw-U, Da-2)—Seeks assignment of license from Behan Broadcasting Co. to F. Robert Fenton, Harry S. McMurray and Melvin Winters for \$1.8 million, including noncompetitive agreement. Seller is headed by Dennis Behan, president. It also owns KCEE(AM) Tucson, Ariz., and KLMR(AM)-KSEC(FM) Lamar, Colo. Buyer McMurray has minor interest in Behan's other stations, which he will sell upon approval of this sale. He also has interest in KATO(AM)-KXXQ(FM) Safford, Ariz., and KVRD(AM) Cottonwood, Ariz. Winters owns KNGT(FM) Jackson, Calif. Fenton has interest in KHSN(AM) Coos Bay and KOOS-FM North Bend, both Oregon, and KPLS(AM) Santa Rosa, and KMYC(AM)-KRFDFM Marysville, both California. Filed Aug. 30.

■ KKB(AM) Aurora, Colo. (1090 khz, 50 kw-D, 500 w-N, DA-N)—Seeks transfer of control of Leo Payne Broadcasting Inc. from Leo Payne (100% before; none after) to Communications Industries Inc. (none before; 100% after). Consideration: \$1.9 million. Principals: Seller is also applicant for new FM at Evergreen, Colo., and will retain 2.8% ownership. Buyer is principally headed by Jay C. Roulier, president (47%). Filed Aug. 25.

■ WVFM(FM) Lakeland, Fla. (94.1 mhz, 100 kw, HAAT: 500 ft.)—Seeks assignment of license from Lakeland FM Broadcasting Inc. to Root Communications for \$3.1 million (BROADCASTING, Sept. 5). Seller is equally owned by Frank (Bud) Kurtz Jr., president; Duane McConnell, and H.R.

Todd. None has other broadcast interests. Buyer is Daytona Beach, Fla.-based company, former owner of Coca-Cola franchises and headed by Chapman S. Root. It has no other broadcast interests. Filed Aug. 30.

■ WEIC-AM-FM Charleston, Ill. (1270 khz, 1 kw-D, 500 w-N, DA-2; FM: 92.1 mhz, 2.2 kw, HAAT: 140 ft.)—Seeks assignment of license from Macomb Broadcasting Co. to Com-Sat Communications Inc. for \$650,000. Seller is principally owned by Ernest Huls, president, who is also selling WKIO(FM) Urbana, Ill. (see below). Buyer is owned by Stephen H. Garman, president. He is general manager of WEIC-AM-FM. Filed Aug. 25.

■ WDDD-TV Marion, Ill. (ch. 27, 2,600 kw vis., 260 kw aur.; HAAT: 775 ft.)—Seeks transfer of control of Channel 27 Inc. from Channel 27 Inc. (100% before; none after) to Tri-State Christian TV Inc. (none before; 100% after). Consideration: \$1.2 million. Principals: Seller is owned by Dennis F. Doelitzsch (95.5%) and his wife, Joann F. (4.5%). Dennis Doelitzsch also owns WDDD(FM) Marion and WDDW(AM) Johnson City, both Illinois. Buyer is nonprofit corporation, headed by Garth Counce, president. It has no other broadcast interests. Filed Aug. 24.

■ WKIO(FM) Urbana, Ill. (103.9 mhz, 3 kw; HAAT: 145 ft.)—Seeks transfer of control of Macomb Broadcasting Co. from Ernest Huls (70% before; none after) to Macomb Broadcasting Co. (30% before; 100% after). Consideration: \$600,000. Seller is also selling WEIC-AM-FM Charleston, Ill. (see above). Buyer is owned by William A. Earman, president, who already owns 30%. Filed Aug. 25.

■ KAPB(AM)-KWLB-FM Marksville, La. (1370 khz, 1 kw-D; FM: 97.7 mhz, 3 kw, HAAT: 204 ft.)—Seeks assignment of license from Avoyelles Broadcasting Corp. to Kenneth W. Sasso for \$260,000. Seller is headed by Guy C. Bellups Jr., president. It has no other broadcast interests. Buyer has been broadcaster for 20 years at various stations, including WWL New Orleans, and is owner of New Orleans-based talent placement company. Filed Aug. 29.

■ WCTD-FM Federalsburg, Md. (107.1 mhz, 2.65 kw, HAAT: 320 ft.)—Seeks assignment of license from Caroline Broadcasting Co. Inc. to Mid-Shore Communications Corp. for \$400,000. Seller is headed by Phil Adams, president and general manager. It has no other broadcast interests. Buyer is owned by Ernest R. Colburn, president and wife, Nancy E. (51% jointly) and Frederick P. Koester and wife, Glenna J. (49% jointly). Ernest Colburn is vice president of Rau Radio Stations Inc., which sold, WNAV(AM)-WLOM-FM Annapolis, Md. (BROADCASTING, Sept. 5) and WDOV(AM)-WDSDFM Dover, Del. (BROADCASTING, Sept. 5). It also owns three AM's and three FM's. Nancy Colburn is office manager at Chevy Chase, Md. department store. Frederick Koester is general manager of WNAV(AM)-WLOM-FM Annapolis. Glenna Koester is Queen Annes county, Md. school teacher. Filed Aug. 30.

■ KSTF(TV) Scottsbluff, Neb.; KYCU-TV Cheyenne, Wyo., and KTVS(TV) Sterling, Colo. (KSTF: ch. 10, 240 kw vis., 24 kw aur.; HAAT: 840 ft.; KYCU-TV: ch. 5, 100 kw vis., 10 kw aur.; HAAT: 620 ft., and KTVS(TV): ch. 3, 60.6 kw vis., 6 kw aur., and HAAT: 760 ft.)—Seeks assignment of license from Wyneco Communications Inc. to Burke Broadcasting Co. of Cheyenne for \$9.7 million (BROADCASTING, Aug. 8). Seller is owned by Lamb Enterprises Inc., Toledo, Ohio-based company, headed by Edward Lamb, chairman. It also owns WICU-TV Erie, Pa. Buyer is owned by A.T. Burke, president (97.9%) and K. Dillon Schickli (2.1%). Burke is Longview, Tex.-based president of bottling company. He has no other broadcast interests. Filed Aug. 30.

■ WMYL(AM)-WIZR-FM Johnstown, N.Y. (930 khz, 1 kw-D; FM: 104.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from P&L Broadcasting of Johnstown Inc. to Hometown Broadcasting Corp. for \$275,000. Seller is owned by Norman T. Pinkard, chairman (two-thirds) and Brevly G. Littles (one-third). It has no other broadcast interests. Buyer is equally owned by Matthew H. Mataraso, president, Thomas H. Shafer, Robert L. Hill and Joseph A. Reilly (25% each). Hill owns 87% of WHRL(FM) Albany, N.Y. Rest have no other broadcast interests. Filed Aug. 29.

■ WHEC-TV Rochester, N.Y. (CBS, ch. 10, 316 kw vis., 39.8 kw aur.; HAAT: 500 ft. WDIA: 1070 khz, 50 kw-D, 5 kw-N, DA-2; KDIA: 1310 khz, 5 kw-U, DA-1)—Seeks assignment of license from BENI Broadcasting of Rochester Inc. to Viacom Broadcasting Inc. for \$24.5 million plus swap of WDIA(AM) Memphis and KDIA(AM) Oakland, Calif. (BROADCASTING, July 18). Seller, based in Philadelphia is principally owned by Ragan A. Henry, president. It owns WPDQ(AM) Jacksonville, Fla.; WAOK(AM) Atlanta; WTLC(FM) Indianapolis; WITH(AM) Baltimore; WBLL(FM) Hamilton, Ohio, and WJAS(AM) Pittsburgh. Buyer, based in New York, is publicly traded company headed by Ralph M. Baruch, chairman. It is broadcast group owner, cable MSO and major program distributor. It recently bought KSLA-TV Shreveport, La. (BROADCASTING, April 18). Filed Aug. 26.

■ WCSL(AM) Cherryville, N.C. (1590 khz, 500 w-D)—

Seeks assignment of license from Mark Media Inc. to Calvin Robert Hastings for \$300,000. Seller is headed by J. Ardell Sink, president. It also has interest in WKYK(AM) Burnsville, N.C., application for new FM at Andrews, S.C., and LPTV at Burnsville. Buyer is headed by Calvin Robert Hastings, who is general manager of WCSL. Filed Aug. 30.

■ WYNC(AM) Yanceyville, N.C. (1540 khz, 1 kw-D)—Seeks assignment of license from Bright Leaf Broadcasting Co. Inc. to Ansum Broadcasting Co. for \$80,000. Seller is headed by Robert E. Johnson, president, who has interest in WYAK-AM-FM Surfside Beach/Garden City, S.C. Buyer is owned by Wilbur W. Brann, president; A. Thomas Bowes, Robert L. Dixon and T. Elmo Mitchell (25% each). Brann is director of operations and engineering for TV at Durham Life Broadcasting Inc. Filed Aug. 29.

■ KPET(AM) Lamesa, Tex. (690 khz, 250 w-U)—Seeks assignment of license from KPET Radio Inc. to Richard B. Schiro for \$370,000. Seller is headed by Galen O. Gilbert, president. Buyer has no other broadcast interests. Filed Aug. 29.

Actions

■ WBYE(AM) Calera, Ala. (1370 khz, 1 kw-D)—Granted assignment of license from Ralph W. Sears to B.M. Murchison for \$150,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. (BAL-830627ED). Action Aug. 18.

■ WSWL(AM) Milton, Fla. (1330 khz, 5 kw-D)—Granted assignment of license from Bright Horizons Productions Inc. to Wave Express Broadcasting Co. Inc. for assumption of \$31,250 in debts. Seller is owned by Hans Bott, president (35%), his wife, Christa (1%) and Robert Switzer and his wife, Jean (64% jointly). It has no other broadcast interests. Buyer is equally owned by Neal Nussbaum, president and Mark Bauer, chairman. They also own WWET(FM) Monticello, Ind., and WKIQ(FM) Bowling Green, Ohio. (BAL-830706FF). Action Aug. 22.

■ WWJZ(AM) Sanford, Fla. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Sunshine Air Broadcasting Corp. to William A. Masi for \$283,000, including \$3,000 noncompete agreement. Seller is owned by William N. Udell, president. It also has interest in WIMS(AM) Michigan City, Ind.; WKAM(AM)-WZOM(FM) Goshen, Ind. Buyer has interest in WVCF(AM) Ocoee, Fla., and WBGC(AM) Chipley, Fla. (BAL-830622FI). Action Aug. 22.

■ WAMT(AM)-WAJX(FM) Titusville, Fla. (1060 khz, 10 kw-D, 5 kw-N, DA-1; FM: 98.3 mhz, 3 kw, HAAT: 234

ft.)—Granted transfer of control of Brevard Broadcasting Co. from Alastair and Edith P. Martin (100% before; none after) to Ogden Newspapers Inc. (none before; 100% after). Consideration: \$700,000, including \$200,000 noncompete agreement. Seller is equally owned by Alastair B. Martin and wife, Edith P. They also own five AM's and five FM's. Buyer, based in West Virginia, is headed by G. Ogden Nutting, president. It owns 15 daily newspapers in West Virginia, Florida, Iowa, Minnesota and New York; WGSN(AM)-WNMB(FM) North Myrtle Beach, S.C., and WTON(AM) Staunton, Va. (BTC-830706FI). Action Aug. 22.

■ WWWW(AM) Wilkesboro, N.C. (1240 khz, 500 w-D, 250 w-N)—Granted assignment of license from WWWW Inc. to Tomlinson Broadcasting Corp. of Wilkes County for \$410,000. Seller is headed by Jeff B. Wilson, president. It has no other broadcast interests. Buyer is owned by Billy G. Tomlinson, president; wife, Helen A. Tomlinson (46 7/8% each); and their son, Omer C. (6 1/4%). Omer C. Tomlinson is director of operations for WCL(AM)-WZKZ(FM) Corning, N.Y. (BAL-830630EQ). Action Aug. 18.

■ KWOK(AM) Wagoner, Okla. (1530 khz, 500 w-D)—Granted assignment of license from Sherman Enterprises Inc. to Telemonde Corp. for \$165,000 plus \$15,000 non-compete agreement. Seller is principally owned by Philip Sherman. It has no other broadcast interests. Buyer is owned by Ellen Nelson Durfey, president; her husband, Thomas C. (30% each), and their children, Kendall C., and Nelson T. (20% each). Thomas Durfey is former principal owner of WHVW-AM-FM Hyde Park, N.Y.; Ellen Durfey is former traffic director at WHVW-FM. (BAL-830707FH). Action Aug. 18.

■ KDOV(AM) Ashland, Ore. (1350 khz, 1 kw-D)—Granted assignment of license from Faith Tabernacle Inc. to Atkinson Adventures for \$372,500. Seller is headed by Leo C. Wine, president. It has no other broadcast interests. Buyer is owned by Perry A. Atkinson and his wife, Peggy K.; Lee Rehana and wife, Bernice (25% each). Perry A. Atkinson is applicant for new AM at Placerville, Calif. (BAL-830630ES). Action Aug. 18.

■ KNNX(AM) Huntsville, Tex. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from East Texas Wireless Radio to Broadcast Communications Inc. for \$425,000. Seller is principally owned by Peggie McClish Werlinger (51%). It has no other broadcast interests. Buyer is owned by Jack B. Nichols, president; Jack Haney (45% each), and J.D. Dickenson (10%). It also is applicant for new AM at Huntsville, Tex. (BAL-830627EE). Action Aug. 18.

■ KMMZ(AM) Greybull, Wyo. (1140 khz, 10 kw-D)—Application dismissed for transfer of control of KMMZ Radio Ltd. from Dennis E. Reno (20% before; none after) to Jesse Ames Crosby (none before; 20% after). Consideration: Assumption of approximately \$24,000 in outstanding bank notes. Principals: Seller is owned by Robert Baird (80% nonvoting stock) and Dennis E. Reno (20%). Reno is also permittee of KZMQ(FM) Greybull. Buyer is program and news director at KMMZ and has no other broadcast interests. (BTC-830314EL). Action Aug. 19.

Summary of broadcasting as of June 30, 1983

Service	On Air	CP's	Total *
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM translators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	6	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	85	249
UHF LPTV	42	65	107
Total LPTV	206	150	356
VHF translators	2,792	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,387	205	7,592
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,291	53	12,344
Aural STL & intercity relay	2,819	166	2,985

* Includes off-air licenses.

Facilities changes

AM applications

Tendered

■ KIPR (1260 khz) Diobli, Tex.—Seeks CP to change city of license to Huntington, Tex.; change power to 500 w, and change TL. Major environmental action under section 1.1305. Ann. Aug. 29.

Accepted

■ KIEV (870 khz) Glendale, Calif.—Seeks modification of CP (800904AE) to change night TL and change to DA-N. Major environmental action under section 1.1305. Ann. Aug. 29.

FM applications

Tendered

■ KNDE (99.5 mhz) Tucson, Ariz.—Seeks CP to change ERP to 100 kw and change HAAT to 172 ft. Ann. Aug. 30.

■ KCFS (90.1 mhz) Sioux Falls, S.D.—Seeks CP to change frequency to 90.7 mhz. Ann. Aug. 30.

Accepted

■ KLOS 95.5 mhz) Los Angeles—Seeks CP to make

changes; increase ERP to 61 kw; decrease HAAT to 3,129 ft., and change coordinates. Ann. Aug. 30.

■ KNVR (96.7 mhz) Paradise, Calif.—Requests waiver of section 731201(B)(2) of rules to identify as "Paradise/Chico." Ann. Aug. 29.

■ KLMC (93.5 mhz) Leadville, Colo.—Seeks modification of CP (BPH-810302AJ) to change TL; change HAAT to 481 ft., and change coordinates. Ann. Aug. 29.

■ WRCH-FM (100.5 mhz) New Britain, Conn.—Seeks CP to change ERP to 10 kw; change HAAT to 1,105 ft.; erect new tower, and change coordinates. Ann. Aug. 30.

■ WXCS(AM) (106.9 mhz) Hagerstown-Frederick, Md.—Seeks CP to change ERP to 14.94 kw; change HAAT to 866 ft. Action Aug. 24.

■ KAAW (95.9 mhz) Bethany, Mo.—Seeks CP to correct coordinates. Ann. Aug. 30.

■ *WHCL-FM (88.7 mhz) Clinton, N.Y.—Seeks CP to make change to install new antenna; correct height of supporting building; install new tower; increase HAAT to 88 ft.; increase ERP to 270 kw, and change coordinates. Ann. Aug. 29.

■ WWOK (105.7 mhz) Columbia, N.C.—Seeks CP to increase ERP to 100 kw. Ann. Aug. 30.

■ WDOK (102.1 mhz) Cleveland—Seeks CP to change

TL; increase ERP to 8.71 kw; decrease HAAT to 1,005 ft., and change coordinates. Ann. Aug. 30.

■ *KPCW (91.9 mhz) Park City, Utah—Seeks CP to move antenna to 44 ft; increase HAAT to 57 ft., and change coordinates. Ann. Aug. 29.

■ KISW (99.9 mhz) Seattle—Seeks CP to change antenna; increase tower height; change HAAT to 1,311 ft., and change coordinates. Ann. Aug. 30.

TV applications

Tendered

■ *WTVI (ch. 42) Charlotte, N.C.—Seeks CP to change ERP to 1,423 kw vis.; 142 kw aur., change TL, and change HAAT to 456 ft. Ann. Aug. 30.

Accepted

■ WWTL (ch. 29) Marshfield, Wis.—Seeks MP to change ERP to 1,657 kw vis., 165.7 kw aur., and HAAT to 652 ft. Ann. Aug. 29.

AM actions

■ KWXI (670 khz) Glenwood, Ark.—Granted CP to change frequency to 670 khz and increase power to 5 kw.

Major environmental action under section 1.1305. Action Aug. 18.

■ KGGN (770 khz) Valdez, Ark.—Granted modification of CP (20731) to change TL. Action Aug. 23.

■ WSDC (1490 khz) Hartsville, S.C.—Granted CP to increase day power to 1 kw. Action Aug. 23.

■ WTND (920 khz) Orangeburg, S.C.—Granted CP to increase power to 5 kw. Action Aug. 18.

FM actions

■ KRJU (92.7 mhz) Paradise, Calif.—Granted CP to change antenna system; change TL; decrease ERP to .73 kw; increase HAAT to 620.58 ft., and change coordinates. Action Aug. 23.

Call letters

Applications

Call	Sought by
New AM	
WAAS	James H. and Judith G. Hayes. Thompson Station, Tenn.
KJTA	World Radio Missionary Fellowship-USA Inc., Pharr, Tex.
New FM's	
KWEI-FM	Mountain Land Broadcasting Inc., Weiser, Idaho
KEZV	United Radio Group Inc., Spearfish, S.D.
KQBE	Lord Broadcasting Co., Ellensburg, Wash.
Existing AM's	
KESP	KXXN Santa Barbara, Calif.
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Station manager. Strong sales-oriented manager needed for established station in northwest Louisiana. Please send resume to James Bethard, Box 910, Coushatta, LA 71019.

Manager's Position with 100% buy-out arrangement. Small market. Southeast mountain resort area. Profitable. Write Box A-130.

Experienced small market manager with successful track record for west Texas fulltime AM. Excellent management package with equity opportunity. EEO/MF. Resume to Box B-54.

HELP WANTED SALES

Florida. AM/FM needs 2 professional radio salespeople, each with at least 3 yrs. fulltime radio street sales experience. Begin at income you're now making. Metro market of 250,000. Let's talk! Resume to PO Box 216, Ft. Myers, FL 33902. EOE.

Join the most professional sales team in broadcasting. United States Advertising Service still has openings in the Northeast, Southeast and Middle Atlantic states. We offer radio stations a computerized co-op system that can increase local billing as much as 30%, regardless of ratings or market size. Travel is required within your state. Experienced broadcasters should expect to earn a minimum of \$50,000 and still have time to trim five strokes off their golf game. Call Bob Manley, 806-372-2329 for details.

Sunbelt AM/FM adding new market seeks sales manager and sales to replace those being promoted. Minimum 2-3 years radio sales required. Resume and earnings history to Box A-179.

FM radio station in Midwest seeking problem-solving sales account executive. Top 10 market. Must be able to plan and implement profitable sales promotions. Will receive major account list. Our sales staff awaits another team player. Submit resumes in confidence to Box B-17.

30K commission level within a year. Established stations, top list. Attractive Southwest location. Minimum 3 years' experience. Small market near city attractions. Write Box B-25. EOE.

Group station needs experienced sales pro. Big city professionalism in pleasant medium city. Self motivators with proven track record only. Contact: Joe Taylor, General Manager, WIZE, Springfield, OH 513-399-4955.

Sky Corporation is one of America's fastest growing radio groups. We're looking for aggressive sales talent for current and future openings at our stations. Openings exist now in Riverhead, New York (Long Island). Future openings will be filled from your resumes. Send all information to Dennis R. Israel, President, 437 Madison Avenue, New York, NY 10022. Sky Corp. is an EOE.

HELP WANTED ANNOUNCERS

Classical music radio announcer. Major market. 3-5 years' professional experience required. AFTRA shop. Warm and friendly on-air delivery. No beginners, please. Tapes and resumes only to Mario G. Mazza, Director of Programming and Operations, WNCN, 1180 Avenue of the Americas, New York, NY 10036, EOE.

Florida opportunity for a mature, disciplined, drive-time personality to work live assist with adult format. Heavy production and technical skills. Send T&R to Jack Burke, P.O. Box 650208, Vero Beach, FL 32965-0208.

New all hit Sunbelt rocker looking for cooks who relate. Resume only to Box B-16 right now. This new AM/FM operation wants solid pros who want to grow. EOE, M/F.

Sunbelt adult contemporary needs morning man. Professional will be compensated with major market salary. Resume only to Box B-39.

The Goodrock 107 "team" is one person short. Needed: jock for tightly controlled top trax AOR format. Must be a production pro. Tape and resume to Rick Singer, WOOS-FM, Box 9217, Canton, OH 44711.

Prominent New England station is searching for the right professional for morning drive. Must have several years' experience. Must be witty, able to relate to adults, and news-oriented, but not necessarily a news person. This is a highly visible job with a respected company. Salary negotiable. Send your resume only in strictest confidence. EOE. Write Box B-67.

Your Talent, our material. Perfect combination for the recession proof Dial-a-Joke, etc., business. No obligation for free sample scripts. H-T Creative Services, P.O. Box 1311, Spokane, WA 99210.

HELP WANTED TECHNICAL

Chief Radio Engineer needed at WBEV/WXRO, Beaver Dam, WI. AM - 1kw D/1kw DA nights. Class A automated FM. Nearly all new equipment in good condition. Person needs thorough knowledge of DAs, audio, remote control, rules & regs., proofs, etc. Competitive salary and benefits. Send resume, references, and salary requirements to John Klingler, WBEV/WXRO, P.O. Box 902, Beaver Dam, WI 53916. EOE/MF.

Hands-on chief engineer for established radio stations in Naples, Florida - WNOG-AM 1kw and WCVU-FM class C. Requirements - must know FCC regs - AM directional, FM automation, studio maintenance and related equipment. A first class FCC license is preferred - a general class license is acceptable. Send resume: Personnel Office, Palmer Communications Centre, 333 8th Street South, Naples, FL 33940. Equal opportunity employer.

Chief engineer Public Radio station KUHF-FM at the University of Houston is seeking a chief engineer to implement a PTFP grant for a tall tower project to 2,000 feet; 5-year plan includes new telecom center and satellite up-link. The position will execute and/or oversee the planning, design, construction, installation, operation, maintenance, repair, and future systems expansion of all technical operations. Qualification requirements include a degree and three years' experience or equivalent; experience with high powered FM transmitters, microwave STL, stereo studio and remote production equipment; and SCA and satellite experience helpful. Please send resume to Judy Jankowski, General Manager, KUHF-FM Radio, University of Houston System, 4600 Gulf Freeway, Suite 500, Houston, TX 77023. EOE/MF.

HELP WANTED NEWS

NYC bilingual traffic reporter. Experienced announcers only. News background helpful. Women and minorities encouraged. Cassette and resume to: Shadow Network, 1600 Route 22, Union, NJ 07083. EOE.

Strong anchor/reporter for morning drive. Must have 2 years' experience and be team player in competitive market. Send tape and resume to Dale Woolery, KRNT, Box 1350, Des Moines, IA 50305. EOE, M/F.

Join the "First Report News" Team. Immediate opening. 3-person fulltime news department. Area's leading FM CHR. Personal interview required. Peter Bardach, WSUS, Box 102, Franklin, NJ 07416. 201-827-2525. M/F, EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program director needed for top rated major market country FM. An outstanding opportunity for the aggressive, ambitious, hands-on programmer who enjoys implementing audience research, training and motivating people, and integrating news, music, production, promotions and talk to a polished end product. This on-air position offers great salary and benefits to the candidate with demonstrated organizational and leadership skills and planning abilities. Prior similar position necessary. Resume only to Box B-62.

Public radio program director for Ohio University Telecommunications Center, Athens, Ohio. Available November 1, 1983. Minimum \$21,926. Deadline for application: September 30, 1983. Contact Paul Witkowski, 614-594-6107. Responsibilities: Develop, design, acquire programming for WOUB-AM and WOUB-FM, coordinate activities with other Telecom Center departments in support of public radio programming, supervise radio staff and students, occasional teaching. Qualifications: MA or equivalent, experience in programming administration, experience with public radio system

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Dedicated professional with exceptional performance record. Major and medium markets, various formats. Substantial re-building experience, excellent administrator, strong sales management. A "total" manager with finest credentials carefully seeking long term association with quality organization. Write Box A-46.

Group management. Resourceful, imaginative and practical developer of people and properties. 16 Years of very successful station and group management encompasses all market sizes, most formats, AM & FM, total rebuilding, major improvements, acquisitions & sales. Finest references will prove my worth to your organization. Write Box A-47.

Sales/general manager. Experienced in all phases of radio. Seek stability & growth potential. Degree, references, initiative. Write Box B-2.

GM with strong sales background. SE, SW and Midwest only. Can rebuild or start from scratch. Small to medium markets. Box B-10.

Very successful CEO-GM, AM/FM/UHF/TV, ground up, turn around AM/ FM/ TV. Impeccable credentials, budget trained, people oriented. Will consider GM in any combination AM/FM/TV. Some equity in lieu of compensation package. Write Box B-15.

Technical director / operations manager available with proven engineering and management skills. Extensive engineering experience includes AM directional and 100 KW FM transmitter facility, studio/office complex, and audio system design, construction and maintenance. Broad experience and skills with computers in rating analysis, traffic, and programming applications with proven results. Good overall communication and management skills in both large corporate and smaller locally-owned situations. Currently engaged with well regarded A/C operations. Write Box B-49.

Sales manager in medium market. Has agency and TV experience. Looking for general manager or sales manager position in medium or small market. Present station being sold. Write Box B-65.

SITUATIONS WANTED SALES

Account executive experienced in medium market sales, promotion, sports coverage, announcing. Looking for future in management and opportunity to utilize my talents. Write Box B-68.

SITUATIONS WANTED ANNOUNCERS

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime, 201-777-0749.

Male DJ looking for country or rock station in middle Tennessee. Excellent knowledge of music, love working midnight shift. Steve Grayson, 312-864-3304.

Dependable announcer. 10 years' experience. Professional sound. Mike, 373 Williams, Daytona, FL 32018. 904-255-6950.

Female announcer looking for position in Indiana. Have training from Columbia School of Broadcasting. Call Ruth Bull, 317-643-7956.

Seeking advancement. Experienced, good voice, personable, team-player. Will relocate. Dave, 414-377-3192.

Top-rated morning drive personality with one of America's leading A/C stations seeks a solid major market station. Write Box B-47.

Radio is my life. I want to make it my career. Please give me that chance! Call Scott, 201-863-0917.

Motivated jock, currently working top 100 Midwest market, modern country. Any live format. Dan, 309-755-5944.

Talk-show host. Proven major market pro. National award recipient. International personality - magnificent credentials. Mature, creative, aware. Any format. Audience pleaser, ratings gatherer. Currently number 1 in Eastern market. Will consider all genuine offers. Need a certain winner? Write Box B-71.

Dedicated to quality, community involvement and a future in broadcasting in central or west coast of Florida. Call Tom Gillan, 703-534-0491.

Original, inventive, entertaining, top-rated talk host available now 213-973-1794 (days), 213-973-4616 (nites); Rick.

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Experienced newscaster. Reporter, anchor, editor, writer, producer, director, programmer. Dedicated, flexible, organizer. Call Steve, 904-769-5350.

Former Washington news director now a free agent. Nine year veteran available for negotiations with DC/Baltimore/Philadelphia rosters. Colleen, 703-920-4264.

Sportscaster excelling in hockey play-by-play Broadcast journalism graduate, Univ. Of Missouri. Contact: Hockey, P.O. Box 801, Chesterfield, MO 63017. 314-878-1136.

News announcer seeking job. Will relocate. Dependable, ambitious. Reporting, interviewing, sports. Indiana, Midwest preferred. 219-874-8285.

You're into all news or news/talk, but the station isn't taking off. Maybe you need a news-program director keyed to the desired demos. A believer in actualities, who can make a small staff sound large, who believes in localization. If so, contact this veteran today. Write Box B-66

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Exp. Producer top rated NYC radio show (five years) ready for new challenge. Strong program control. Host support. Research. Guest interviews. On-air experience. Rapport with callers. Off air follow up. I have the abilities; do you have the challenge? All replies confidential. Write Box B-55.

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HELP WANTED MANAGEMENT

Public affairs director-strong, distinguished NBC affiliate seeks primary liaison between station and community. Director is involved in production, public speaking & internal station direction for public service commitment. 3-5 years full-time broadcast public affairs experience, ability to focus broad range of public issues, knowledge of Seattle/western Washington community, demonstrated production skills required. Resume only please to: Personnel Director, KING-TV, 333 Dexter Ave. N, Seattle, WA 98109. KING-TV is an equal opportunity employer.

General Manager—hands-on manager for 150-200th market in SW. Demonstrated success in sales, budgeting, programming and personnel management. Excellent salary and benefits with multi-operator. Reply Box B-14.

Sales Manager—hands-on manager for 150-200th market in SW. Demonstrated success in sales. Excellent salary and benefits with multi-operator. Reply Box B-34.

Traffic manager. In top 10 Southwest market. Prefer independent TV background. Experience on Bias system preferred, with working knowledge of order entry through log preparation. Minimum 2 years' managerial and staff experience. Flexible schedule, possible relocation, team spirit a must! Please send resumes to: Department S, 8950 Kirby Drive, Houston, TX 77054. EOE.

Station or operations manager - dependent upon candidate's accomplishments and experience. Group operator, medium sizes, Midwest network affiliate. Requires strong production - commercial, program and news. Prefer two years' experience as production manager or operations manager, smaller market. Must be energetic and creative. Don't reply unless you can mold a team devoted to top quality on air look. Degree preferred. Equal opportunity employer. Reply Box B-35.

Northeastern group-owned VHF affiliate looking for a national sales manager. Must have a minimum three years TV sales experience as local or national rep. Previous sales management preferred. Good money, good company, good future. Reply in confidence. EOE. Write Box B-48.

Research director needed. If you have a strong TV rating experience and are creative, our hard working TV operation wants you. Send resume to: GSM, WCIX-TV, 1111 Brickell Avenue, Miami, FL 33131.

Accounting supervisor for ABC affiliate located in Sunbelt. Excellent accounting skills and supervisory experience necessary. Responsible for daily operations of accounting department. Broadcast experience helpful. Reply with resume, references and salary requirements to Box B-61. EOE.

Deputy director, statewide public broadcasting agency. Administers facilities development and general operation of six radio and three television stations; assures compliance with regulatory and legal requirements; supervises preparation of state appropriation request and expenditure schedules; coordinates preparation and implementation of comprehensive budgetary plans. Reports to the executive director. Requirements: five years' experience in a radio/television facility, three years of which must be in a responsible supervisory, administrative, or executive capacity. Master's degree in broadcasting or related field, or two additional years radio/television experience. Salary: low to mid \$20s. Applications must be postmarked by October 7. Send applications: Executive Director, West Virginia Educational Broadcasting Authority, Suite B-424, 1900 Washington Street, East, State Capitol, Charleston, WV 25305. EOE.

HELP WANTED SALES

Salesperson willing to relocate or presently living in Los Angeles area to cover small West Coast markets for syndicated television sales. Write: King World Productions, Inc., 480 Morris Avenue, Summit, NJ 07901.

Local sales manager. Must have experience to train, direct, sell. Modern VHF station and equipment. Small market in Rocky Mountain state. Send resume to Box B-19. EOE.

Local sales manager for a network affiliate in a medium size West Coast market. Looking for a strong leader who can implement a sales training program. Must have 5 years' TV sales experience. Send resumes to Olivia Lage, Personnel Director, KSEE, P.O. Box 24000, Fresno, CA 93779. An EOE/M/F.

Salesman for new but growing local sales effort. Two family/Christian stations in large adjoining markets. Strong family programs to sell. Cooperative professional staff supporting you. Resume to Box B-56. EOE.

HELP WANTED TECHNICAL

New UHF station in start-up phase seeking experienced chief engineer. Position available approximately October 15, 1983. Submit resume, references, and salary history to: Dres Media Inc., Channel 21, P.O. Box 26815, Las Vegas, NV 89126-0815.

UHF transmitter engineer, New England. Installation and maintenance experience a must. Studio Maintenance a definite plus. Must be a self-starter and able to work unsupervised. One of New England's finest areas. Resume to Box B-1.

Assistant chief engineer—Southeast, VHF network affiliate. Excellent wages and benefits. Must have strong maintenance background and supervisory experience. Also accepting applications for other engineering positions. Send resume and salary history to: Box B-11. EOE.

Chief for new UHF start-up needed. Construction experience and knowledge of RF systems necessary. Must be hands-on manager and work within budgets. Send resume to General Manager, Great Plains Media, 8901 Indian Hills Drive, Omaha, NE 68114.

Rank Cintel operator Experienced professional familiar with T.O.P.S.Y. color correction needed immediately for busy production house. Call 408-734-2485.

Need experienced TV transmitter engineer to maintain RCA TT50A/H in remote area of Michigan's Upper Peninsula. Must have experience with similar unit. Reply Box B-26.

Wanted: TV transmitter engineer. Maintain VHF transmitter plant in San Francisco. Rotten hours, good pay. Must have a minimum of 5 years' TV transmitter maintenance experience. FCC license a must. Send resumes to Roy Trumbull, Assistant Chief Engineer, KRON-TV, P.O. Box 3412, San Francisco, CA 94119.

Southern California, Christian satellite and broadcast network has openings for master control engineers. Minimum two years' experience required. Send resume to Ben Miller, Director of Engineering, Trinity Broadcasting Network, Inc., P.O. Box "A", Santa Ana, CA 92711. An Equal opportunity employer.

Chief engineer for VHF network affiliate in S E market. Good administrative skills, plus maintenance knowledge of ENG, 2", transmitter. Send resume and salary requirement to Box B-52. EOE.

Group owner looking for a maintenance engineer with 3-5 yrs. experience, including transmitter work on RCA TT6/25, Ampex VTR, TK-27 etc. Send resume to Steve Easley, KOUS-TV, Drawer D, Hardin, MT 59034. EOE/M/F.

TV engineer—Connecticut Public Broadcasting seeking TV engineer with FCC general. Minimum 2 years technical schooling and broadcast experience. Salary range- \$14,924-\$26,832. EOE/M/F. Send Full resume to Mary Sullivan, CPTV, 24 Summit St., Hartford, CT 06106.

HELP WANTED NEWS

Self-Starter to shoot and report for #1 news team at 1-person bureau. 72 ADI. Will add second person in 1984. Send tape/resume with first letter to: J. Janes, News Director, KFVS-TV, PO Box 100, Cape Girardeau, MO 63701.

Reporter/anchor. Midwest ABC affiliate seeks journalism excellence and willingness to do the job in the field while serving as back-up primary anchor. We are a group-owned medium market station and the opportunity is most suitable for a small market anchor or medium market reporter/anchor. EOE. Resume only to: Box B-45.

Meteorologist: Peoria market. 2 yrs.' experience, degree, good communicator. Tape & resume to: Tom Sazan, News Director, WRAU-TV, 500 N. Stewart, Creve Coeur, IL 61611. EOE.

Anchor/reporter needed for 5 pm co-anchor slot plus night reporting. Position requires reporting, ENG editing and on-air skills. VHF network affiliate. Send tape and resume to: WMBB-TV, Box 1340, Panama City, FL 32402. Attn: Larche Hardy. EOE.

11 PM news producer-we need an experienced producer with sound news judgement to make our late news broadcast a winner. The person we seek is experienced with state-of-the-art equipment and effects, and knows how to make a news show come alive. He or she must command authority and work effectively with a staff of news professionals. Send tape, resume and references (no phone calls) to: Bill Bauman, News Director, WCPX-TV, P.O. Box 7466, Orlando FL 32854. EOE/M/F.

Executive producer-host: of statewide weekly news program for West Virginia's three public television stations. At least three years' experience in producing news and public affairs programs; interviewing and anchoring skills. Will coordinate field news pieces produced by the stations and supervise editing and assembly, including legislative coverage. Programs should identify and interpret issues, and suggest solutions. Strong journalism and writing skills preferred. Salary in low \$20s. Applications, postmarked by October 7, should be sent to: Executive Producer, West Virginia Educational Broadcasting Authority, Suite B-424, 1900 Washington Street, East, State Capitol, Charleston, WV 25305. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Producer/director-University PTV station. Minimum 5 years full-time experience and B.A. required. Experience in all phases of production essential. Varied background in documentary, cultural, instruction, public affairs, and events coverage desirable. Application deadline-9/19/83. Position open-10/1/83. Forward letter of application, 3 letters of recommendation, an official transcript of grades for all degrees conferred, a resume, and a 3/4" cassette sample of your work to: Ron Gargasz, WBGU-TV, Bowling Green, OH 43403. WBGU-TV is an AA/EOE.

Program manager for PTV station in Alaska's capital. Duties include program scheduling, promotion, program development and on-air fundraising. Station is strongly committed to local and regional programming. Excellent support and production staff. Salary \$30,000 DOE, plus benefits. Send resume to Roberta Watson, KTOO-TV, 224 4th Street, Juneau, AK 99801. KTOO is an AA/EOE.

Director/news and commercial production: leading station in news and general programming looking for pro to direct 6 & 11p.m. Solid experience in single and multi-camera remote and studio directing required. Please forward resume and salary requirements only to Box A-187. EOE.

Promotion manager-large market network affiliate seeking take charge individual to run promotion department, including on-air, print promotion campaigns, budget. To be considered, you must be an experienced promotion manager. Equal opportunity employer. Resume only to Box A-189.

Director of on-air promotion. One of nation's top-rated independents in desirable top-twenty market is looking for experienced, top-notch writer/producer. Send resume and salary requirements only to Box A-192. EOE.

Promotion writer/producer. CBS affiliate, Dallas, Texas, seeking creative individual to produce on-air promos for local programming. Previous promotion experience necessary. Strong writing skills essential. Please send resume only EOE. Apply to: Laura Jesberg, KDFW-TV, 400 N. Griffin, Dallas TX 75202.

Production manager. Must have experience in all aspects of television. Responsible for scheduling production facilities and supervision and training of production staff. Must set up and administer budgets. Serves as executive producer on program projects. Imagination, attention to detail, and ability to work with people are essential abilities. College degree in communications or work equivalent required. Production supervisory experience preferred. Send resume and salary requirements to Tom Rose, WTHR-TV, P.O. Box 1313, Indianapolis, IN 46206. No phone calls. EOE/M/F.

Executive producer to join aggressive top-25 CBS affiliate in Midwest. Must have five years TV with supervisory experience. This job is perfect for the self-starter with an interest in programming. Send resume to Karen Miller, WISH-TV, P.O. Box 7088, Indianapolis, IN 46207. 317-924-4381. M/F-EOE.

Director/editor is needed in the exciting Dallas-Ft. Worth market. If you can motivate your crew, and work with any client; if you can edit w/ an Orrox 340X CMX; if you can direct multi-camera studio and single camera film style shoots; if you are ready to work with a small group of dedicated production professionals building a top notch production facility, then send us your reel and resume ASAP. Dept. P, 1712 East Randol Mill Rd., Arlington TX 76011. KTXA/21 Productions is an equal opportunity employer.

TV creative director. CBS affiliate, top 40 Florida market, needs strong creative director. Good facilities and personnel ready for aggressive leadership. Salary commensurate to experience and expertise. Send resume and salary requirements only to Box B-63.

Production manager. Top 75 Southeast affiliate seeks experienced production manager or strong producer/director ready to move up. Excellent opportunity. Send resume and salary requirements only to Box B-72.

Producer/Director-experienced, creative person with strong news production skills, a minimum of four years' directing background and knowledge of state-of-the-art equipment to direct major market news programming. Send resume and 3/4-inch cassette to Sandra Butler, Executive Producer, WDMV-TV, 4001 Brandywine St., NW, Washington, DC 20016. EOE.

SITUATIONS WANTED MANAGEMENT

General manager! Trouble-shooter! Turn-around Specialist! Consultant! Outside-Director! 31 years practicing television! Thoroughly experienced all aspects: Management! Sales! Programming! News! Production! Promotion! Independents! Network-affiliates! Groups! New-startups! Ownership-powerstruggles! Outstanding record of achievements! Overcomes overwhelming obstacles/fiercest competition! Provides professional, quality leadership/motivation! Produces spectacular sales, profits, prestige; enhanced market-values! 619-353-8033!

SITUATIONS WANTED NEWS

Anchor: commercial actor with extensive financial journalism experience seeking to make transition to TV news. Audition tape and resume available. Call 212-288-7637.

Sportscaster who will make a difference! Entertaining, award-winning. Very popular. Call now: 713-583-1777.

Anchor/producer/reporter. Expert in financial and economic news. Credibility, experience, looks, voice, savvy. 815-455-5797.

Meteorologist seeking entry level position. Call Emmett, 303-392-4420.

Am I being naive? I thought that to succeed in TV news all I had to do was build a good ratings record and win a batch of awards. So I did. Surely someone must need an experienced reporter/producer/anchor with a history of popular and critical success. Call Pete, 717-823-9665.

Future award-winning TV producer now available for entry level position. Professional experience. Will relocate. Recent university graduate. Write Box A-29.

Meteorologist. Good appearance, very accurate, personable. AMS radio seal. 3 yrs. experience with government & industry. Call Jeff, 703-971-3936.

Female law school graduate with investigative research experience seeks researcher/associate producer position on consumer or investigative unit. Have solid print background and lots of energy. 312-266-0796.

Meteorologist. Currently employed in top 20. Desires position in top 30. Personable, energetic, professional weathercast. Has computer graphics experience. Write Box B-69.

Wanted: television news director needing a reporter, anchor, producer, editor and cameraman all in one body-mine! Call 602-726-3608, Wendy.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

College graduate with intern experience seeking entry position in television production and promotions in Midwest area. 219-259-7190 or 219-289-2889.

Dupont-Columbia award - winning television documentary producer seeks staff or freelance production position. Rob, 212-898-5327.

Broadcast college graduate seeking entry level position. Experienced in television production. Mike, 716-693-9148.

Versatile '83 grad seeks entry level position in production. Experienced from DJ to freelance director, light and set designer to audio recordings. Creative, industrious, and hardworking. Call Mark, 513-542-5481.

#1 ENG editor wants to intern as director or TD trainee. Let's make a deal. 1st class FCC license. Write Box A-139.

Emmy-award winning producer of the future has four years' experience doing everything from news to sci-fi to making rock videos. I can write, direct, shoot, edit, voice-over and most importantly, create. Eager to work on a PM Mag. or local mag/news type show on eastern seaboard or South. Call Ray, 516-791-5528.

Hard working college graduate finishing an internship in promotion department of third market station. Copywriting, production & editing experience. Looking for an opportunity in promotion or production. Bob, 312-893-8773.

ETV producer/director. BS degree, experienced, creative, and award-winning. Write Box B-64.

Workaholic with 2 yrs. major commercial experience in special effects, storyboards, product animation, CMX, general production (Stresstabs, Campbell's Soup, Connecticut Savings Bank, Washington Lottery, etc., etc.) Will relocate for challenging position. Sample tape upon request. Scott Wilson, 212-765-4773.

Director/cinematographer for film and tape commercials. Talented, experienced, motivated and needing a challenge. Write Box A-188.

I can. Recent graduate, Newhouse Communications School, scholarship recipient. Extensive internship experience in promotion, programming & production. Good with people, ideas, bottom line and creativity. Hard working, responsible, ambitious. Will relocate. References. Reply Box B-76.

CABLE

SITUATIONS WANTED MANAGEMENT

30 year old communications oriented professional, with administrative background and experience, seeking a challenging opportunity with progressive cable organization. Write Box B-70.

ALLIED FIELDS

HELP WANTED SALES

Sales persons for growing TV equipment company. Technical background, sales experience required. Above average earnings. No relocation. Television Systems & Services, Austin, TX 512-837-1769; 800-531-5143.

HELP WANTED INSTRUCTION

Assistant/associate professor to teach production and writing courses in radio/TV/film concentration of department of communication arts beginning January, 1984. Candidates are expected to have completed an appropriate Ph.D. and have demonstrated successful college teaching. Scholarly productivity is expected and professional experience helpful. Send resume, transcripts, 3 letters of recommendation and cover letter to Dr. Rex M. Fuller, Head, Department of Communication Arts, James Madison University, Harrisonburg, VA 22807. Application deadline: October 15, 1983. Salary competitive. Equal opportunity/affirmative action employer.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Media man (NY, NJ, CT): heavy management/creative experience radio, television, advertising agency, cable/pay TV. Will consider any. Write Box B-53.

WANTED TO BUY EQUIPMENT

Wanted: 1,000 foot FM tower for Phelps-Dodge CFM HP-10 10-bay antenna. Call 612-222-5555.

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.

Good useable broadcast equipment needed: all types for AM-FM-TV. Cash available! Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Instant cash-highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

Need 8 to 10 channel broadcast mixing consoles (recent models, mono-stereo), cart machines and Ampex recorders (440's, mono-stereo). Must be in excellent condition. Call Karen, 203-232-9988.

FOR SALE EQUIPMENT

Andrew emergency cable and connectors in stock for immediate shipment, LDF-450 and 550, HJ7-50, 850. 24-hour, 7-day a week response. David Green Broadcast Consultants Corporation, 703-777-8660; 703-777-6500. Box 590, Leesburg, VA 22075.

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, VTRs, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

FM transmitters: CSI T-20-F, 20 KW (1978)-Collins 830F, 10KW (1969)-Gates FM 1C, 1KW (1965)-M. Cooper. 215-379-6585.

Quality Media is the leader—over a million a month in broadcast equipment sales since January 1. Now with offices in Columbus, Mobile, and Los Angeles. Our "satisfaction guaranteed" policy is the reason. Call 404-324-1271 for your needs today!

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271.

Studio equipment—new and used. Hundreds of items available. VTRs, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—we build new TV stations fast and cost effective. Quality Media, 404-324-1271.

Network quality production truck: (5) PC-100 Triax, HL79, (2) Ampex 1" elaborate switching, audio, etc. Absolutely glitch-free and ready to go. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

Kogami HK-312-E studio camera (multicore version) including Fujinon P16X17ESM w/p. semi-servo lens, horizontal aperture and color correction and 150 ft. cable. Demo unit, less than one year old. Call Jim Landy, 609-424-4660.

West coast bargains. RCA TK 27, like new; new Ampex 1" tape, 1/2 new price; JCV port 3/4" recorder, thousands of other items. Call Jim Smith, Quality Media, 213-790-4393.

Leitch DGT-1000 digital test generator; Ampex ATR-800 2-track audio tape recorders. MCI/Quantel DFS-1550 fieldstore synchronizer. All new. Sacrifice. Call Jim Landy, 609-424-4660.

AM Transmitters: CCA 5000D, 5KW (1969)-Gates BC5P2, 5KW AM (1963)-CSI T2.5-A, 2.5KW (1980)-Bauer707, 1KWAM (1971)-Gates BC-1G, 1KW (1965)-Gates 250GY and 250T, 250 watts-M.Cooper, 215-379-6585.

Quality new equipment for existing or new television stations. Transmitters, earth stations, studio equipment. Call Cary Fitch, Television Systems & Services, Austin, TX 512-837-1769; 800-531-5143.

Video production equipment for sale. Lot #1: complete Sony 3/4 editing sys; 1-2860a, 1-2260, 1-RM430, \$4495 total. Lot #2: Sony 3/4 machines; 1-2860a, 1-2260, 1-VP1000, 1-portable VO4800, \$4495 total. Lot #3: JVC studio color cameras, 3-JVC KY2000, 3-Kwik-set tripods on dolly, 3-remote CCU, cables, cases, access, \$9995 total. Equipment sold as is, the result of expansion, and will be removed from service Sept. '83. Lots will not be broken. Call Marvin Sparks, VP & GM, or John Elliott, C.E., 513-323-0026.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

Proven radio comedy! Guaranteed! Free sample! Write on station letterhead to: Contemporary Comedy, 5804-B Twineing, Dallas TX 75227.

RADIO PROGRAMING

One-minute daily soap: Party line sizzles! Call or send for demo. Fuller, Box 153, LaGrange, IL 60525.312-579-9578.

INSTRUCTION

San Francisco, FCC license, 6 weeks, 10/10/83. Results guaranteed. Veterans training approved. School of Communication Electronics, 612 Howard St., SF, CA 94105. 415-392-0194.

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Inventions, ideas, new products wanted! Industrial presentation/national exposition. Call free, 800-528-6050. In AZ, 800-352-0458, X831.

The Audition Tape Handbook can assist you in producing a professional sounding tape that you can do yourself! Write for details. The Broadcast Company, Ltd., P.O. Box 59, Westmont, IL 60559.

RADIO Help Wanted Sales

NATIONAL SALES MANAGER

Churchill Productions in Phoenix is seeking a professional for the above position with our fast-growing company. We are a programming syndication firm with an outstanding national reputation for quality. We currently offer two very successful formats, adult contemporary and easy listening, now heard on over 20 stations in markets from Boston to Los Angeles.

Qualified applicants probably have experience in radio sales management positions, a history of personal sales success, enjoy travel, and desire a challenge with unlimited career and monetary growth. Please send your resume and salary history in confidence to:

Tom Churchill
1130 E. Missouri, Suite 800
Phoenix, AZ 85014

SALES MANAGER

Prove your ability and become GM of Pennsylvania station in one year. Salary, commission, golden opportunity for aggressive, highly motivated person. Send resume and income requirements to Box B-60. EOE.

Help Wanted Technical

APPLICATIONS ARE NOW

being accepted for the position of Chief Engineer for major sunbelt radio station. Excellent salary and benefits if you are the right person. Only experienced engineers should apply. Write Box B-24.

Help Wanted Programing, Production, Others

OPPORTUNITY PROGRAM DIRECTOR

WDAY 970-AM, one of the oldest radio stations in the country, is looking for a proven program director with high motivational qualities. You must know and understand personality/full service radio and be highly promotionally-oriented. Production ability and air talent a plus. Fargo is a highly competitive market. You'll be working with the best radio talent in the nation. Send tape and resume to: Roger Greenley, WDAY Radio, P.O. Box 2466, Fargo ND 58108.

Help Wanted News

SUNBELT TOP 50 MARKET

FM seeks morning co-anchor; some street reporting. Delivery and voice most important. Must be good writer. Minimum 2 years on-air news experience. Resume only to Box B-75. EOE. Minorities and women also encouraged to apply.

Situations Wanted Management

GROUP MANAGER

Seeking group manager and/or GM position in medium markets. Currently VP/COO of small West Coast group. Top credentials and references. Previous VP/GM in two top 100 markets. Both turnaround situations. Great people skills. Known for ability to hire right people to make money for owners. Looking for permanent home. 20 years in radio. Last 10 in management positions. Take charge manager who will make your life easier. Salary \$60+. 503-451-4379, or write in confidence. Box B-74.

TELEVISION

Help Wanted News

ANCHOR AND CO-ANCHOR WANTED

Two mature, experienced, and commercially successful professionals wanted to anchor a daily national Catholic television program scheduled to air in 1984. We are looking for personalities with creative flair, warmth, and personal authority. Men and women with a knowledge of Catholicism and commitment to the Church preferred. Salary and benefits compare favorably with industry standards. Send resumes, references, and 3/4 inch or VHS demo tapes of recent broadcasts to:

United Catholic Broadcasting
Anchor Search
840 Airport Boulevard
P.O. Box 8034
Ann Arbor, MI 48107

All applications confidential. Demo tapes will be returned within six weeks of receipt. EOE.

Help Wanted Technical

CHIEF ENGINEER

needed for large, state-of-the-art production facility and television station. Take charge, people-oriented person required who will be able to supervise technical personnel and develop future growth plans. Candidate should have management and maintenance experience, along with knowledge of earth station operations. Group owner. Send resume to: James P. Wright, Corporate Director of Operations and Engineering, Koplars Communications Inc., 4935 Lindell Blvd., St. Louis, MO 63108.

**Help Wanted Technical
Continued**

**DIRECTOR OF ENGINEERING
WRC-TV(NBC)
WASHINGTON, DC**

Washington's #1 television station is looking for a highly qualified broadcast manager to direct the television facilities and technical staff of WRC-TV and the NBC News Bureau in the nation's capital. We are seeking an individual with at least five years' management experience and a thorough knowledge of television systems, design, and state of the art technology. Knowledge of union contracts and budget preparation and management is essential. A staff of nine managers and more than 200 technicians will report to this individual. This position provides excellent career opportunities within the NBC television network. The position now open results from the promotion of the incumbent. Forward resume and salary history to Mr. A.W. Baumgardner, Manager, Employment and Labor Relations, WRC-TV, 4001 Nebraska Ave., NW, Washington, DC 20016. An equal opportunity employer, M/F



Help Wanted Sales

**TELEVISION EQUIPMENT
SALES ENGINEER**

We are a Major Southeastern US video dealer and we're adding sales professionals to represent top of the line names in broadcast and professional video equipment.

Our company has been in the business for years with a history of growth second to none. To continue this growth, we are looking for video professionals who are serious about long-term success.

If you are currently working in video sales or have a solid video knowledge, you'll find the opportunities and compensation plan surprising. Send resume and let's talk about growth. Send resumes to Box A-191.

**SALES MGR.
BIG APPLE**

Visual broadcast medium in highly visible location is conducting a search for an accomplished, enthusiastic, well-organized sales manager, with strong proven abilities to sell, train, direct & motivate a sales team. Individual should produce a current list and can expect to earn SIX FIGURES comprised of sal/comm/override. Your highly detailed resume will be kept in strictest confidence. Write Box B-59.

National Sales Manager

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Broadcast Systems Inc. Austin, Texas

**Help Wanted Programing,
Production, Others**

MANAGER

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Paramount Pictures, the acknowledged leader in the entertainment industry, has a position available for a manager of station relations & promotional services to develop effective station promotion for first-run programming.

The dynamic, articulate individual we seek will act as liaison to Paramount Television Domestic Distribution's advertising & promotion, research & sales departments. Additional responsibilities will include coordinating time period clearances, pre-emptions, & make-goods with stations in national rating services.

At least 2-3 yrs. promotion & related experience is required, reflecting a sound knowledge of television marketing, on-air promotion scheduling for optimal reach & frequency levels, plus print & radio advertising planning & buying. Superb presentation skills are essential.

This position commands a highly competitive salary augmented by excellent benefits within our dynamic, stimulating environment. Qualified individuals are invited to reply by forwarding resume, with salary history, to:

Paramount Pictures Corporation

Department SR, 1 Gulf & Western Plaza, New York, NY 10023. Equal opportunity employer, M/F.



We're still looking for that talented individual who can complement our female co-host and keep our PM Magazine number one. If you're an experienced, enthusiastic person who can write, produce, and present material that will keep us on top, please rush your tape and resume to:

Cyndy Cerbin
KWLL-TV
500 East Fourth Street
Waterloo, IA 50703
An Equal Opportunity Employer

KWLL 7
Cedar Rapids/Waterloo

**PROMOTION
MANAGER**

Great challenge for an experienced pro. We are looking for a creative sparkplug who will keep the excitement high at our promotion-minded major market station. Send us a resume and full particulars including salary requirements in first letter. No tapes, please. Send resume only to Box A-190. Equal opportunity employer.

Help Wanted Management

**LOCAL SALES
MANAGER**

If you are a bright, aggressive, self-motivated local "marketing charger," with local sales management experience, join Oklahoma's Number One Independent, a John Blair owned station.

Move on up with us and be a part of the Western spirit.

Send resume to: David Murphy, President and General Manager, P.O. Box 14925, Oklahoma City, OK 73113

An Equal Opportunity Employer

**PROMOTION
MANAGER**

Top 50 affiliate seeks energetic, creative person to coordinate all internal/external promotion & advertising. Must have extensive experience in on-air production. Writing skills a must. Resume only to Box B-57.

For, Fast Action Use

BROADCASTING's Classified Advertising



Situations Wanted News

ATTENTION NEWS DIRECTORS

Los Angeles's number one independent sportscaster who has the personality, and knows what it takes to be number one, seeks top station interested in that rare "sparkplug" to surpass the competition. If you want someone different, involving, and entertaining, call 213-851-7337.

Situations Wanted Management

EXPERIENCED, SUCCESSFUL, GM SEEKS NEW OPPORTUNITY

Excellent leader who knows all phases of television seeks long term opportunity. Have good references. Can travel for interviews. Box A-186.

ALLIED FIELDS

Help Wanted Programing, Production, Others

AUTHORS WANTED BY NEW YORK PUBLISHER

Leading subsidy book publisher seeks manuscripts of all types: fiction, non-fiction, poetry, scholarly and juvenile works, etc. New authors welcomed. Send for free, illustrated 40-page brochure V-68 Vantage Press, 516 W. 34 St., New York, N.Y. 10001

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DJ's, news, programers, sales, management—if you're ready to move up, NBTC can help. National, the nation's leading radio placement service, places personnel in all size markets from coast to coast. For confidential details, including registration form, enclose 1 dollar postage & handling to: NATIONAL BROADCAST TALENT COORDINATORS, Dept. B, PO Box 20551, Birmingham, AL 35216. 205-822-9144.

10,000 RADIO JOBS

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6. Special bonus: 6 consecutive weeks, only \$14.95—you save \$21! AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.

Miscellaneous

NATIONAL REP WANTED

for suburban Minneapolis-St. Paul station. Call or write: Steve Moravec, President, Radio Station WVLE, Twin Cities, MN 55082. 612-439-1220.

RADIO SURVEYS

- 100 calls—\$495.
- 200 calls—\$895.

Call Dick Warner, collect, 404-733-0642.

S-A-M-S

Business Opportunity

CONSULTING ENGINEERING

Experienced broadcast engineering consultant wishes to buy in or buy out established engineering practice. Reply in confidence to Box B-51.

Wanted To Buy Stations

WE WANT AM'S

Will trade top 5 mkt. FM for some good fulltime top 50 mkt. AM's. Bill Hammond, 750 Oak Ridge Ln., Largo, FL 33540.

For Sale Stations

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816-259-2544

For Sale Stations Continued



Wilkins and Associates Media Brokers

MD	AM	\$400,000	25%
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FL	AM	\$650,000	20%
NJ	AM	\$600,000	30%
MI	FM	\$310,000	20%
IL	FM	\$250,000	25%
WV	AM/FM	\$850,000	20%
NC	AM	\$25,000	downpayment
SC	AM	\$30,000	downpayment
PA	AM	\$30,000	downpayment
KY	FM	\$50,000	downpayment
TN	FM	\$35,000	downpayment
AZ	AM	\$75,000	downpayment
MS	AM	\$50,000	downpayment
IA	AM	\$50,000	downpayment
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Spartanburg, SC 29304 803/585-4638

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New FM in medium Rcky. Mtn. market. State-of-the-art equipment. Lots of potential. Call Corky Cartwright, 303-740-2224.



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Fates & Fortunes

Media

Kenneth MacQueen, general manager, WOC Broadcasting Co., division of Palmer Communications comprising WOC-AM-TV and KIK(FM), all Davenport, Iowa, named VP and general manager of division.



MacQueen



Sturm

John F. Sturm, assistant general attorney, NBC, Washington, joins CBS there as director, government affairs.

Steve Grissom, promotion manager, WRAL-TV Raleigh, N.C., named to newly created position of VP, satellite and communications group, for parent Capitol Broadcasting, responsible for Tobacco Radio Network, Capitol Radio Network, Capitol Satellite and Communications Systems and Music group division.

David Underhill, corporate director of operations and planning, Standard Communications, Salt Lake City, joins WKVT-AM-FM Brattleboro, Vt., as president and general manager.

Benjamin Tucker, general manager, KMST(TV) Monterey, Calif., named VP, operations, for parent, Retlaw Broadcasting Co.

J. Shannon Sweatte, VP and general manager, KVI(AM) Seattle, assumes additional duties as VP and general manager of co-owned KPLZ(FM) there.

Barry Norris, public affairs director, KGAN-TV Cedar Rapids, Iowa, named director of television operations and public affairs.

Michael Brandt, general sales manager, KMEL(FM) San Francisco, joins KROQ(AM) Burbank, Calif.-KROQ-FM Pasadena, Calif., as general manager.

Robert White, station manager, WXYZ-TV Detroit, joins KMGH-TV Denver as general manager and VP of parent, McGraw-Hill Broadcasting.

Jack Lenz, from WMNX(FM) Tallahassee, Fla., named general manager of WTNT(AM)-WCSN(FM) there.

Chris Shovlin, operations manager, WBVP(AM)-WWKS(FM) Beaver Falls, Pa., and program director of WBVP, named station manager for both stations.

Norman Nelson, president, Westinghouse Learning Corp., joins Group W Cable as VP, Southwest region, remaining based in Los

Angeles.

Don Riley, air personality, WIBC(AM) Indianapolis, joins WASK-AM-FM Lafayette, Ind., in same capacity.



Hayter

Elizabeth Hayter, director of satellite transmission, CBS Radio Networks, New York, named director, administration. She will continue in her role as coordinator of CBS Radio's satellite conversion, expected to be completed by early 1984.

Nancy Cook, regional director, NBC Radio, New York, named director, affiliate relations, NBC's Source young adult network.

Kathleen McNulty, manager of accounting, NBC Television Stations division, New York, joins NBC-owned WKYC-TV Cleveland as director of finance and administration.

Richard Moreno, attorney, labor relations department, West Coast, ABC, Los Angeles, named assistant general attorney, labor relations and legal affairs. **Bruce Phillips**, project manager, real estate and construction, ABC, New York, named project director.

Sharon Babcock, teacher, Grand Rapids, Mich., public schools, joins noncommercial WGVC(TV) Grand Rapids as director of educational services.

Marketing

Cheryl Wright, from Ogilvy & Mather, New York, joins Needham, Harper & Steers there as VP, account supervisor.

Iryne Hess, assistant broadcast buyer, Grey-North, Chicago, joins Tatham, Laird & Kudner there as broadcast buyer. **Karen Heatherly**, assistant broadcast buyer, N W Ayer, Chicago, joins TL&K there in same capacity.



Green

William Green, vice president, Carrafiello, Diehl & Associates, Irvington-on-Hudson, N.Y., named senior VP.

Barry Martin, associate research director, Grey Advertising, New York, named VP.

Mary Jo Szendroi, media buyer, Bozell & Jacobs, Chicago, joins

Grant/Jacoby there in same capacity.

Bruce Wayne, account executive, KNX-FM Los Angeles, joins Metro Traffic Control, Baltimore-based traffic reporting service, as

director, advertising.

Sam Cooperstein, VP, executive art director, Benton & Bowles, New York, joins Sawdon & Bess there as senior VP, group creative director.

George Younger, manager, sales proposals, NBC-TV, New York, named director, sales proposals.

James Higgins, account executive, Needham, Harper & Steers/USA, New York, named senior account executive.

Kirk Ruhnke, writer-producer, Frankenberry, Laughlin & Constable, Milwaukee, named associate creative director. **Patrick Pritchard**, writer-producer, Advertising, Boelter & Lincoln, Milwaukee, joins Frankenberry, Laughlin & Constable there in same capacity.

Appointments, Katz Television: **Kim Schlotman**, director of network information, programming department, New York, to manager of research and network information; **Rory Ferguson**, programming assistant, New York, to research analyst, programming department there; **Jack Higgins**, national sales manager, Continental's bronze team, New York, to divisional VP; **Stephen Shenkan II**, account executive, KHTV(TV) Houston, to manager of newly opened independent television office there; **Julie Weiss**, senior media buyer, N W Ayer, Los Angeles, to account executive, Continental office there, and **Lee Shuff**, from Ted Bates Worldwide, New York, to research analyst, Continental's sales research team.

Appointments, Seltel: **Katherine Clements**, senior sales assistant, Dallas, to account executive; **Norman Hayes**, VP, manager, MMT, Atlanta, to account executive there, and **Claudia Lewis**, account executive, Avery-Knodel, San Francisco, to same capacity there.

Ed Gargano, senior account executive, WCBS-TV New York, joins Nickelodeon, Warner Amex Satellite Entertainment Co. there, as VP, advertising sales.

Rick Goodrich, from Roslin Radio Sales, New York, and **Loren Parker**, from Benton & Bowles, New York, join CBS FM National Sales there as account executives.

Betty Fox, New York national sales manager, KTTV(TV) Los Angeles, named VP.

Bob Shields, New England sales manager, WPTZ(TV) North Pole, N.Y., joins WEAR-TV Pensacola, Fla., as general sales manager.

Tracy Cunniff, national sales manager, WYNY(FM) New York, named sales manager.

Jane Bartsch, account executive, WYNY, succeeds Cunniff.

Joe Bird-Art, from WXFL(TV) Tampa, Fla., joins WTOG(TV) St. Petersburg, Fla., as art director.

Vic Parker, manager of broadcast services, Mil-Mor Advertising, Richmond, Va., joins WXEX-TV there as account executive.

Patty Reilly-Murphy, account executive,

WAIT(AM)-WLOO(FM) Chicago, joins WXRT(FM) there in same capacity.

Peter Allen, general manager, WGRY(AM) Grayling, Mich., and consultant to co-owned WQON(FM) there, joins WXYZ(AM) Detroit as account executive.

Carol Ann Gardner, from KARM(AM)-KFIG(FM) Fresno, Calif., joins Fresno Cable TV there as account executive.

Programing

C. Jeffrey Calman, director, sales development and cable network sales, Warner Brothers Television, East Coast, New York, named VP, sales planning. **James (Ted) Shadoan**, manager, budgets and financial analysis, Columbia Pictures, New York, joins WB-TV there as director, financial affairs.

Jerry Ludwig, executive producer, *Crossfire*, 20th Century-Fox, Los Angeles, has signed exclusive two-year contract with MGM/UA Television there for production of series, mini-series and movies of week.

Thomas Oberlin, general sales manager, ON-TV, Cincinnati, joins Satellite Television Corp., Washington, as senior marketing adviser.

Mark W.T. Hinz, account executive, KDKO(AM) Littleton, Colo., joins Smeloff Productions, Denver, as sales director.

Jackie Gross, producer-engineer, RKO Radio Network, New York, joins Starfleet Blair there as series development director.

Rebecca Dragliff, manager, planning, RCA/Columbia Pictures Home Video, Los Angeles, named director, planning.

Dierdre Paulino, manager, administration and assistant to president, ABC Motion Pictures Inc., Los Angeles, named director, administration, and assistant to president.

Susan Bologna, regional manager, HBO, Chicago, named regional manager, Los Angeles.

Peter Affe, VP, Eastern sales director, Warner Brothers Television Distribution, New York, joins New England Sports Network, Boston-based cable sports network, as VP and general manager.

Angela Schapiro, senior VP, now-defunct Entertainment Channel, New York, joins Disney Channel, Burbank, Calif., as VP, sales and affiliate relations.

Robin Montgomery, director of marketing, RCA/Columbia Pictures Home Video, Los Angeles, joins Embassy Home Entertainment there as director, marketing.

Jim Pewter, syndicated radio producer-host, Armed Forces Radio and Television Service, joins KRLA(AM) Pasadena, Calif., as program director.

Linda Ashby, programing assistant, KDFW-TV Dallas, joins WHTM-TV Harrisburg, Pa., as program director.

Dick Grant, program director, WPVA(AM) Petersburg, Va., joins WRNL(AM) Richmond, Va., in same capacity.

Keith Harris, program director, KRKE(AM) Albuquerque, N.M., joins WASK(AM) Lafayette,

Ind., in same capacity. **Bob Wagner**, production director, WXUS(FM) Lafayette, joins WASK-AM-FM in same capacity.

Thomas Daldin, assistant promotion director, WRIF(FM) Detroit, named assistant program director.

Todd Blide, air personality, WYLF(FM) South Bristol, N.Y., named program director. **Lawrence Graves**, air personality, WYLF, named production director.

Bill Merriam, production-operations manager, WTBS(TV) Atlanta, named production manager. **Sandra Wilson**, production coordinator, WTBS, named studio operations supervisor.

Richard Delaney, producer-director, noncommercial WEDU(TV) Tampa-St. Petersburg, Fla., named production coordinator.

Paul Baker, from WHTM-FM-TV Harrisburg, Pa., joins WITN-TV Washington, N.C., as sports director.

Steve Doocy, from KAKE-TV Wichita, Kan., joins KMBC-TV Kansas City, Mo., as host, *PM Magazine*.

Susan Boiler, from KSDK(TV) St. Louis, and **David Saint**, from WTOG(TV) Tampa-St. Petersburg, Fla., join WFLD-TV Chicago as co-hosts, *PM Magazine*.

Madeleine Kelly, from WLTA(FM) Atlanta, joins WLVV(FM) Statesville, N.C., as air personality.

News and Public Affairs



Novitz

Charles Novitz, producer, NBC News, New York, named night news executive, responsible for one-minute prime time news inserts, affiliate feeds, and overview of worldwide coverage, with responsibility for bulletins and break-ins. Novitz is immediate past president of

The Society of Professional Journalists, Sigma Delta Chi. He worked for NBC in 1959-60 as writer-producer, then moved to ABC, leaving in 1979 as manager, news syndication, to join defunct Independent Television News Directors Association as managing director. He rejoined NBC, New York, in 1982.

Andrew Fisher, news director, WAGA-TV Atlanta, joins KNXT(TV) Los Angeles in same capacity. He succeeds Steve Cohen, who joined WCAU-TV Philadelphia as VP and general manager ("Fates & Fortune," Aug. 29.)

Morris James, news director, KTTS-AM-FM Springfield, Mo., joins KRBQ-AM-FM Denver in same capacity.

John Ogle, anchor, WINS(AM) New York, joins WMZQ(FM) Washington as news director.

Tony Villasana, executive news producer, KAUZ-TV Wichita Falls, Tex., joins WMAZ-TV Macon, Ga., as news director.

Forest Lewis, member of news staff, WYLF(FM) South Bristol, N.Y., named news director.

Bill Tell Zortman, news director, KVIA-TV El

Paso, joins KCAU-TV Sioux City, Iowa, in same capacity.

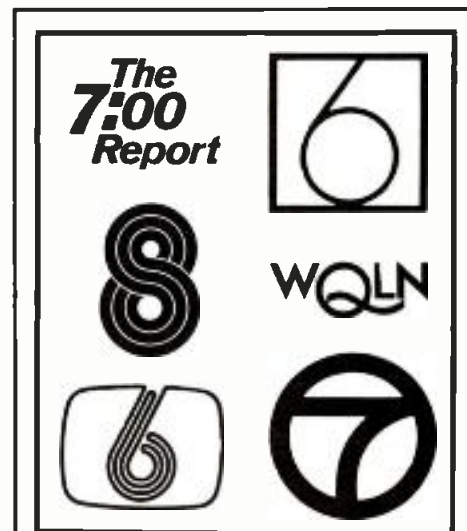
Hal Spencer, correspondent, Associated Press, Juneau, Alaska, named chief of bureau. **Dan Day**, broadcast editor, AP, Milwaukee, named news editor, Omaha bureau.

Al Nash, chief producer, Satellite News Channel regional bureau, KSNW(TV) Wichita, Kan., joins WTVI(TV) Sioux City, Iowa, as assistant news director.

Gary Luczak, executive news producer, WPVI-TV Philadelphia, joins WVUE(TV) New Orleans as assistant news director.

Appointments, KPNX-TV Phoenix: **Jim Willi**, news director, WGR-TV Buffalo, N.Y., to managing editor; **Bill Gray**, assistant news director, to special projects manager; **Karl Kindberg**, sports announcer, KHYT(AM) Tucson, Ariz., to producer-assignment editor; **Gloria McDonough**, assignment editor and producer, WPTA(TV) Fort Wayne, Ind., to producer; **Alan Rappoport**, from KTVK(TV) Phoenix, to investigative reporter; **Rada Krivosic**, from KTVK, to troubleshooter producer, and **Kathleen Noma Carlson**, from KSTP-TV Minneapolis-St. Paul, and **Margaret Beardsley**, from Corporation for a Cleaner Commonwealth, Boston, to associate producers. **Bert Sass**, anchor-reporter, KGUN-TV Tucson, Ariz., to news documentary and series producer.

Appointments, KIRO-TV Seattle: **Mark Gardner**, executive producer, to managing editor; **Gail Neubert**, producer, succeeds Gardner; **Candace Kovner**, producer, Corinthian



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Broadcasting Co., New York, to segment producer; **Carmen Ficarra**, segment producer, special programs department, to news segment producer; **Cathy Marshall**, from KPTV(TV) Portland, Ore., and **Dave Kerly**, reporter-anchor, KTVB(TV) Boise, Idaho, to reporters; **Judy Alexander**, news coordinator, to news planner; **Bonnie Vaughn**, from Washington state's attorney general's office, Seattle, to consumer researcher, and **Helen Hoiter**, from University of Washington, Seattle, to assistant producer.

Dennis Dean, executive producer, midday news, KKTV(TV) Los Angeles, named director of news operations. **Alyce Luft**, producer, weekend news, named producer, midday news.

Cathy Coomer, from KOAM-TV Pittsburg, Kan., joins KYTV(TV) Springfield, Mo., as producer, 6 and 10 p.m. news.

Carrie Jackson, from WJAR-TV Providence, R.I., joins WTHR(TV) Indianapolis as anchor-reporter.

Larry Wentz, managing news editor, WHO-TV Des Moines, Iowa, named anchor, *Newscope*.

Deborah Meadows, from West Michigan Environmental Action Council, Grand Rapids, Mich., joins WOTV(TV) there as public affairs director.

Jim Douglas, from WHIO-TV Dayton, Ohio, joins WTCN-TV Minneapolis-St. Paul as reporter-photographer.

Jim Marsh, from WAAY-TV Huntsville, Ala., joins WVUE(TV) New Orleans as reporter.

Valerie Voss, weather anchor, Satellite News Channel, Stamford, Conn., joins WRC-TV Washington as weekend meteorologist and general assignment reporter.

Leslie Smith, assistant sports director, WTVX(TV) Fort Pierce, Fla., joins WMC-TV Memphis as reporter.

Technology

Mac McGill, director of engineering and technical operations for NBC-owned WRC-TV Washington, and NBC-TV bureau there, named VP, technical operations and productions, NBC-TV, New York.

Appointments, Comsat world systems division, Washington: **Edward Martin**, VP, maritime services, to VP, international operations;

George Tellmann, senior director, international systems operations and planning, succeeds **Martin**, and **David Gourley**, director of sales and market development, to newly created position of VP, business development.

Pradman Kaul, senior VP, M/A-Com, Germantown, Md., named executive VP and chief operating officer.

Robert Cleve, manager, radio engineering department, GTE Sprint Communications, McLean, Va., joins Mutual Broadcasting, Washington, as director of engineering.

Michael Eisner, VP, corporate controller, Sony Corp., of America, Park Ridge, N.J., named senior VP and corporate controller. **John Stern**, VP, human resources, Sony Corp. of America, named senior VP.

Ted Burns, from Cascade Group, Alberta, Canada, joins Gill Management Services, San Jose, Calif., as project manager, product development group, responsible for support system for ABC's Telefirst overnight home taping service.

Paul Yovovich, director of finance, Centel Corp., Chicago, named treasurer.

Dave Beeching, executive VP and general manager, Hanimex, Inc., Elk Grove, Ill., joins Oak Communications, Crystal Lake, Ill., as director of marketing.

Donald Allan, chief engineer, WAFB-FM Baton Rouge, named senior VP, engineering and operations for parent, Guaranty Broadcasting Corp. there.

Jim Stenbridge, from Centel Systems, Memphis, joins WJTV(TV) Jackson, Miss., as chief engineer.

John Killingbeck, assistant engineer, WIBX(AM) Utica, N.Y., joins WRUN(AM)-WKGW(FM) there as chief engineer.

Promotion and PR

Donna Alda, assistant manager of advertising and promotion, Walter Kidde Corp., New York, joins Warner Amex Satellite Entertainment Co.'s MTV: Music Television there as director, promotion.

Cliff Hauser, VP, account supervisor, Diener/Hauser/Bates, Los Angeles, joins Paramount there as VP, advertising and promotion. television group.

Paula Brown, producer, on-air promotion,

USA Cable Network, Glen Rock, N.J., named manager, on-air promotion.

Judith Bershof, manager, on-air promotion, Preview, Time Inc., New York, joins United Satellite Communications there as director, on-air promotion.

Gordon Smith, VP, corporate communications, natural resources group, Gulf + Western, Nashville, joins Hill & Knowlton, Chicago, as VP. **Thomas Ward**, from U.S. Steel, New York, joins Hill & Knowlton there as account executive.

AnneMarie Stepovy, director of promotional development, WLS-AM-FM Chicago, joins WFLD-TV there as public relations director.

Theresa Beyer, account executive, WOR(AM) New York, named director of creative services.

Allied Fields

Michael T.N. Fitch, chief, land mobile and microwave division, Private Radio Bureau, FCC, Washington, named deputy chief, Private Radio Bureau.

Glenda Leggett, staff executive to Federal Trade Commissioner Patricia Bailey, Washington, joins American Association of Advertising Agencies there as chief staff executive.

Elected officers, Missouri Cable Television Association: **Frank Webb**, Qube Cable, president; **James Queen**, W.W. Communications, vice president; **Timothy Goodbrake**, Continental Cablevision, secretary, and **Larry Wright**, See T.V., treasurer.

Elected officers, Academy of Television Arts and Sciences, Los Angeles: **Diana Muldaur**, president; **Marian Rees**, first vice president; **Herman Rush**, second vice president; **Walt Baker**, Los Angeles vice president; **Michael Baugh**, secretary, and **Richard Frank**, treasurer.

Deaths

Louis Hazam, 72, writer-producer, NBC News, Washington, until his retirement in 1966, died of heart and kidney disease Sept. 6 at Holy Cross hospital, Silver Spring, Md. Hazam was two-time Emmy winner, and his credits included "Vincent Van Gogh: A Self-Portrait," which won Peabody award, and "March of Medicine," which won Albert Lasker medical journalism award. He is survived by two children.

Donald T. Beaumont Sr., 82, chairman and chief executive of Beaumont, Heller & Sperling, Reading, Pa., advertising, marketing and public relations agency, died of pulmonary disease Aug. 18 at Reading hospital and medical center. He is survived by his wife, Eleanor, and two sons: Robert, president of BH&S, and Donald, senior executive VP of firm.

Jack Somack, 64, television actor best known for his Clio-winning "spicy meatball" Alka-Seltzer commercial, died of heart attack Aug. 24 at Hollywood Presbyterian hospital.

David P. Taylor, 38, news director, WGAN-TV Portland, Me., died Aug. 27 of cancer at his home in Portland. He is survived by his wife, Dollie, and two sons.

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Gene Lothery: fine tuning CBS AM's

Gene Lothery, vice president of CBS-Owned AM Stations, traces his entry into broadcasting to The Harvard Classics. He had just started selling the much-publicized "five-foot shelf" around Los Angeles when his list of prospects took him into the home of—as it turned out—a cameraman for CBS's KNXT(TV) Los Angeles. He hadn't yet made a sale, and he didn't find a buyer there, either, but he did get an offer that seemed too good to refuse (though he did have a few nervous thoughts the next day). Lothery recalls:

"I was in his home and had all my paraphernalia on the floor and was telling him about it. He said, 'Hold it. You're a salesman and I'll make a deal with you. Quit your job tonight and I'll get you an interview tomorrow for a job in the mailroom.' I quit that night, and of course the next day it hit me that I had made this deal with a complete stranger."

But the stranger came through, and so did the mailroom job, at CBS's Television City.

The year was 1962, Lothery was 21, and had gone to California only a few weeks earlier to avoid a teaching career and to get out of the cold. He had just graduated from Central Michigan University with an AB degree in education and no desire to be a teacher. He chose California because, having grown up in the cold of Michigan, and having watched on TV as the Detroit Lions played the Rams at the Los Angeles Coliseum in 85-degree weather, "I decided that was for me."

The Harvard Classics job he abandoned had looked pretty good when he got it. He had \$350 with him when he hitch-hiked out of Michigan, but his itinerary took him through Las Vegas, and he landed in Los Angeles with something closer to \$50 with which "to eat and whatever" until he found work.

Having found that work at CBS, he stayed with it, in the mailroom and other clerical jobs, until 1965, when he was lured away to a film-editing job at Filmways, then the largest independent TV producer. In time he was running the editing department. In 1968 he married, and that year, when the time came for his unpaid four-week vacation from Filmways, he went back to the CBS mailroom looking for four weeks of work "just to cover myself." But the people at CBS knew he wanted a sales job—he had already applied six times for acceptance as a sales trainee. They suggested he try again. He did, and this time his application took hold. But there remained a problem for the newly married Lothery: He would have to take a 50% cut in pay, from \$210 a week at Filmways to \$105 as a trainee at CBS. After talking it over with his bride of seven weeks he decided: "What the heck, this is some-



Eugene Lothery—vice president, CBS-Owned AM Stations; b. July 8, 1941, Rochester, Mich.; BA in education, Central Michigan University, 1962; in mailroom and various clerical jobs, CBS Television City, Los Angeles, 1962-65; office manager, editing department, Filmways Inc., 1965-68; sales trainee and account executive, KNXT(TV) Los Angeles, 1968-69; with CBS Television Stations National Sales as account executive in Chicago and New York, 1969-71, as Eastern sales manager for KMOX-TV St. Louis, 1971-73, and as overall director of Eastern sales, 1973; sales director, WCBS-TV New York, 1973-74; vice president and general manager, WEEI(AM) Boston, 1974-81; in present position since September 1981; m. Joan Tadem, March 9, 1968; children—Brennan, 12, and Karlyn, 10.

thing I've always wanted to do," and he was on his way to a sales job with KNXT.

He was also on his way to the fast track. After a year of selling for KNXT he was moved into CBS Television Stations National Sales, first in Chicago and then in New York, then was made Eastern sales manager for CBS-owned KMOX-TV St. Louis, then Eastern sales director for the entire CBS-owned stations' spot sales operation and, after only nine weeks in that job, director of sales for CBS's WCBS-TV New York. Ten months later, in July 1974, he was on his way to Boston as vice president and general manager of WEEI(AM), CBS's station there.

Lothery became one of the first CBS management level people to move from television to radio. It happened, he says, because the CBS television side had taken some executives from the radio side and there was apparently some feeling that it was time for restitution. He found the transition "less difficult than I had imagined," requiring essentially an adjustment to differences in scale.

"The numbers are obviously smaller in radio," he says. "The dollar increments in terms of what you sell your product for are smaller, but the difficulty factor is still the same. Whether you're selling an \$8,000 spot or a \$400 spot, the difficulty is still the

same—or even greater in radio because your competition in the marketplace is [so numerous]."

Lothery established WEEI in the all-news format it had adopted three months before he arrived, while helping it strengthen its position in the market. He spent seven years there. They were productive years both for Lothery and the station, bringing him a raft of community and academic honors before he was tapped, in September 1981, to be head of all CBS-owned AM stations. One of his toughest duties to date in his present job, he says, was going back earlier this year to tell the people at WEEI of CBS's plans to sell the station to make room for its planned purchase of KRLD(AM) Dallas.

Six of CBS's seven AM stations are all-news (as is KRLD), the exception being KMOX St. Louis, which is news-talk-sports. All-news stations as a class have some problems of their own—they require relatively large staffs and are not susceptible to much automation—but Lothery says his bigger concern is a problem that applies to all AM stations, regardless of format.

"AM radio," he says, "is going through a mid-life crisis, with the explosion of FM and the listening habits changing from AM to FM and with FM garnering the majority of radio listeners. This AM erosion obviously has a negative impact on AM revenues [and] profit. Some say the AM erosion will continue; some say it has bottomed out and the curve may swing back a little bit to AM. I'm not sure. But I think you have to keep a watchful ear on your stations and just make sure they remain competitive."

"All all-news stations are noncompetitive, really, with the rest of the stations in the marketplace from 10 o'clock in the morning until 4 in the afternoon, and from 7 at night until midnight. The challenge is how to make those stations more competitive in those time periods. You do that through research . . . No magic—just fine-tuning."

If the FCC relaxes its multiple-ownership restrictions, will CBS be in the market to buy stations? Lothery says that there are "some good facilities out there that would fit into our all-news family," and that if the limits were lifted "we'd certainly have to take a look." But he quickly adds that "we have not actively looked" to either buy or sell, and that, with the prices good AM stations demand these days, "price in itself might be a restriction."

As for his own hopes for the future, he says "there's a piece of me that really has a desire to own a radio facility of my own," but that he's "never given that much thought" to what he might do next. "I try to keep a nice balance between what I do here and my family—that's important. I don't preoccupy myself too much with what's next." Given the unplanned lucky turn he derived from the Harvard Classics, perhaps he doesn't need to.

In Brief

In comments filed at FCC last week, broadcasters (including three networks, NAB, NRBA, RTNDA and various group owners), American Newspaper Publishers Association, Satellite Program Network and former NTIA head Henry Geller came out in support of **FCC's proposal to eliminate or change its personal attack and political editorial rules.** Said NBC: The rules "are based on mistaken or outdated assumptions." CBS: They "impede broadcast journalism in its role of informing the public." On other side was Accuracy in Media, Citizens Communications Center, American Legal Foundation and United Auto Workers who pressed for retention. AIM said: "There are broadcasters, especially among the TV networks, who are manifestly reluctant to give a fair hearing to all sides of a controversial issue of public importance." UAW: "The rules are important mechanisms for protecting the public's 'paramount' right to receive information concerning controversial issues." Reply comments are due Sept. 30 (docket 83-484).

Burger King Corp. is going after rival McDonald's Corp. again, with new \$40-million, mostly TV, advertising campaign that may prove as controversial as its past year's comparative advertising messages. This time, instead of claiming Burger King's burgers are better than McDonald's or Wendy's, campaign will stress switch-over of "millions" of McDonald's and Wendy's customers to Burger King since earlier campaign started last September. One TV spot, previewed last week, shows even McDonald's switching to Burger King—family named McDonald, that is, with tagline advising viewers to "tell 'em the McDonald's sent you." Officials of J. Walter Thompson Co., New York, which created campaign, say response to that one has been so strong in previews that McDonald family may also be used in some of campaign's six other spots. Some 90% of \$40-million budget is allocated to TV, about evenly split between network and spot, and campaign kicks off today (Sept. 12).

Post Corp., station and newspaper group owner based in Appleton, Wis., said last week it had agreed in principle to be acquired by Gillett Communications, owner of two television stations, in cash transaction valued at about \$118.6 million. Gillett Communications, part of privately owned Gillett Group Inc. of Nashville, would pay \$65 for each of Post Corp.'s approximately 1.8 million common shares outstanding. Deal is subject to definitive agreement and approval by Post board, Post stockholders and FCC.

Westinghouse Broadcasting and Cable has petitioned FCC for clarification of its tentative decision in proceeding regarding financial interest and syndication rules. Westinghouse says that although commission has maintained that related prime time access rule is

not at issue, tentative decision can be read to create "loophole" in that rule "which would destroy its effectiveness." If PTAR is a issue, petition says, commission should extend time for comment on tentative decision.

Nominations for Emmy awards for TV news and documentary programming subject of considerable past controversy, announced by National Academy of Television Arts and Sciences in New York ABC News received 35 nominations for programs and segments and 29 in individual achievement category; CBS News, 44 and 18 NBC News, 11 and 8; PBS, 17 and 22 and syndicators 3 (all for individual achievement). ABC, CBS and NBC news organizations which have quarreled with National Academy's handling and with its judging procedures, individually declined to submit nominations, but left their people free to offer entries. Awards are to be presented at dinner Oct. 17 at Roosevelt hotel in New York.

Screen Actors Guild and American Federation of Television and Radio Artists have approved three-year contract with movie and TV producers. Contract provides for minimum 21% pay hike over course of three year period, retroactive to July 1, 1983.

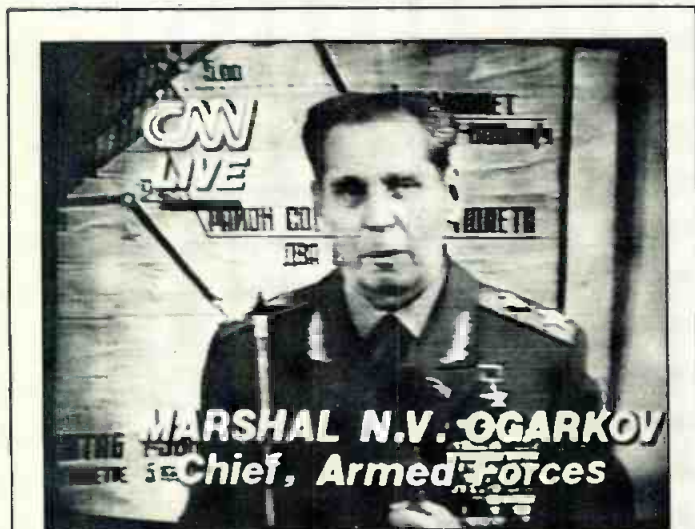
Prospective investment by Clear Channel Communications Inc., Sar Antonio, Tex., owner of seven radio stations, in 40% of outstanding stock of **SunGroup Inc.,** group owner of six radio stations, (BROAD CASTING, Sept. 5) is off, according to SunGroup. Knoxville, Tenn. based company announced last Wednesday that deadline for signing definitive agreement had passed and "at this time it appears that negotiations will not continue."

New York-based Group W (Westinghouse Broadcasting and Cable Inc.) has signed letter of intent to sell WPTM (FM) Pittsburgh to 27-year radio veteran, Saul Frischling. No price was disclosed, but sources put figure at about \$3.3 million. Frischling is president of H-R Stone Inc. (New York holding company), and former owner of WUNI (AM) Mobile, Ala., and WINR (AM) Binghamton, N.Y. Ted Hepburn Co. brokered sale.

Westinghouse Broadcasting and Cable chairman **Dan Ritchie,** is presenting First Annual Everett Parker Lecture on Communications in New York, **called for retention of FCC's fairness doctrine and affirmative action** requirements regarding discrimination against women and minorities. The speech was sponsored by the United Church of Christ in honor of Everett H. Parker, retiring director of UCC's Office of Communication. "You can mark me down among those opposing the total deregulation of broadcasting," Ritchie said. "In particular, I would strongly argue for retaining broadcasting's fairness doctrine. . . I also support retaining requirements for affirmative action to remove discrimination against women and racial minorities." Ritchie noted, deregulation hasn't changed things at Group W. "[It] has not cause us to discontinue our program logging or our efforts at ascertainment. We regard both of these activities as essential business requirements."

League of Women Voters has selected Manchester, N.H., and Atlanta as sites for first two Democratic debates it will sponsor among presidential candidates during 1984 primary season. Debate in New Hampshire will be held in "late February," according to national League president, Dorothy S. Ridings, who made announcement. Atlanta debate is scheduled for March 11.

ABC Sportscaster Howard Cosell created stir last week during first Monday Night Football contest of 1983 season, between Dallas Cowboys and Washington Redskins, when he referred to Redskins Alvin Garrett as "that little monkey" during replay of pass reception by Garrett. Although remark was made as expression of affection, said Cosell afterwards, some members of black community took offense, although Garrett did not. Cosell offered apology to Rev. Joseph Lowery, president of Southern Christian Leadership Conference, for "unfortunate" remark but explained on his network radio program next day that "I was bragging on him with affection and I used a word I use when playing with my own grandchildren. He also said that his record after 32 years in public life of standing



Moscow live. The Cable News Network aired the press conference held by Soviet Foreign Ministry official N.V. Ogarkov with Western press Friday, Sept. 9, at 7 a.m. The network aired the two-hour conference live, which focused on the downed Korean passenger airliner.

up for rights of blacks stood for itself. Garrett said he did not take exception to Cosell's remark and in fact said, "I'm pleased he singled me out for such favorable attention."

□
Hospital Satellite Network, joint venture between HSN and Bonneville Satellite Corp., has announced **Dec. 1 start date** for its cable/satellite information and entertainment service to **initial lineup of 10 hospitals** nationwide. Bonneville will provide much of technical support for system, while HSN will provide programing and marketing. Health-related information will be directed toward physicians, nurses and other hospital workers, while motion pictures and other entertainment programs will be provided for patient viewing.

□
Sandy Frank Productions, New York-based syndication company, has announced **cancellation of Lie Detector**, half-hour strip introduced last January in which attorney F. Lee Bailey used lie detector to test stories of those who felt they had been wronged. Low ratings were cause of program's demise. Series, from Columbia

Pictures Television and Ralph Andrews Productions, initially cleared 83 markets when it premiered last Jan. 24.

□
Deadline for entries in 1983 International **Emmy Awards** of National Academy of Television Arts and Sciences has been **extended from Sept. 5 to Sept. 30**. Entries covering five categories—drama, documentary, lively arts, performing arts and children—should be sent to awards chairman, Larry Gershman, c/o MGM/UA Television Group, 1250 Avenue of the Americas, New York, 10019.

□
Jordan Kerner, director of dramatic series development, **ABC Entertainment**, Los Angeles, named VP. Kerner joined ABC in 1981 after executive programing positions at QM Productions and Universal Television.

□
Louis J. Rauchenberger Jr. will be named VP-treasurer, **CBS Inc.**, succeeding **Carl Anton Muller**, who will resign Sept. 30. Rauchenberger has been VP-controller. Moving into Rauchenberger's position will be **Peter W. Keegan**, VP-controller, CBS Radio division.

Wrangling over TV ch. 6/FM interference

How should the FCC move to reduce interference between noncommercial FM stations and TV channel 6 reception?

According to the Association of Maximum Service Telecasters, the National Association of Broadcasters, Capital Cities Communications Inc., Cosmos Broadcasting Corp., the Chronicle Broadcasting Co., McGraw-Hill Broadcasting Co., the Outlet Co., Storer Communications Inc. and Taft Broadcasting Co., the solution is not simple, but is attainable.

Both the Corporation for Public Broadcasting and National Public Radio feel that the solution proposed earlier by the commission is unreasonable and the answer lies in requiring new technical standards for TV receivers. Said CPB: The FCC "proposes to solve channel 6 interference through FM allocation standards that would limit the area in which a noncommercial FM station may cause 'effective interference' within a channel 6 station's grade B contour" using a computer model to calculate the interference. As far as that goes, CPB supports that idea. The problem is that "the commission's specific model for calculating 'effective interference,' however, is so flawed that it is not a useful, rational or equitable tool." It said that the commission's permissible area of interference is unreasonably restrictive.

CPB suggested "the long-term solution... is improved receiver selectivity. This will not occur unless the commission mandates it. CPB urges the commission to proceed immediately to devise and adopt such standards."

NPR agreed, saying "the proposed rules are unsatisfactory because they are based on untested theory and concepts of 'average' conditions that can and will vary widely in individual circumstances." It, too, said the solution lies in the commission requiring new television receiver selectivity standards, "delaying final rules until those standards are in effect."

In joint comments at the FCC, the commercial broadcasters, which claimed FM educational interests had given some of their proposals support, said, for starters, collocation (the placement of FM and channel 6 transmitters no farther than 400 meters apart) should be encouraged to allow FM stations to operate with more power than would be permitted at wider spacing. "Existing collocated channel 6/educational FM situations, indeed, show how well this technique can work when properly designed," they said.

When collocation isn't practical, they proposed a procedure for determining whether educational FM proposals should be permitted. Analysis in such a situation, they said, has to begin with a prediction of the location and extent of interference caused by a particular educational FM station proposal. Allowances for cross-polarization or location considerations would be factored into the interference predictions.

While the commenters said they had reached "substantial,

but not complete agreement" with noncommercial FM representatives on how interference is to be measured, no agreement had been reached on how much interference to channel 6 service could be tolerated. But "reluctantly and with considerable trepidation" they proposed the following scenario, one they said would permit educational FM stations to cause some interference to channel 6 service:

"The educational FM station (and other interested parties) would calculate the population in areas where interference would be experienced as measured by... two sets of curves... one based on 30th percentile receiver sensitivity and the other based on media receiver sensitivity. If the population of these areas exceeds either 3,000 or 1,000, respectively, then the educational FM application should be denied. If the numbers are below these threshold figures, the application should be granted—if the FM station implemented an "effective" program for alerting viewers to the new interference and provided for the distribution, installation and maintenance of effective filters in affected television sets.

The group also recommended that the commission resurrect the Class D variety of station it got rid of in 1978, and permit only those sorts of educational FM stations on channels 201 and 202 within 150 kilometers of a channel 6 TV transmitter. "These Class D stations would be restricted to 10 watts in transmitter output power," they said. "This proposal for Class D stations would interject more flexibility into the system, provide for more educational FM service and protect against serious disruptions in the public's reception of television channel 6 service."

The groups said they thought existing and operating educational FM stations should be given grandfathered status—except for those stations currently subject to litigation. "Finally, while we do accept some grandfathering of existing interfering educational FM stations as an unavoidable consequence of years of neglect in this area, the commission should urge those educational FM stations which may now have facilities that are greater than needed for servicing their communities to coordinate with channel 6 stations in cutting back their facilities to meet the standards proposed here."

The groups, which said the approach the commission set forth in its second further notice of proposed rulemaking is "seriously flawed," maintained that their own proposal was based on the "reality" of how equipment presently available to the public functions. "We urge the commission not to regard this as television broadcasters' 'opening bid' that can be increased in order to achieve an accommodation with educational FM interests," they said. "We have gone as far as we can, further than many of us would want, in an effort to reach a prompt and just resolution of this issue. We can go no further." □

Editorials

On the spot

The National Association of Broadcasters' "structure study committee" is to hold its first meeting this week after its formation two months ago to consider the reorganization of the association into a federation with semiautonomous divisions for radio and television. Nobody expects things to happen with the speed of light at Washington trade associations, especially during a hot summer, so there are practical explanations for the committee's diffident start. Signs of life will be expected this week, however.

The reorganization proposal has attracted support from some of the most influential members of the NAB. The support is understandable. The proposal was made by Peter Kenney, who is about to retire as NBC's respected Washington vice president and has served longer than anybody else on the NAB board. Kenney was among those who opposed the conversion to a federation until he began to realize that the association in its present form was shortchanging both its radio and television members. His presentation to the joint board last June led to the creation of the special committee.

The six members of the committee are experienced broadcasters and successful businessmen who are fully competent to design a federation that can cope with the proliferation of divergent interests in electronic media that are in the throes of enormous growth. What is needed is an indication of awareness that time is running out for the association in its present form.

The committee can expect little prodding from the association's employees who, in quite natural reaction, wish Peter Kenney had retired before seeing the light. The initiative must be asserted in the committee itself.

Ghost story

On-the-air subscription television was the subject of a lugubrious report in the Sept. 5 issue of this magazine. The quotations of a couple of senior executives of companies that tried STV with disappointing results were illustrative: "We made a mistake." "We don't want to get within 100 miles of that business again."

The grayer heads on the BROADCASTING premises shook in wonder. Wasn't STV the dark force that was to destroy the broadcasting system as we knew it back when Oren Harris ordered the FCC to quit thinking about authorizing STV? You ask: Who was Oren Harris? He preceded Harley Staggers as chairman of the House Commerce Committee. Harley Staggers? Ask Frank Stanton. Frank... shall we proceed?

It was in 1958, after a hesitant FCC had proposed to authorize subscription television experiments, with programming restrictions that would be called unconstitutional today, that the Congress arose in horror at the prospect. Mail by the truckload had arrived on Capitol Hill from constituents whom broadcasters had terrified into thinking that they would have to start paying to watch the *Donna Reed Show* and *Twenty-One*. Not for 10 years did the FCC muster the nerve to let STV go into business.

There are venturers, as reported a week ago, who wish the FCC had continued to keep them out. Here and there STV operations are eking out a living, but the general malaise in the specialty affairs once again the frailties of forecasting in the entertainment world.

The evidence suggests that single-channel, over-the-air pay TV is unsuited to the modern media environment. It competes

unfavorably where cable can offer similar programming in greater abundance. Its prospects worsen as cable spreads. The outlook gets bleaker with the prospective development of multichannel multipoint distribution services and multichannel broadcasting direct from satellites to homes.

The last we heard of Oren Harris, he was a federal judge in his native Arkansas, where, to our knowledge, no STV station ever went on the air. Suppose he thinks the FCC is still waiting for him to let it take action?

Co-existence

The New York Times, having investigated the matter and given it some thought, reported last Thursday that despite the competition of television and the other electronic wonders, the printed word is alive and well, very well.

Times reporters had dug into the question, and their findings were totally at odds with all those wild and dire predictions heard when television was young and its critics saw in it—as some still do—the ruination of reading if not of literacy itself. The *Times* editors were so impressed, if not so surprised, that they played the story on the front page, under a two-column headline.

"Americans in Electronic Era/ Are Reading as Much as Ever," the headline said. It missed the mark by a hair, because here and there the story quoted a few people who had diverted some of their reading time to TV viewing or video games. But its thrust was on the nose, for the story showed that by almost any measure that the *Times* could think of, reading has at worst held its ground and at best risen dramatically. The big changes have been in what is read and in who does the reading, and lest this be misread to mean that the ones doing the reading are not the ones doing the TV viewing, we should note, as the *Times* story did, that research has found that the readers of books are also among the heaviest viewers of TV.

Daniel J. Boorstin, the prize-winning historian who is also the Librarian of Congress, and who has worked to expand the use of television to promote reading, seemed to us to get the meaning of the *Times*'s findings into a minimum of words. "New technologies," the article quoted him as saying, "transform the use of old ones. They don't replace them." He also said that reading "has always been a sort of TV of the mind," which strikes us as an agreeable way of saying that the outlook for both remains bright.



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Chicago	WBBM	CBS	Lee Phillips Show	9:30-10:00 AM	Greensboro/ Winston-Salem	WFMY	CBS	Good Morning	6:00-8:00 AM
Philadelphia	KYW	NBC	People Are Talking	10:00-11:00 AM	Flint/Saginaw	WNEM	NBC	Farm and Garden	6:00-6:30 AM
San Francisco	KGO	ABC	AM Weekend	8:00-9:30 AM	Shreveport/ Texarkana	KTAL	NBC	ARK-LA-TEX Today	11:30-12:00 Noon
Boston	WCVB	ABC	Sunday Open House	9:00-11:00 AM	Richmond	WXEX	ABC	Good Morning Virginia	10:00-10:30 AM
Detroit	WJBK	CBS	Focus Detroit	12:00-12:30 PM	Knoxville	WBIR	CBS	Early Morning	6:30-7:00 AM
Cleveland	WJKW	CBS	Morning News/ Newscenter 8	7:00-7:30 AM	Toledo	WTVG	NBC	13 Reports	6:30-7:00 AM
Pittsburgh	WTAE	ABC	Action News Conference	7:00-7:30 PM	Mobile/Pensacola	WKRG	CBS	Early Morning News	6:00-7:00 AM
Atlanta	WSB	ABC	Action News AM	6:15-7:00 AM	Jacksonville	WJKS	NBC	To Be Announced	
Seattle	KING	NBC	Northwest Today	9:00-10:00 AM	West Palm Beach	WPEC	ABC	Eyewitness 12	6:25-6:30 AM
St. Louis	KDNL	IND	KDNL News Update	6:30-7:00 AM	Des Moines	WOL	ABC	Five TV News	8:25-8:30 AM
Sacramento	KXTV	CBS	Eyewitness News at Noon	12:00-12:30 PM	Albuquerque	KGGM	CBS	Stopwatch	12:00-1:00 PM
Portland	KGW	NBC	Northwest Today	9:00-10:00 AM	Syracuse	WSTM	NBC	Woman On The Go	10:00-10:30 AM
Indianapolis	WTTV	IND	Your Show	1:30-2:30 PM	Spokane	KREM	CBS	Northwest Today	9:00-10:00 AM
Hartford/ New Haven	WVIT	NBC	What about Women	6:30-7:00 AM	South Bend	WSBT	CBS	Rod Johnson Show	9:00-9:30 AM
Cincinnati	WLWT	NBC	Middy News	11:30-12:00 Noon	Evansville	WTVW	ABC	Farm and News Report	11:30-12:00 Noon
Milwaukee	WITI	CBS	Newsheaders	5:00-5:30 PM	Baton Rouge	WAFB	CBS	Morning in Louisiana	8:00-8:30 AM
Nashville	WTVF	CBS	Newsmakers	11:00-11:30 AM	Ft. Wayne	WKJG	NBC	Wayne Rothgeb Show	6:30-7:00 AM
Charlotte	WBTV	CBS	Good Morning With Jim Patterson	6:00-7:00 AM	Sioux Falls/ Mitchell	KELO	CBS	Good Morning KELO Land	6:30-7:00 AM
Buffalo	WGRZ	NBC	Newscenter Two	12:00-12:30 PM	Lansing	WILX	NBC	Spectrum	12:30-1:00 PM
Orlando	WESH	NBC	Two's Country	7:00-7:30 AM	Augusta	WAGT	NBC	Weekend Gardner	7:00-7:30 AM
Memphis	WREG	CBS	Dateline Memphis	5:00-5:30 PM	Monroe/ El Dorado	KNOE	CBS	Good Morning Ark-La-Miss	6:00-7:00 AM
Grand Rapids/ Kalamazoo	WKZO	CBS	Accent	12:00-12:30 PM	Savannah	WJCL	ABC	5:30 Evening News	5:30-6:00 AM
Raleigh/Durham	WPTF	NBC	Morning Digest	9:30-10:00 AM	Fargo	KVNJ	IND	Fargo/Moorhead Scene	6:30-7:00 PM
Greenville/ Spartanburg	WSPA	CBS	Nancy Welch Show	10:30-11:00 AM	Terre Haute	WTWO	NBC	Noon News	12:00-12:30 PM
Oklahoma City	KOCO	ABC	Daybreak	6:00-7:00 AM	Traverse City/ Cadillac	WWTW	CBS	Lunch Break	12:00-12:30 PM
Providence	WPRI	ABC	Front and Center	12:30-1:00 PM	Greenwood/ Greenville	WABG	ABC	Magazine 6	6:00-6:30 AM
Charleston/ Huntington	WOWK	ABC	Action News at Noon	12:00-12:30 PM	Helena	KTVG	NBC	Today Show	7:00-9:00 AM
Louisville	WAVE	NBC	WAVE Midday News	12:00-12:30 PM	Allentown	WFMZ	IND	Cover to Cover	8:00-8:30 AM
Birmingham	WBMG	CBS	Take Five	7:25-7:30 AM	Hazard (KY)	WKYH	NBC	Newscene At Noon	12:00-12:30 PM
Harrisburg/York	WHTM	ABC	Take Five	7:25-7:30 AM					

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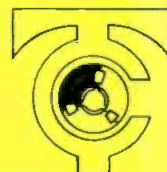
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