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Tarzan, The Ape Man
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Rocky II



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FCC poised to change dramatically rule of 7's □ Comments abound in TV dereg proceeding □ Fourth quarter business causing first quarter worries □

LAST LEGS □ Broad consensus in rulemaking to modify FCC's multiple ownership requirements arises out of comments; only remaining question: what, if any, limits to set. **PAGE 23.**

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Magic million

Although CBS has said all along that it did not anticipate reaching \$1 million per minute for Super Bowl spots in 1984, it isn't missing mark by far. Thirty-second spots have been selling for \$480,000, and network has only couple left. ABC meanwhile has already sold six minutes of time for its 1985 Super Bowl telecast at price of \$1 million. However, that is discount price, for committing so far in advance and for at least 60 seconds of time—ABC's price for 30-second spot is \$525,000.

Day in court

With no fanfare, Judicial Conference of the United States has appointed dozen-member committee to study Fifth Estate petition to open courts to radio, news photography and television. And committee will observe demonstration of modern courtroom coverage techniques at meeting in Atlanta Jan. 27.

Petition was submitted by 28 leading associations, societies and corporations in print and electronic journalism (BROADCASTING, March 14). Timothy Dyk of Washington law firm of Wilmer, Cutler & Pickering, counsel to CBS, coordinated preparation of petition and will head delegation of media representatives.

On verge?

Word has it that Chicago-based Beatrice Foods Co. is close to selling KJOF(M) Los Angeles for price reported to be more than \$17 million. Acquisition would set record price for stand-alone FM property in U.S. However, official of Beatrice Foods said last week that no definitive agreement for sale of KJOF(M) had been reached and that company is exploring several "options" concerning future of FM outlet. Among leading prospects for sale: Noble Multimedia Communications, San Diego.

Exit polling stopped

Washington state may provide legal test of technique some have recommended as means of blocking media—particularly networks—from projecting election results before polls close. Washington legislature last spring passed law prohibiting exit or public opinion polling within 300 feet of polling place. Law, which became effective in August, was requested by Washington secretary of state who maintained voter turnout was held down when results were projected before polls closed. Legislators endorsed

proposal decisively. House by vote of 92-3, Senate by 40-1.

But media may challenge law in court. Floyd Abrams, of New York, prominent attorney in First Amendment law, has been asked by three television networks along with some state newspapers to "look into" effort to have law declared unconstitutional; suit, if filed, would allege law is "overly broad" and content related, and therefore, violates First Amendment. Decision on whether to proceed will probably be made this week, after Abrams's visit to state to argue another case before state's supreme court in behalf of KHQ-TV Spokane. Station is fighting contempt of court conviction for broadcasting murder-case tapes that it had obtained legally.

Looking for clout

National Association of Broadcasters continues its search for chief lobbyist to run NAB government relations department (BROADCASTING, Oct. 3). Candidates already screened include: former Federal Trade Commissioner David Clanton; James Range, legislative counsel to Senate Majority Leader Howard Baker (R-Tenn.), and Robert Hanrahan, regional vice president, Tobacco Institute, and Republican congressman from Illinois in 1973-75.

Barter's bite

Dramatic growth in barter syndication marketplace this year has siphoned off more spot television revenues than network, according to study to be released Tuesday (Nov. 29) by Blair Television in New York. Study tracks rating performance of barter shows comparing national average to those in local markets and making point that series may do well nationally but poorly in some markets. Word of study has caused stir among major barter syndicators, who plan rebuttal this week through Advertiser Syndicated Television Association.

Wanting in

Cabletelevision Advertising Bureau, out to make sure cable industry gets share of millions to be spent on political advertising in 1984, is planning seminar in Washington next February on how cable can be integrated into campaigns. CAB hopes to attract political media consultants, staffs of candidates and of national committees of Republican and Democratic parties and representatives of agencies with political clients. Among

those helping to organize seminar is Republican media consultant John Deardourff of Bailey, Deardourff & Associates Inc. Chairman will be Dick Holcomb of ATC, Denver.

Shelters in the sky

Home Box Office and Group W Broadcasting & Cable no longer own their transponders on Galaxy 1, Hughes Communications satellite that is rapidly becoming major cable programming vehicle, but they still control them. HBO purchased six transponders and Group W bought four on bird long before it was launched last June. But after it became operational in August, they resold them to investors that lease them back on long-term basis.

Everybody is winner in sale-leaseback deals except Internal Revenue Service. HBO and Group get cash and, at least in Group W's case, more than they originally paid for transponders, while investors enjoy tax credits and depreciation write-off. One Group W official said deal is same as buying transponders with low-cost financing. Group W sold its transponders to Chemical Bank; HBO won't identify buyer of its transponders.

No contest

Telecommunications Research and Action Center has made FCC Chairman Mark Fowler offer he apparently can refuse: opportunity to debate broadcast deregulation with Henry Geller, former head of National Telecommunications and Information Administration. Explained Fowler aide: "Mark typically doesn't do panels." Sam Simon, TRAC executive director, said he has been trying, without success, to get Fowler to speak before consumer audience for two years.

Inflation everywhere

Although prices of network radio rights for National Football League and major league baseball are modest in comparison to billion-plus committed by television counterparts, network sources expect radio rights to double for football and baseball in next contract period, probably 1985-1989.

Both NFL and baseball are said to be looking to negotiate \$30-million packages for five-year period, or \$6 million per year. CBS recently extended its baseball contract by one year to cover 1984 season at \$3 million. And it's now in last year of NFL pact costing slightly more than \$3 million per year.



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Another galactic service

Still another cable programming service is moving to Hughes Communications' Galaxy I—superstation WOR-TV New York. Eastern Microwave Inc., which distributes the New York independent station to cable systems, purchased a preemptible transponder on the bird Nov. 18 and announced the deal early last week. Gil Korta, national marketing director for Eastern Microwave, declined to say how much the company paid for the transponder, but sources say the available Galaxy transponders are on the market for between \$6 million and \$10 million, depending on their preemptibility.

Eastern Microwave currently distributes the station's signal via a transponder it leases from Robert Wold Co. on Westar V. Korta said Eastern Microwave will assume control on its transponder on Jan. 5 and begin simulcasting the signal on both satellites then or shortly thereafter. It will eventually drop the Westar V feed.

The Eastern Microwave move strengthens the already strong Galaxy lineup, which now includes Home Box Office (HBO and Cinemax), The Disney Channel, Turner Broadcasting System (Cable News Network and CNN Headline News), Group W Satellite Communications (The Nashville Network), The Movie Channel (Viacom International), SIN Television Network and GalaVision (SIN) and C-SPAN.

The move also puts an end to Westar V as an important cable bird. In less than two months, the satellite has lost Satellite News Channel, which was purchased and shut down by Turner Broadcasting; The Disney Channel, and WOR-TV. All that remains is Black Entertainment Television and Financial News Network, which is a half-broadcast network. According to BET President Bob Johnson, BET would like to join the rush to Galaxy. "We know who has available Galaxy transponders and some are good friends of ours," he said. "We will be talking to them."

According to Korta, the superstation reaches around 6.3 million cable subscribers, 4.3 million via satellite and 2 million via microwave.

A potentially costly error

Cinemax may have to dump a multimillion dollar advertising campaign next week in the wake of an injunction handed down by a federal judge in Tulsa, Okla. U.S. District Court Judge James Ellison ordered the pay network to stop using the slogan—"We Are Your Movie Star"—in its broadcast and print advertising by midnight, Dec. 9.

The action, in the form of a preliminary injunction, stems from a trademark infringement suit brought by KOKI-TV Tulsa. In the suit, filed last October, the independent station alleged that the Cinemax campaign, which was developed by Ted Bates & Co.,



The slogans at odds in the trademark battle between HBO's Cinemax (top) and KOKI-TV Tulsa (bottom).

resembled in many ways its own three-year-old "Oklahoma's Movie Star" campaign.

Attorneys for Home Box Office, which owns Cinemax, have asked the federal circuit court in Denver to stay Judge Ellison's injunction pending final resolution of the case. HBO's Tony Cox said HBO is "very confident" that it will prevail in either the district or circuit court, but unless it wins the stay the case could become moot as far as HBO is concerned. If Cinemax cannot use its current campaign after Dec. 9, he said, it will have to develop a new one.

According to court papers filed by HBO, the pay programmer has sunk a lot of money into the Cinemax campaign. They said \$328,000 was spent on research and development, \$1,066,000 for production of the electronic and print ads and \$6.9 million on ad space and time between May and November.

Sacramento gets service

Cablevision Systems, with a bid that includes a \$2 monthly charge for 30 channels of basic service, won the 20-year franchise last Tuesday (Nov. 22) for Sacramento, Calif. The Sacramento city and county boards voted unanimously to award Cablevision the franchise just days after a staff recommendation concluded that the company had submitted a bid superior to those filed by ATC, a joint venture between United Cable and Tele-Communications Inc. and Access Corp. Unlike some franchise processes, this one will not involve an extended post-award negotiating process—the parties signed a franchise agreement the day Cablevision got the nod. Four contracts were drawn up during the evaluation process and Sacramento had stressed from the start that promises made in the applications repre-

sented "binding contractual commitments," said Sheila Mahony, vice president and franchise coordinator for Cablevision. This was Sacramento's second attempt to award a cable franchise in as many years. Last year its award to a joint venture between United Cable and Tribune Cable fell through when Tribune pulled out at the last moment. Sacramento currently contains about 330,000 homes, and is adding about 10,000 homes per year. Mahony said Cablevision will begin construction almost immediately and expects to offer its first service "within six months," due to the fact that Scripps-Howard is putting up half the equity money for the systems, enabling the company to get a quick start on construction. A local group, River City Cablevision, with 70 investors, also has a 5% interest. A four-year construction schedule is planned for the system, which will have a dual 400 mhz trunk with up to 104-channel capacity, as well as an institutional trunk.

Lightening the load

Building five major cable systems at the same time has apparently proved to be too much of a financial strain on Storer Communications. The Miami-based broadcast-cable television concern announced last week it would sell its suburban Washington franchises to a local limited partnership for whatever is invested in the franchises at the time of closing. That's expected to be \$30 million-\$35 million within six months.

The centerpiece of the deal is the system serving the northern half of Prince George's county, Md. It comprises 19 municipal franchises, the north county franchise and around 130,000 homes. With more than half of the planned 800-mile plant still remaining to be built, it now serves 16,000 subscribers. The deal also includes two small completed systems serving 3,000 subscribers in Leesburg and Fort Belvoir, both Virginia.

The limited partnership is headed by Winfield M. Kelly, who was instrumental in winning most of the Prince George's franchises and who is now vice president of the Storer Cable Communications of Maryland (SCCM), which operates the system.

According to Richard Scott, a spokesman for the yet-unnamed partnership, the local individuals who now hold a 20% interest in SCCM have been invited to buy into the partnership. He said building the entire system would cost between \$58 million and \$60 million and take another year and a half.

Cutting loose the costly Prince George's systems should improve Storer's financial profile. Storer wound up with a net loss of \$15 million for the third quarter of 1983, due in part to enormous payments on its equally enormous debt (\$700 million). In addition to Prince George's county, Storer has been pouring its money into new builds in Glendale, Ariz.; West Pasco county, Fla.; Washington county, Ore., and the northwest suburbs of Minneapolis.

Sports scorecard

ESPN averaged a 1.5 rating and a 3.0 share in prime time during the third quarter of 1983, but managed a 2/3 in prime time for the first full year of metered measurement by A.C. Nielsen—the cable sports networks stated goal. ESPN also reported that in the last measured quarter ending Sept. 30, 42% of the network's viewing households earned \$30,000 or more a year and that 65% of the households were located in the more densely populated A and B counties. In addition, viewership in prime time averaged almost one male per household (0.96)—more than 30% higher than for the three broadcast networks, ESPN claimed. Highest rated program categories for the third quarter were *Saturday Night at the Fights* (3.2/6) and *Top Rank Boxing* (3.2/5). ESPN now has a universe of 28.5 million homes.

UPI-Telecrafter venture

UPI and Denver-based Telecrafter Corp. have joined forces to form UPI Data Cable Corp., a new company that will market UPI news and data to the cable TV industry. Cable systems receiving UPI alphanumeric news will be offered an on-site computer allowing operators to capture, store or "real-time" display approximately 100 categories of data such as international, national, regional, state and local news; financial news; sports news; NCAA weather; stock, bond, and commodities information (15-minute

delayed); television listings, and feature stories, said Telecrafter Chairman, A. Clinton Ober. Telecrafter, which provides several services for cable operators, will run the new venture.

MGM/UA - Playboy pact

MGM/UA Home Video has joined forces with Playboy Video Corp. to distribute Playboy Channel films to the U.S. and Canada. Under the terms of the agreement, MGM/UA Home Video has the right to release the adult-oriented films—ranging from drama to comedy to action-adventure—on videocassettes and disks under the Playboy Cinema label no earlier than the pictures debut on the Playboy Channel. The first feature film MGM/UA Home Video will distribute, "Fanny Hill," is scheduled for release in early 1984.

CBS/Fox Video, which currently has an agreement with Playboy Video Corp. for home distribution of original programming (exclusive of pictures) done for the Playboy Channel, did not exercise the option it had for home video distribution, a Playboy Video spokesman said.

The MGM/UA Home Video and Playboy Video Corp. joint venture was announced last Wednesday (Nov. 16), just one day after the Playboy Channel celebrated its first year anniversary at a special luncheon in New York. Paul Klein, president of Playboy Video Corp., marked the occasion by stating the major challenge he faces today: access to the Playboy Channel for those who wish to subscribe.

Close tally

The citizens of Cambridge, Mass., have empowered their city in a referendum to bid along with private companies for the city's cable television franchise. The measure passed by a narrow margin: 14,124-14,022. "This is really a remarkable opportunity," said Joseph G. Sakey, the city's cable commissioner, in a prepared statement. "Cambridge is an attractive cable community, and hopefully the industry will bring good proposals to Cambridge. If they don't, Cambridge now has a way to get good service anyway." The outcome is a blow to cable interests in the region, who campaigned against the measure. "A substantial portion of those who voted 'yes' did so only to preserve an option for the city," said Paul Cianelli, president, New England Cable Television Association, "but they ultimately do not want to see government ownership of cable television."

Cable audio for blind

Viacom Cablevision of San Francisco will introduce a noncommercial audio service for the visually impaired to its 70,000 customers, under the terms of an agreement with Broadcast Services for the Blind, a non-profit subcarrier-delivered readers' service. Viacom will distribute 75 hours of informational programming each week via its cable audio system at the FM frequency of 91.1 mhz. The Viacom franchise serves all of San Francisco.

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But Galaxy I was only the first step. Galaxy II is also in orbit, offering specialized voice, video and data communications services to the general business community. Together with Galaxy III, scheduled for a June 1984 launch, Galaxy II will benefit the corporate world with the same outstanding performance that the world of cable already enjoys.

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TV ONLY

Paramount Pictures □ Promotion for debut of movie, "Uncommon Valor," will begin Dec. 14, for one week, in Arizona markets and Las Vegas. Spots will air in early and late fringe and prime dayparts. Target: men, 18-49. Agency: E.B. Lane & Associates, Phoenix.

San Giorgio Macaroni □ Ten-week flight will begin in early January in 16 markets. Commercials will run in daytime, prime access and news. Target: men and women, 25-54. Agency: Creamer Inc., New York.

International Dairy Queen □ Brazil fast-food products will be spotlighted in flights of two to three weeks, starting in early December in approximately 40 markets. Commercials will be run in early and late fringe and prime time. Target: women, 25-49. Agency: Campbell-Mithun, Minneapolis.

Beatrice Foods □ La Choy Chinese foods will be promoted in flights of one to four weeks in 45 markets beginning in mid and late January. Commercials will

be slotted to daytime and early and late fringe. Target: women, 18-49. Agency: Cunningham & Walsh, Chicago.

Deers & Co. □ Lawn and garden equipment will be advertised in 16-week flight to start next Feb. 16 in 17 markets. Commercials will run in all dayparts. Target: men, 25-54, and total adults. Agency: Mitchell & Manning, Dallas.

Buxton □ Leather goods, belts, Calcuclutch (purse with calculator) and Calcumagic (wallet with calculator) will be spotlighted in pre-Christmas promotion beginning Dec. 5 in more than 60 markets. Campaign will run for two weeks in prime, early morning and day times. Target: adults, 18-34. Agency: Geers Gross, New York.

Hasbro □ Mickey Mouse telephone will be highlighted in one Christmas-gift campaign scheduled by the company, to begin Dec. 12 in 20 of the top 30 markets for one week. Another flight, promoting several different toys: Charmkins, GI Joe dolls and My Little Pony, will begin Dec. 12 and run until

Christmas in 20 major markets. Both flights are scheduled to air in early fringe. Target: children, 2-11. Agency: Griffin Bacal, New York.

Faberge □ Campaign for Babe fragrance and related products will begin Dec. 14 in pre-Christmas effort in 60 markets. Spots will air for 10 days in early

Rep Report

To Selcom: **wxBM-FM** Pensacola, Fla. (no previous rep); **wLTE(FM)** (formerly **wCCO-FM**) Minneapolis, from Eastman; **KPLM-FM** Palm Springs, Calif., (no former rep); **KYAK-AM** and **KGOT-FM** both Anchorage; **KIAK(AM)** and **KORZ(FM)** both Fairbanks, all Alaska, from Jack Masla & Co.

WAMO-AM-FM Pittsburgh: To Hillier, Newmark, Wechsler & Howard from Selcom.

To Seltel: **wOAC-TV** Cleveland (no previous rep); **KEKR-TV** Kansas City, Mo. (no previous rep); **WNOL-TV** New Orleans (no previous rep).

To Weiss & Powell: **KKYN(AM)** Plainview, Tex., from McGavren Guild; **wTKC(AM)** Lexington, Ky., from Eastman Radio; **WHUR-FM** Washington (no previous rep); **WEZR-FM** Manassas, Va., from H. Groskin and Co.

WGTF(FM) Nantucket/Cape Cod, Mass.: To Smithers Spot Radio from Jack Masla & Co.

KDOS(FM) Fremont, Calif.: To Caballero Radio Network from Lotus Representatives.

KSEI(AM)-KRBU(FM) Pocatello, Idaho: To Katz Radio from Jack Masla.

WEZC(FM) Charlotte, N.C.: To Major Market Radio Sales from Torbet Radio.

KWG(AM)-KYBB(FM) Stockton, Calif.: To Katz Radio from Jack Masla.

To Lotus-Albertini Network: **KMXO(AM)** Merkel, Tex. (no previous rep); **KXXK(FM)** Galveston, Tex. (no previous rep); **KMPG(AM)** Hollister, Calif., from Caballero Radio Network.

Moving days. Torbet Radio has moved to new offices at 1786 Century Boulevard, Atlanta 30345 (404) 325-4500. Weiss & Powell has changed locations of its office in Minneapolis to 625 Second Avenue South, Suite 413 (612) 333-6582.

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and late fringe and early and late news. Target: women, 18-34. Target: Nadler & Larimer, New York.

Francis Denny □ Interlude perfume will be promoted in two-week flight beginning Dec. 5. Commercials will air in major metro markets around the country in early morning news. Target: women, 18-54. Agency: Stuart Ford Inc., Richmond, Va.

CBS Records □ Campaign for country music and rock albums will begin Dec. 1 and run throughout 1984. Spots will air in the top 20 markets in fringe times and music-oriented programming. Target: adults, 18-34, and teen-agers. Agency: Wunderman, Ricotta & Kline Inc., New York.

Salvation Army □ Thirty-second spot for TV special about the origin of the Salvation Army (airing in mid- and late December) will begin Dec. 3 and run until Dec. 23 in various markets, according to air date of the special. Campaign is scheduled in 85 markets in early morning, day, early fringe and prime access times. Target: families. Agency: Walter F. Bennett Co., Dallas.

RADIO ONLY

Snyder's of Hanover □ Pretzels and potato chips will be featured in two-

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week flights running in November, December and January in eight markets. Commercials are scheduled in all dayparts. Target: women, 25-54. Agency: Trahan Burden & Charles, Baltimore.

Farmland Foods □ Various food products will be advertised in four-week flight to start in mid-December in 11 markets, including Dallas, Denver, Milwaukee and Oklahoma City. Commercials will be carried in daytime on weekday and weekends. Target: women, 25-54. Agency: Barickman Advertising, Kansas City, Mo.

Diamond Department Stores □ Pre-Christmas sale will be advertised for one week in Phoenix, Las Vegas and Tucson, Ariz., beginning Dec. 9. Spots

will air in all dayparts. Target: women, 25-49. Agency: Grey Advertising, Minneapolis.

On-Cor □ Frozen foods will be promoted in three-week campaign beginning Dec. 12. Spots will run in eight markets in various dayparts from 6 a.m. to 7 p.m. Target: women, 35-64. Agency: Grant-Jacoby, Chicago.

RADIO AND TV

John Morrell □ E-Z Cut hams will be spotlighted in two-week effort, starting Dec. 12, in two TV and five radio markets. Commercials on TV will be carried in day and fringe times and on radio in all dayparts on weekdays and weekends. Target: women, 25-54. Agency: Clinton E. Frank, Chicago.

AdVantage

Brisk third quarter. Network television advertising spending in third quarter of 1983 rose by 11.6% over same period of 1982 to \$1,472,381,200, according to figures released by Television Bureau of Advertising. TVB said that estimated network expenditures for first nine months of 1983 climbed by 10.8% to \$4,795,419,600. TVB's figures, based on data supplied by Broadcast Advertisers Reports, shows that largest percentage gain in single daypart was registered for daytime Saturday/Sunday slot, which increased by 41.3% in July-September period and by 28% during January-September. ABC-TV was leading network in expenditures with \$1,736,002,500 for first nine months, followed by CBS-TV, \$1,584,541,100, and NBC-TV, \$1,474,876,000.

In business. Ronald H. Laufer has formed The Laufer Co. as research service for broadcast stations, specializing in both marketing and media analysis. Laufer was executive vice president for Quantiplex Division of John Blair & Co. until unit suspended operations ("Ad Vantage," Nov. 21). Laufer said he will provide research capability to limited number of stations that cannot afford to have their own departments. Laufer, who has had almost 20 years experience at companies including ABC and Arbitron, is making his headquarters at 5 Pegs Lane, Huntington, N.Y. 11743, (516) 421-3833.



Laufer



Ralston Purina's Seadog

Fish for dinner. Raiston Purina Co. will launch new Seadog dogfood—fish-flavored chow—beginning in January 1984. Campaign will include extensive network TV and newspaper placements in conjunction with spot TV activity throughout 1984. Year-long introductory spot commercials, "The taste your dog's been fishing for"—will air in prime and day times throughout U.S. (intended reach is 89% of all dogowners). Product will be available in four-, eight- and 20-lb. bags. Target: dog owners. Agency: Gardner Advertising, St. Louis.

Over-beer-ing. Taping of Coors beer commercial in West Virginia, set to air in first quarter 1984 upon introduction of product there, has raised ire of local government officials. During taping, state capitol building in Charleston was captured in background, with Coors truck driving past in foreground. State Senate President Warren McGraw found it "in bad taste" and "exploitative" and Governor Jay Rockefeller issued statement that he would prefer if landmark were not linked with alcoholic beverages. However, First Amendment rights provide that depiction of public building may occur in any way, McGraw said. Coors spokesperson said inclusion of Capitol was actually "compliment" to state.



★ **BENSON** ★
IN '84

A MAN FOR ALL PEOPLE.

BENSON appeals to men, women, teens and kids. Robert Guillaume stars. Available now for Fall '84.

A Witt-Thomas-Harris Production
distributed by



This week

Nov. 28—New York chapter, *National Academy of Television Arts and Sciences*, dinner, featuring NBC News's *Overnight* co-anchors, Linda Ellerbee and Bill Schechner, and senior producer Cheryl Gould. Copacabana, New York.

Nov. 29—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

Nov. 29—*Washington Journalism Center* conference for journalists, "Understanding—and Forecasting—the Weather." Watergate hotel, Washington.

Nov. 29—New York chapter, *National Academy of Television Arts and Sciences*, "miniforum: Research for Television." Community Church of New York, New York.

Nov. 30—Deadline at school level for 37th annual Voice of Democracy competition in national broadcast scriptwriting program, sponsored by *Veterans of Foreign War of the U.S.* and its *Ladies Auxiliary* with cooperation of *National Association of Broadcasters and state associations*. Students in 10th, 11th and 12th grades, who are U.S. citizens, are eligible to compete during fall term for \$32,500 in national scholarship

■ Indicates new or revised listing

awards as well as expense-paid trips to Washington next March and other prizes at state and local levels. Theme for recorded entries: "My Role in Upholding the Constitution." Information: Community VFW posts.

Nov. 30—Deadline for entries in *JVC's 1983 Professional Video Competition*. Information: (212) 244-5225.

Nov. 30—"The Ratings War," seminar sponsored by *National Academy of Television Arts and Sciences, New England chapter, and Boston University School of Public Communication*.

Nov. 30—New York chapter, *National Academy of Television Arts and Sciences*, luncheon. Speaker: Don Ohlmeyer, Ohlmeyer Communications Co., on "The Integration of Television and Advertising." Copacabana, New York.

Nov. 30—"Gearing Up for Low Power: Boom or Bust for Independents," seminar sponsored by *Foundation for Independent Video and Film*. Millennium, New York.

Nov. 30—*Women in Cable, Delaware chapter*, seminar, "Negotiation Tactics." Pennsylvania State University's Ogontz campus, Abington, Pa.

■ **Nov. 30**—*Nevada Broadcasters Association* meeting for southern Nevada members. Topic: "Gambling Advertising on Radio and Television." Library restaurant, Las Vegas.

Nov. 30-Dec. 1—"Japan-U.S. Broadcast Leadership

Conference: Communicating Across Culture," sponsored by *National Association of Broadcasters, National Association of Commercial Broadcasters in Japan, National Association of Public Television Stations, Japan Broadcasting Corp (NHK) and Japan Society*. Japan Society headquarters, New York. Information: (212) 832-1155.

Dec. 1—*Media Institute* seminar, "The New Technologies: Changes and Challenges in Public Relations." Media Institute, Washington.

Dec. 2—*Southern California Broadcasters Association* "new business development" breakfast meeting. Holiday Inn, Hollywood.

Dec. 2—*Broadcast Pioneers, Washington area chapter*, fourth annual awards banquet. Kenwood Country Club, Bethesda, Md.

Dec. 2-3—"Creating Programming for the New Television Markets," seminar offered by *New York University, School of Continuing Education*, New York. Information: (212) 598-7064.

Dec. 2-4—"Economic Issues Conference" for NBC-TV affiliates, sponsored by *NBC News* and conducted by *Foundation for American Communications*. The Houstonian, Houston. Information: (213) 851-7372.

Dec. 2-4—Third annual Community Television Festival, sponsored by *Downtown Community Television Center*, and partially funded by New York State Council on the Arts, National Endowment for the Arts and Rockefeller Foundation. DCTV headquarters, New York. Information: (212) 966-4510.

Major Meetings

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 Broadcasters* 41st annual convention. Sheraton Washington, Washington.

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

March 1-3, 1984—15th annual Country Radio Seminar, sponsored by *Organization of Country Radio Broadcasters*. Opryland hotel, Nashville.

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 24-29, 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 20-23, 1984—*Broadcast Financial Management Association* 24th annual conference. Grand

Hyatt, New York. Future conferences: May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

May 30-June 2, 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; June 17-20, 1987, Peachtree Plaza, Atlanta; June 22-25, 1988, Bonaventure, Los Angeles; June 22-25, 1989, Renaissance Center, Detroit.

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.

Sept. 16-19, 1984—*National Radio Broadcasters Association* annual convention. Westin Bonaventure hotel, Los Angeles.

Nov. 7-9, 1984—*Television Bureau of Advertising* 30th annual meeting, Hyatt Regency, Chicago. Future meetings: Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

Nov. 11-14, 1984—*Association of National Advertisers* annual meeting. Camelback Inn, Scottsdale, Ariz.

Dec. 3-5, 1984—*Radio-Television News Directors Association* international conference. San Antonio, Tex.

Also in December

Dec. 5—Deadline for comments on *FCC* proposal to award women preferences in lotteries for mass media services. FCC, Washington.

Dec. 5-8—*Arbitron Radio* Advisory Council meeting. South Seas Plantation, Captiva Island, Fla.

■ **Dec. 6**—*National Press Club* luncheon. Speaker: Charles Brown, chairman, AT&T. NPC, Washington.

Dec. 6-7—National Media Conference, co-sponsored by *International Association of Business Communicators and Larimi Communications Associates*. New York Staller hotel.

Dec. 6—*Southern California Cable Association* luncheon and annual meeting, with installation of new board. Airport Hilton, Los Angeles.

Dec. 7—"The Future of New England Television," seminar sponsored by *National Academy of Television Arts and Sciences, New England chapter, and Boston University School of Public Communication*. Boston University campus, Boston. Information: (617) 353-3447.

Dec. 7—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Paul Klein, president, Playboy Channel. Copacabana, New York.

Dec. 7—*Women in Communications, New York chapter*, meeting. Essex House, New York.

Dec. 7—*Ohio Association of Broadcasters* sales workshop. Columbus Marriott North, Columbus, Ohio.

Dec. 8—*American Advertising Federation* conference, "New Trends in Advertising Law and Public Affairs." Speakers include former FCC chairmen Richard Wiley, now with Wiley, Johnson and Rein, and Dean Burch, now with Pierson, Ball and Dowd. Loew's L'Enfant Plaza hotel, Washington.

Dec. 8-9—"Implementing the AT&T Settlement," seminar sponsored by *Practising Law Institute and Federal Communications Bar Institute*. Shoreham, Washington.

Dec. 9—*Syracuse University student affiliate of New York chapter of National Academy of Television Arts and Sciences* "distinguished visiting professor" lecture series. Speaker: Robert Hosking, president, CBS Ra-

Dec. 11-12—National Cable Programming Conference, sponsored by *National Cable Television Association*, featuring presentation of Awards for Cablecasting Excellence. Event precedes Western Cable Show (see below). Biltmore hotel, Los Angeles.

Dec. 13—Business/media luncheon sponsored by *The Media Institute*. Speaker: Dr. Richard L. Leshner, president. U.S. Chamber of Commerce. Mayflower hotel, Washington.

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

Dec. 13-15—*Washington Journalism Center's* Conference for Journalists, on "The Economic Outlook for 1984." Watergate hotel, Washington.

Dec. 19—Deadline for comments on FCC proposal to reexamine need for rule of sevens, which limits broadcast ownership to seven AM's, seven FM's and seven TV's (no more than five VHF's). FCC, Washington.

Dec. 20—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York.

Dec. 27—Deadline for reply comments on FCC proposal to award women preference in lotteries for mass media services. FCC, Washington.

January 1984

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

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

Jan. 8-10—*California Broadcasters Association* mid-winter convention. Sheraton Plaza hotel, Palm Springs, Calif.

Jan. 8-11—*Pacific Telecommunications Council's* sixth annual Pacific Telecommunications Conference, PTC '84. Sheraton-Waikiki hotel, Honolulu. Information: 1110 University Avenue, Suite 303, Honolulu, 96826; (808) 949-5752.

Jan. 10—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

Jan. 10—*New York Market Radio Broadcasters Association* radio sales seminar. Grand Hyatt hotel, New York.

Jan. 11-13—*Arbitron Television Advisory Council* meeting. La Costa hotel and spa, Carlsbad, Calif.

Jan. 11—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Julius Barnathan, president, broadcast operations and engineering, ABC, on 1984 winter Olympics. Copacabana, New York.

Jan. 12-13—*Virginia Association of Broadcasters* winter meeting and legislative reception. Richmond Hyatt, Richmond, Va.

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

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

Jan. 15—Deadline for entries in *American Women in Radio and Television's* Commendation Awards. Information: AWRT. (202) 296-0009.

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

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

Jan. 17—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Jan. 17—*Pennsylvania Association of Broadcasters* radio and TV sales seminar. Sheraton Jetport hotel, Allentown, Pa.

Stay Tuned

A professional's guide to the intermedia week (Nov. 28-Dec. 4)

Network television □ PBS: (check local times) *Captives of Care* (docudrama), Tuesday 8-9 p.m.; *High Schools* (one-hour documentary), Wednesday 9-10 p.m.; CBS: *Kenny Rogers: The Gambler* (two-part mini-series), Monday and Tuesday 9-11 p.m.; NBC: *Johnny Carson's Practical Jokes*, Monday 8-9 p.m.; *Here's Television Entertainment* (music/variety), Sunday 9-11 p.m.; ABC: *Reach Into Space: Columbia VI* (launch coverage), Monday 10:56-11:11 a.m.

Syndication □ *Blood and Fire* (drama of origin of Salvation Army), airing during weeks of Dec. 3-23, one hour in prime time [cleared in 85 markets, 95% network affiliates].

Radio □ CBS Radio: *Where We Stand* (16-part year end wrap-up with Walter Cronkite), Saturday and Sunday.

Cable □ Bravo: "Yo!" (1982 Cannes winner), Sunday 2-4 p.m.; Arts: *The Curious Case of Santa Claus* (play), Tuesday 9-10 p.m.; *Spring in Jerusalem* (music special with Issac Stern), Thursday 9-10 p.m.; *Ailey Dances*, Sunday 10-11.

Museum of Broadcasting □ (1 East 53d Street, New York) *A Tribute to Burr Tillstrom (Kukla, Fran & Ollie)*, now-Jan. 7, 1984; *The Arts on Television*, nine weekly/biweekly seminars, 12:30-2 p.m., now-Jan. 17.

*indicates a premiere episode

Jan. 17-19—39th annual Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. Hilton hotel, Atlanta.

Jan. 18—*Pennsylvania Association of Broadcasters* radio and TV sales seminar. Marriott Inn, Harrisburg, Pa.

Jan. 18—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Robert Wussler, executive VP, Turner Broadcasting System. Copacabana, New York.

Jan. 18—Deadline for reply comments on FCC proposal to reexamine need for rule of sevens. FCC, Washington.

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

Jan. 19—*Pennsylvania Association of Broadcasters* radio and TV sales seminar. Howard Johnson Motor Lodge, Monroeville, Pa.

Jan. 24-26—*Washington Journalism Center's* conference for journalists, "Health Care: Economic and Ethical Issues." Watergate hotel, Washington.

Jan. 25—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Bruce Johnson, president, Hearst/ABC/Viacom Entertainment Services (H/A/ES). Copacabana, New York.

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

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

Jan. 29-Feb. 1—*National Religious Broadcasters* 41st annual convention. Theme: "Christian Media Facing the Issues in 1984." Sheraton Washington, Washington.

Jan. 31—Deadline for entries for 1984 *American Women in Radio and Television* Commendation awards.

February 1984

Feb. 1—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: James Jimirro, president, Disney Channel. Copacabana, New York.

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

Feb. 2—*International Radio and Television Society* newsmaker luncheon, featuring three network enter-

tainment division presidents, Brandon Tartikoff, NBC; Bud Grant, CBS, and Lewis Erlicht, ABC. Waldorf-Astoria, New York.

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

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

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

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

Feb. 14—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

Feb. 16-19—"Communications and the New Technologies." 13th annual communications conference. *Howard University*, Washington.

Feb. 21-23—*Washington Journalism Center's* Conference for Journalists, "Sports Issues 1984: Pros, Colleges, Olympics." Watergate hotel, Washington.

■ **Feb. 28**—*International Radio and Television Society* Gold Medal banquet. Waldorf-Astoria, New York.

March 1984

March 1-3—15th annual Country Radio Seminar, sponsored by *Organization of Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

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

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

March 6—*Pennsylvania Association of Broadcasters* Congressional/Gold Medal reception-dinner. Washington Hilton, Washington.

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

March 13—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

March 13-15—*National Association of Broadcasters* state association presidents and executive directors conference. Marriott hotel, Washington.

March 14—*New York Market Radio Broadcasters Association* ninth annual "Big Apple Radio Awards." Sheraton Center hotel, New York.

March 22-23—*Georgia Cable Television Association*

16th annual convention. Ritz-Carlton Buckhead, Atlanta.

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

March 30—Presentation of Commendation Awards, by *American Women in Radio and Television*. Waldorf Astoria hotel, New York.

April 1984

April 4-8—*Alpha Epsilon Rho, National Broadcasting Society*, 42d annual convention, "Prospects '84." Universal Sheraton hotel, Los Angeles.

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

April 8-15—International Public Television Screening Conference, INPUT '84, hosted by *South Carolina Educational Television Network*. Francis Marion hotel, Charleston, S.C.

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

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

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

April 23-29—*Pennsylvania Association of Broadcasters* annual spring convention. Sheraton Mullet Bay Resort, St. Maartin, Netherlands Antilles.

April 24-29—20th annual *MIP-TV (Marche Internationale des Programmes)*, international TV program market. Palais des Festivals, Cannes, France.

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

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

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

May 1984

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

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

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

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

May 20-23—*Broadcast Financial Management Association* 24th annual conference. Grand Hyatt, New York.

May 30-June 2—*American Women in Radio and Television* annual convention. Palmer House, Chicago.

June 1984

June 10-15—*Broadcasters Promotion Association/Broadcast Designers Association* annual seminar. Caesars Palace, Las Vegas.

June 14-16—*Arizona Broadcasters Association* spring convention. Poco Diablo Resort, Sedona, Ariz.

June 17-19—"Adult Radio Forum," presented by *Burkhardt/Abrams/Michaels/Douglas and Associates*. Fairmont hotel, New Orleans. Information: (404) 955-1550.

June 24-27—*Virginia Association of Broadcasters* annual meeting and summer convention. Wintergreen Resort, Wintergreen, Va.

June 27-30—*Florida Association of Broadcasters* annual convention and exhibition. Hotel Royal Plaza, Lake Buena Vista, Fla.

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A broadcast regulation commentary from Arthur Stambler, Lovett, Hennessey, Stambler & Siebert, Washington

Carrying lotteries to logical extreme

The FCC is so proud of its new lottery procedures to choose licensees from among multiple applicants in the low-power TV field that it has decreed lotteries for multipoint distribution systems and proposed them for cellular radio. It's been a long time since the commission could boast of anything so new, different, speedy and efficient.

The commission relies heavily on the premise that lottery procedures will permit the prompt establishment of new and valuable communications services that would otherwise be bogged down for years in a procedural morass of backlogs resulting from having to choose the best qualified from among the many proposals. It's all so attractive that it seems a heartless quibble to call attention to the fact that the lottery approach is inconsistent with the basic rationale of the Communications Act, as it is with the FCC's own persistent efforts over the past 50 years to develop "comparative criteria" (such as minority ownership, diversification of media ownership, local residence, etc.) on which to make supposedly expert licensee selections. Unless of course, as my former law professor used to say of his students, all FCC applicants are essentially "fungible"—that is, virtually indistinguishable from one another—so that it really doesn't make a damned bit of difference which of the many is chosen to serve. If it is to be done (to put it in the words of that stern regulator, Macbeth,) "t'were well it were done quickly. . . ."

It is therefore a purely obstructionist view that a choice by chance is too high a price to pay for resolving backlog situations that developed from the FCC's own lack of foresight, and with which, in true Frankenstein style, it has become powerless to deal.

To meet such superficial complaints, the FCC has directly shaped its lotteries to reflect applicants' superior qualifications by awarding certain "preferences" in the drawing. In this way, a locally owned and diversified minority applicant secures some 700 of the ultimate 1,000 chances, as against a non-local, nonminority multiple-media owner, limited to the other 300. Given the FCC's boast that early lotteries selected the "preferred" LPTV applicants in two-thirds of the cases, it's surely a minor defect that a third or more of the selectees were admittedly less qualified, and had little or no chance of winning any traditional FCC criteria hearing. But that's just what a lottery means, isn't it? And in light of lottery advantages, the FCC continues as a strong "believer," and is not deterred by the unfortunate consequence that it thereby encourages more applications



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from less qualified applicants who can win a license in no other way.

Rather than condemning such FCC lotteries for new communications services, zealous reformers might better direct attention to applying this novel method for dealing with even greater social problems. Only the short-sighted can fail to see how this same lottery mechanism could also be used to resolve all civil litigation promptly and efficiently, without the need for costly and time-consuming legal procedures. And to meet heavy civil case backlogs that traditional trial techniques simply cannot handle.

Lotteries to resolve private disputes at once do away with all talk of "disabling court congestion," and with those varied ineffectual remedies—such as new or reassigned judges—being used to meet an insoluble problem. Besides, a lottery is even more apt here than with FCC matters, since almost all civil cases are limited to a plaintiff and defendant in a costly two-party private trial, paid for by our tax dollars, but without any real societal benefit. (We might even introduce an occasional lottery ball marked "no-winner," just to discourage the institut-

ing of litigation, and so minimize any clogging of lottery procedures.)

A National Lottery Commission (to keep the process above-board and free from corruption) could replace our antiquated and cumbersome Supreme Court just as one little old lady in tennis shoes running a lottery computer would then replace the entire FCC. What administration seeking a real cut in government costs could turn its back on these prospects?

Having gone this far to substitute cheap and quick lotteries for all expensive and torpid litigation, why not go all the way? Rationalists would immediately perceive that there is an equal, if not greater, need for quick and effective resolution of those many criminal cases that now clog our courts and prisons. Indeed, a lottery would be the very embodiment of that Sixth Amendment commandment for "speedy trial," and instantly put an end to costly and protracted Kafka-like trials, endless appeals and inconsistent sentencing (also to be lottery-determined). Not to speak of avoiding those many evident miscarriages of justice, when the patently guilty are freed on the basis of abstruse legalistic technicalities. All of that will now go the way of the dinosaur.

Our entire criminal justice system—with its amorphous and inconsistent standards—is already "just a gamble" from beginning to end. A planned and rational lottery would in essence take the chance out of chance. "Swift and sure" will be the deserved motto that strict constructionists now only seek in vain. With good cause, since as far as we know there is no empirical proof whatsoever that the end result for society would be one whit different if our criminal justice system were lottery- rather than trial-directed.

Nor should tears be shed because many lawyers may be forced out of work by this species of technological improvement. Liberals should be among the first to applaud this judicial reform that would end all of that ceaseless hassle now caused by the *Miranda* requirement for every criminal defendant to have counsel. Instead he will now have a decent chance in a fair and quick lottery to put him out of his misery . . . or prison.

A host of other and incidental side benefits will derive from this novel and noble effort in problem-solving. One would encourage the country's artists into a competition to design a new logo for our revised system of justice. Perhaps something along the lines of the figure of Justice "tremblant" on a computer, or the goddess herself, no longer helplessly blindfolded and balancing those hoary scales, but rather peering intently at several bouncing ping-pong balls in their wire cage as she dispenses her new style of justice in a swift, impartial and effective lottery. ■

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TOP OF THE WEEK

Decline and fall of the Rule of



Nearly everyone agrees commission will alter its ownership limits; question is whether it will change numbers or eliminate them

Bet that the FCC will loosen its rule of sevens, which limits broadcast ownership to seven AM's, seven FM's and seven TV's (no more than five of the last VHF's).

Don't put the rent money on those ownership caps being eliminated completely, however. Although there appears to be no significant opposition to letting the big guns get a bit bigger, any move to let them get as big as they want would face resistance.

It might also be safe to wager that the television networks aren't going to have to face limitations that apply to no one else. If there is support for limiting the networks in particular, it's well hidden.

That the station caps will be relaxed is a common assumption. The National Association of Broadcasters, on the say-so of its executive committee, is working on an FCC filing calling for "liberalization." The National Radio Broadcasters Association is expected to argue for lifting the caps. The National Black Media Coalition, a gadfly in most broadcasters' eyes, is saying it won't object to raising the limits either. "We think there are a lot of good group broadcasters who deserve more stations," said Pluria Marshall, NBMC chairman.

The FCC, in its rulemaking proposal on the issue, already has said it intends to do away with as much of its rule as it can. Even FCC Commissioner Henry Rivera, the rule-making's sole commission foe, concedes he's not going to be able to stem the tide. "I have no doubt that the rules are gone," Rivera said.

If there is significant opposition to the rule-making on Capitol Hill, it's latent at best. Representative Mickey Leland (D-Tex.), a member of the House Telecommunications Subcommittee, has introduced a bill that would prohibit the FCC from repealing the rule for five years. But that bill doesn't appear to be going anywhere.

An aide for Leland said his boss isn't really saying that there shouldn't be a change in the rules anyway. Instead, Leland thinks the cap shouldn't be removed completely—something he believes FCC Chairman Mark Fowler wants to do—and is talking to broadcasters, trying to come up with some sort of legislative compromise, the aide said. "We are saying that we don't want Mark Fowler necessarily [running the show] since he has demonstrated no sensitivity in the past to minorities and to minority ownership issues," the aide said.

A House Telecommunications Subcommittee staffer added that while there had been some talk of addressing ownership issues in the House's broadcast deregulatory bill, it was too early to say whether that would amount to anything. "It's possible something will get done, but we have to get the basic quantification stuff done first," he said.

There will be some opposition to loosening the rules, but nothing resembling the million-dollar-plus campaign Hollywood financed to knock off track the FCC's proceeding on the network syndication and financial interest rules.

Groups like the Media Access Project and the Telecommunications Research and Action Center are expected to register objections. "A lot of the industry should be concerned, especially the smaller

guys who could get eaten up," said Sim Simon, TRAC executive director.

Within the industry itself, opposition is being voiced, although not loudly. One group owner of radio stations, who has quietly been lobbying the FCC in support of the status quo, said any larger limits would be bad for radio in particular. As groups get bigger, he said, they get farther away from personal involvement with their stations, more involved with profits, and the idea of community service suffers. "It results in a very impersonal approach to what is a very personal subject," he said.

This company president, who asked that he not be identified, also admitted that he didn't relish the idea of having to compete with the large public companies that might suddenly find his markets attractive. "You can make enough money with 14 radio stations," he said.

James Wychor, vice president and general manager of KWOA(AM) Worthington, Minn., said there was concern among smaller operators that the FCC's rulemaking could put them at a competitive disadvantage. "A giant corporation could come into a state like Minnesota and buy up a couple of dozen stations and blanket the state, monopolizing advertising sales," Wychor said.

The National Association of Black Owned Broadcasters will oppose loosening of the rules, contending any relaxation will make it tougher for minorities who want to buy into the industry, and for the smaller operators already there.

James Winston, NABOB executive director and general counsel, said the smaller operators who want to buy more properties would be hurt by a relaxation of the rules

since increased station demand will force up prices. But those operators also will suffer competitively in their markets if bigger players move into the stations next door, he said. Group owners, he points out, have deeper pockets to promote their properties, for instance. In radio, that could translate into big players running commercial-free, or spending thousands of dollars on TV campaigns, something the smaller operators won't be able to afford. "Our position is there shouldn't be any change in the rules at this time," Winston said.

The FCC's Rivera said he was particularly worried that the commission also will move to eliminate its local crossownership restrictions. "Then you're saying one media company can hold all the outlets in one town, and that throws the whole concept of diversity out the window," he said.

Still, loosening the rules does not mean eliminating them altogether. And some who don't seem to mind the idea of raising the caps balk at talk at eliminating them altogether.

NBMC's Marshall, for example, is careful to make the distinction. "If they lifted [the caps] from seven to 10, I think we could go for that," Marshall said. "But we don't want to end up with five companies in 20 years owning everything."

Abe Voron, NRBA executive vice president, said the association, concerned about industry concentration, would argue for "relaxation" of the rules, but probably not for complete elimination.

Although the association has not determined how ownership

should be limited, it did find attractive the idea of limiting ownership by the total audience a broadcaster could reach with his owned stations, he said. "I think everybody agrees that with the number of stations increased [since the rules were adopted], the seven-station rule is arbitrary," Voron said. "But there seems to be a unanimity of opinion that there has to be some limit."

Bernard Mann, NRBA president, however, said the organization was having "some difficulty" trying to figure out where any cap should be. He also said NRBA was finding two major different viewpoints being expressed by its members.

The smaller owners, Mann said, are worried that eliminating the rule altogether would lead to big companies—for example, Sears, which has filed hundreds of applications for low-power television stations—invading their markets. On the other hand, some members in the medium markets think elimination of the rules will encourage groups to express interest in their markets, raising the value of their stations—"and that's fine with them," Mann said.

"The smaller market people aren't sure they want to compete against these big companies, but I'm not sure those are realistic fears," Mann said. "I'm not certain that if Sears had the opportunity, it could own 400 radio stations like it could own 400 department stores."

There also are those in favor of eliminating the rules completely. And some in their ranks say dropping the rules in their entirety shouldn't lead to drastic changes.

In the top markets, they note, stations are already expensive. And while there are buyers around, there aren't a lot of owners in those

markets, particularly in TV, with stations on the block.

Prices for stations in the big markets aren't expected to rise—at least not drastically, they say. "Station prices are still going to be determined on earning power," said Howard Stark, a station broker. Added David Henderson, president, Outlet Broadcasting, and chairman of the Television Operators Caucus: "I'm not sure the experienced broadcaster is going to jump to a higher multiple."

A rash of mergers among big group owners also appears unlikely. For starters, observers say, many of the biggest groups own stations in the same markets, and other FCC rules prohibit acquisitions that would result in common ownership in the same markets. And, when you get down to it, in a merger, someone eats somebody else. "The problem with mergers is that only one management results, and people don't like to phase themselves out of existence," said John Reidy, vice president and media analyst at Drexel, Burnham, Lambert.

The networks aren't expected to be gunning for anything outside the top markets—and the big groups probably won't either, one network executive said. "The networks can't operate efficiently in the middle markets, because we bring unions, and we have our own standards," he said. "We can't run junk other people can."

Whether the networks will have to face limitations that others won't remains to be seen. But there has been no public outcry for those sorts of restrictions.

Preston Padden, assistant general counsel for Metromedia, said that group broadcaster was going to argue for complete elimination of the caps—and for a level playing field for everyone. "We don't

Fourth-quarter softness feared spreading to next year

Slowdown in national spot and scatter buying causes some analysts to revise figures

Persisting softness in national spot and scatter market television advertising sales in the fourth quarter is causing worry that the first quarter of next year could be more of the same. What's more, a lackluster quarter for network scatter and national spot sales has combined with other factors to force analysts to revise downward their 1983 and 1984 estimates for network earnings.

As the fourth quarter approaches the home stretch, agency executives, national spot salesman and security analysts cite a myriad of reasons why television advertising sales are falling short of expectations. Network spokesmen maintain the situation is not anemic, although they admit to an unabated softness that first became evident over a month ago (BROADCASTING, Oct. 25, Nov. 14).

First Boston Corp. analyst Richard J. MacDonald reported he cut his full-year estimates for ABC by 20 cents a share from \$5.80 to \$5.60, and CBS from \$6.50 per share to \$6.15. MacDonald said he did so principally because of the soft scatter market. He now fears that barring a surprise post-Thanksgiving surge in pre-Christmas buying, the problem will spill over into the first quarter of next year. However, MacDonald was joined by other analysts in saying he expected a turnaround to occur in the second quarter of 1984.

And John Reidy, vice president and media analyst with Drexel Burnham Lambert, revised his 1983 estimate for ABC from \$5.60 per share to \$5.50, and his 1984 estimates

from \$7 to \$6.45. Reidy revised his 1983 CBS estimates from \$6.55 per share to \$6.20, and his 1984 estimates from \$8.15 to \$7.60. Reidy said soft scatter markets were only part of the reason, and other factors—like a slower than anticipated comeback for CBS's Columbia Group—were also figured into the new estimates. But clearly, Reidy added, the new numbers reflect advertisers' reluctance to continue to pay double-digit increases in a single-digit inflation economy.

CBS's Jerry Dominus, head of network sales, said that he does not think fourth-quarter activity is an indication of what will happen next quarter. Dominus said that first quarter news and daytime scatter sales are "roaring," with prime time scatter sales expected to break shortly. He added that news and daytime scatter prices are going for multiples "considerably" above what was paid upfront. Agency executives agreed that news and daytime sales in next year's first quarter are robust, but they added that—like the fourth quarter—prime time scatter is not as healthy.

ABC is reportedly 96% sold out for the year. A network sales executive there, who declined to elaborate, said "things haven't changed" in regard to the sluggish demand from advertisers.

One barometer of network sales activity may be found in the extension of the upfront buying season past its normal August closing to as recently as this month. Although network sales executives say they are always willing to listen to offers from 52-week buyers, most of the upfront buying is done in the middle-to-late summer months, with a trickle after that.

However, Richard J. Busciglio, senior

vice president and director of national broadcast at McCann-Erickson, said he was able to cut 52-week deals with all three networks as late as this month, with money that normally would be committed to scatter buys. Busciglio "conservatively" estimates he was able to save his client \$3 million. "We got prices lower than if we bought upfront last summer," he said. Furthermore, the networks tossed in the works: "We got an option, we got a guarantee and we got prices better than we paid in July."

Yes, network sales chiefs agree, they have written some upfront business in the past few weeks, but "we're here to do business," said Dominus. However, he added, he is noticing that at least one major advertiser, in what he believes is the advertiser's anticipation that second and third quarter prime-time scatter is going to be tight, has let it be known that it's interested in buying all of 1984 in one fell swoop.

Agency executives and national spot salesmen are more direct in their evaluation and estimates of the fourth quarter and the first quarter of next year. "What affects this business more than anything else is supply," pointed out Steven Herson, vice president, operations, TeleRep. The ongoing stillness in national spot advertising, he said, can be traced to the expanded inventory created by the networks, as well as the increasing number of new stations signing on. "You've got a new station in just about every major market in the country," Herson remarked, and the new stations—which weren't on the air a year ago—compete for national spot.

Still, the fourth quarter is expected to escape disaster. Most station representative sales chiefs tend to agree that fourth-quarter 1983 dollar volume in national spot is running about 10% ahead of last year's fourth quarter, down from 15% or so previously estimated, "but still not too shabby," according to Joe Eisberg, vice president, general

mind competing with the networks," Padden said. "We're going to point out that each network owns only five TV stations as it is."

Outlet's Henderson said he didn't think a rule could be written that would discriminate against any player. Besides, he said, the Department of Justice would always be around to challenge questionable acquisitions.

Added Jeff Davidson, president, Gannett Broadcasting Group: "I'm not for limitations on anything."

A network executive, who requested anonymity, added that attempts to limit a particular player would force the FCC to address a lot of difficult questions about who should be limited and why. For example, he said, should cable's multiple system operators be limited as well? How about Metromedia, which also has billboard interests? Isn't that a "media" ownership? "Why should Harte-Hanks and Westinghouse be able to get more stations, to put money into newspapers or electrical equipment, than the networks?"

One broadcaster said the networks would face an obstacle in the TV station marketplace no one else would: Practically speaking, they would be limited to making overtures to their own affiliates. If the affiliate doesn't want to sell, and the network approaches another station in the market, the affiliate could "cry and holler" to the Department of Justice that it was being "victimized"—that the network was coercing it into selling under threat of losing its valuable affiliation status.

One Washington official, however, said the affiliates had good reason to see that their primary program sources are permitted to buy as many stations as they want. The affiliates, he said, are "worried"

about what the future holds; they don't want the networks expanding into "new technologies"; they'd prefer for the networks to get more heavily entrenched in the broadcasting business. "If the networks have a massive investment in broadcasting, they're going to protect that," according to the official.

Unless Congress does opt for another act of agency pre-emption, the overall issue will be decided at the FCC, and the inclinations of the four commissioners aren't hard to read.

Rivera already has shown his hand by objecting to putting out the rulemaking. Fowler is expected to argue for the ultimate "marketplace" solution: no caps or regulatory strings attached.

Commissioners James Quello and Mimi Dawson have expressed interest in getting public comment on the notion of erecting separate limitations for the networks. But without reinforcement from the industry, that interest is expected to evaporate.

Dawson's proposal to come up with an indexing tool to police concentration in the industry is also expected to fall by the wayside. That concept already has been panned in the commission's pending rulemaking to permit the television networks to own cable systems. "People see it as a good idea, but not a practical one," one source said.

Commissioner James Quello, however, still insists the question is how to come up with something that's "legal and fair" and encourages competition for the networks. "But the speculation is there will be three votes for getting rid of the rule in some form," he said.

Comments are due Dec. 19; reply comments are due Jan. 18. The FCC staff expects final action by the middle of next year. □

sales, Seltel Inc. National spot activity is still "very quiet," Eisberg said, and he hasn't "felt the pulse yet" of the pre-Christmas retail advertiser surge.

Other station representatives paint a darker picture. Victor R. Ferrante, senior vice president of Katz Television, said he thinks fourth-quarter national spot is running 8% to 9% ahead of the same period last year. Beside his "gut reaction" that many advertisers are simply not spending, Ferrante notes that syndication may be scooping up some of the dollars, although he isn't sure how much.

Another factor in the equation comparing network scatter in this quarter to the same period last year is to recall the extraordinary dollars pumped into last year's period, reminded Ellen Berland Gibbs, an analyst with Goldman Sachs. Gibbs said the 1982 fourth quarter enjoyed unexpected boosts from budgets diverted from the National Football League strike as well as midterm political election advertisements and the once free-spending video game industry. With those sources gone, Gibbs asked, "What were your expectations?"

Advertising agency executives agree with Gibbs's analysis. They add, however, that when it comes to scatter television, some familiar advertisers are just not acting like their old selves. Alec Gerster, senior vice president and media director at Grey Advertising, said that many traditional network scatter buyers balked at this season's high prices and have moved into syndication. He estimated that the fourth quarter syndication market for ad dollars captured about \$100 million, about one-third more than the same period last year. And Bozell & Jacobs's Paul Wigand concurred: "There's a feeling network efficiency was getting too expensive."

There are other problems. Arnie Semsky, executive vice-president and media director at BBDO, said he believes advertisers took

money normally budgeted for fourth-quarter scatter and redeployed it into upfront purchases. Coupled with the expanded prime time inventory and the drop of video game advertisers and funnelling of funds to alternative media, Semsky explained, it's no

mystery where the money went. In addition, he noted, companies may be taking extra care to spruce the bottom line this year in preparation for reporting out their annual statements—and a good place to start may be the advertising budgets. □



New threat to alcohol advertising

Coalition of interest groups asks Federal Trade Commission to tighten regulation or to eliminate ads altogether in some cases; counter ads cited as possible strategy

In a campaign reminiscent of the 1960's movement to ban cigarette advertising from radio and television, a group of 25 national organizations last Monday petitioned the Federal Trade Commission to tighten regulation of alcoholic beverage advertising and asked "for a total ban of ads aimed at youths and problem drinkers."

According to Michael Jacobson, executive director of the Center for Science in the Public Interest, a leading organizer of the petition, "the alcoholic beverage industry's billion-dollar program to promote drinking, especially among young people and alcohol abusers, has helped make alcohol America's most popular and harmful drug."

The petition, which gives an overview of alcohol-related problems—including traffic fatalities, industrial accidents, violent crimes and an estimated \$120 billion-per-year cost to society—points to the public scrutiny given to cigarette advertising which eventually banned those brands from over-

the-air radio and television. According to the petition: "The marketing of mind-altering and potentially addictive alcoholic beverages demands a similarly thorough examination by the FTC, leading to regulatory activity that will protect the public health."

Organizations with an interest in alcoholic beverage advertising opposed the petition. Dan Jaffe, senior vice president of the American Advertising Federation, said that organization "opposed the banning or censorship of nondeceptive advertising of legal products," and added that if an ad is deceptive, the FTC has the power to regulate it. "There is no need for further authority in that area to respond to that problem," he said. He believes the anti-alcohol proposals are "overly broad and unnecessary. While everybody agrees that there is a problem, the solution should be directed to the problem, with stronger drunk driving laws or increased alcoholism programs." He said "trying to manipulate the advertising is not likely to have the desired effects that they predict." Restrictions on advertising for alcoholic beverages in the Soviet Union and some European countries, he said, have not affected alcohol consumption.

Mentioned specifically in the petition is advertising "aimed at under-age drinkers, such as promotions in college newspapers and youth-oriented publications" which "portrays alcohol use as enjoyable and free of adverse consequences." One example given is Budweiser Light television advertisements featuring prominent athletes and broadcast during rock concerts and other programming directed to teenagers. The petition says the message of the ads is clear: "Budweiser Light goes hand-in-hand with a winning athletic performance and with gaining peer approval. This appeal is totally unsubstantiated and unfairly misleads impressionable teenage viewers, in violation of the FTC Act," it says.

"Nothing short of a ban on such ads, or the widespread broadcast of counter-advertising providing health information and warnings, will be sufficient to help protect millions of susceptible children from formulating incomplete and inaccurate views on alcohol, based on television and radio commercials that unfairly mislead them about the consequences of alcohol use," the petition says.

Duncan Cameron, director of communications of the Distilled Spirits Council, said that his group "is spending hundreds of millions of dollars on advertising and yet sales are falling." Although the DSC has voluntarily banned ads for so-called "hard liquor" from radio and TV since 1936, Cameron said his group would not support the proposed ban of some ads on those media. Even though it would deny an avenue of competition to its beer and wine competitors, Cameron said his organization would not support it because "the point that the industry is preying on youth and alcoholic abusers is wrong," he said.

Other requests of the petition to the FTC are:

- Ban all broadcast and print alcoholic beverage advertising aimed at or reaching

large numbers of heavy drinkers.

- Require that all remaining broadcast advertisements either be banned or be balanced by responsible messages concerning the health effects of alcohol or recommending alternatives to alcohol.

- Ban all youth-oriented alcoholic beverages marketing efforts, such as sponsorship of rock concerts and beer tasting parties on college campuses, promotion of athletic events, and give-aways of tee-shirts, hats and other paraphernalia.

- Ban youth-oriented promotional activities for alcoholic beverages by current or former athletic, show business, or music ce-

lebrities.

- Urge the FTC to commence a comprehensive, industry-wide investigation into advertising and marketing practices and their relationship to alcohol consumption and the use or abuse of alcohol by vulnerable groups such as young people, heavy drinkers, and recovering alcoholics.

Other co-signers of the 52-page petition for "regulation of unfair and deceptive alcoholic beverage advertising and marketing practices" include Action for Children's Television, the National Coalition of Television Violence and former FCC Commissioner Nicholas Johnson. □

'The Day After' is no bomb

ABC scores a hit with a 46/62 rating/share; follow-up 'Viewpoint' panel discussion also attracts large audience

The Day After lived up to expectations, except in its ratings, which were merely colossal.

ABC's two-hour-and-20-minute presentation of nuclear doomsday drew a 46 Nielsen rating and 62 share of audience, more than enough to swamp its NBC and CBS competition, but nowhere near the record 60.3 rating/77 share produced by the *M*A*S*H* finale early this year, the 53.3/76 generated by the previous record-holder, the "Who Shot J.R.?" episode of *Dallas* three years ago, or even another former title-holder, the final episode of *Roots* in 1977 (51.1/71). In fact, five Super Bowls, both segments of "Gone With the Wind" and a 1970 *Bob Hope Christmas Show* also outrated it.

ABC had minimized *The Day After's* rating potential all along. But the massive, sustained build-up it had received—in print and on the air, from proponents and opponents of a nuclear freeze, from sociologists, scientists and all segments of the political spectrum—had convinced some agency executives and other observers that its showing, on Sunday, Nov. 20, would attract the highest ratings of all time (BROADCASTING, Nov. 21).

It didn't quite do that. Actually, ABC researchers said, it was the twelfth-ranked program of all time in household ratings, the fifth-ranked in household delivery. But it did set some formidable specialized records, according to ABC researchers, becoming the highest-rated made-for-TV movie ever shown; the top-ranked movie of all time—theatrical or made-for-TV—in terms of household delivery, and the second-highest-rated movie of any sort, after "Gone With the Wind" (47.6) on Nov. 7, 1976.

The rating worked out to 38,550,000 homes tuned in per average minute, and ABC estimated that 100 million people watched part or all of the program. ABC had encountered tough going in selling it to advertisers, many of whom wanted no association with a film depicting the horror of a nuclear attack, others no doubt were kept

away by threats of boycotts by organizations contending the film was a force for nuclear disarmament. But those advertisers that did buy reaped a bargain: At a discounted price of about \$100,000 per 30-second announcement, they enjoyed an extraordinarily efficient cost per thousand homes of about \$2.60. In terms of viewers, if ABC's 100-million estimate was correct, the C-P-M was a cool \$1.

The principal advertiser was Commodore computers, which had five 30-second spots. Others included Dollar Rent-a-Car and Minolta cameras, which had two each, Warner-Lambert for Certs breath freshener, Hunt-Wesson for Orville Redenbacher's popcorn, English Leather cologne and Duration nasal spray. The 25 network commercials appeared within the first hour to avoid having the advertisers' products displayed in scenes of carnage, which led to some viewer complaints of over-commercialization in the opening portion.

There was some debate over whether the film, which cost about \$7 million to produce, would make money. Anthony Thomopoulos, president of the ABC Broadcast Group, told reporters in Los Angeles that it generated about \$2 million in advertising revenues and would probably break even after a second airing, sales to overseas buyers and subtraction of an investment tax credit. Making a profit wasn't the purpose, Thomopoulos said. The idea was to produce a program that would "cause and create discussion," he said, adding: "I think we delivered."

An ABC spokesman said the film would be released theatrically overseas first, beginning last Friday (Nov. 25) in West Germany. He also said that no Eastern Bloc countries, including the Soviet Union, have bought the film although it was screened for Soviet officials recently at the U.S. Embassy in Moscow.

The showing also boosted viewing generally. The homes-using-television (HUT) level that night reached 70.8, up 5% from the preceding Sunday's 67.2 and up 8% from the 65.4 recorded exactly one year earlier. The number of viewers per set may have reached record proportions: churches, clubs and homes across the country reported groups—

some small, some not so small—of like-minded viewers enthusiastic about the program—some for, some against. And in Washington, restaurants reported business off by 20% to 45% that night, as potential viewers stayed home to watch.

The high viewing levels carried over to ABC's *Viewpoint*, in which, following the film, ABC newsman Ted Koppel interviewed Secretary of State George Shultz (who called the movie "a vivid and dramatic portrayal of the fact that nuclear war is simply not acceptable... [which has been] the basis of the policy of the U.S. for decades"), and moderated a discussion by a panel that included Henry Kissinger, William F. Buckley Jr., former Defense Secretary Robert S. McNamara, scientist Carl Sagan and author Elie Wiesel. *Viewpoint* that night averaged a 30.4 rating and 52 share in the six cities measured by Nielsen overnight and 31.1/48 in a national Nielsen covering the 36 minutes in which it appeared in prime time. Tabulations for the nonprime-time segment (11 to 11:40 p.m. NYT) were still in progress last week, but ABC officials said there could be little doubt that *Viewpoint* had been one of the highest-rated public affairs broadcasts of all time.

calls within 24 hours after the broadcast—and it launched a TV advertising campaign in 12 major cities (and a newspaper campaign in 20) urging viewers to help prevent nuclear war by dialing 1-800-NUCLEAR or writing Box 800, New York 10014. Callers and writers would receive kits with tips on how they might help, according to leaders of the organization, which stressed that it is in no way connected with ABC or the producers of *The Day After*. Most of the first 25,000 calls came in before the advertising campaign began, Project leaders said, explaining that they were generated by free showings of the 800-NUCLEAR's 30-second commercial on news broadcasts. Willis said that by noon Wednesday the number of callers had reached 34,000.

The media play that *The Day After* received beforehand continued afterward, with newspapers devoting columns—sometimes pages—to analyses of the program's presumed effects, especially on children who had seen it; positions pro and con as to whether it should have been shown, and reactions generally.

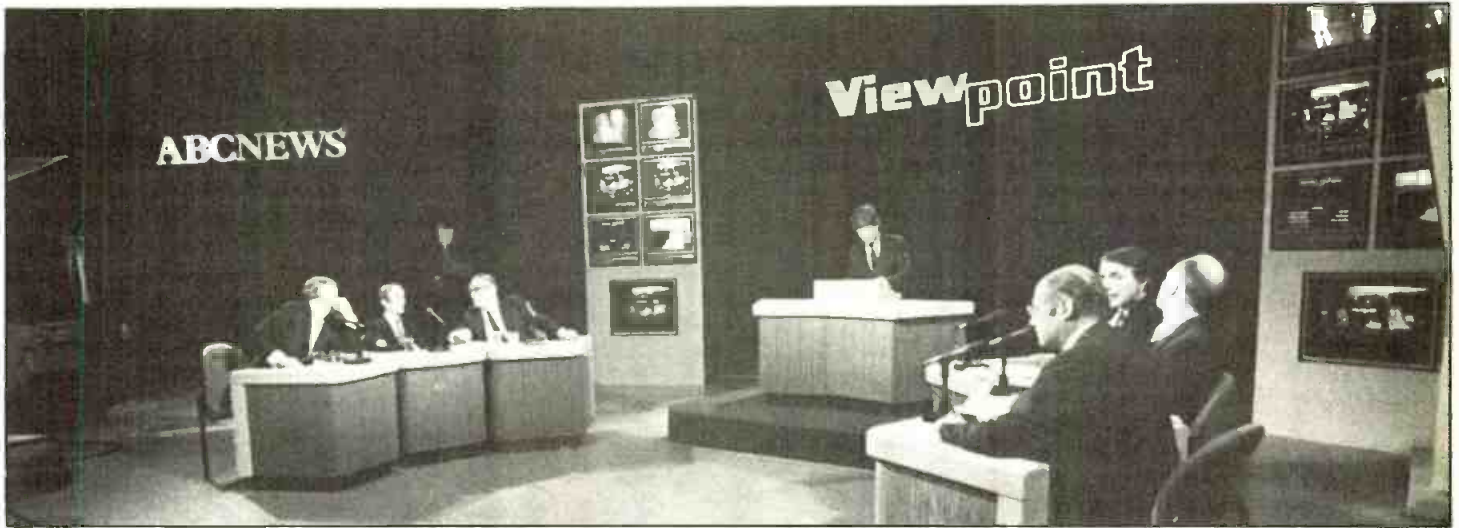
Warner Amex Cable's Qube followed *The Day After* and *Viewpoint* with a late-night live program and poll, *After the Day After*,

After "dramatized the horrors of nuclear war, but didn't touch on the real issue—which is what we must do now. This is the day before. Our objective must be to prevent *The Day After* from ever becoming a reality."

Nonnuclear trouble—or threats of it—also loomed, but seemed to dissipate as last week wore on.

The Moral Majority, which had denounced the film in advance and threatened to boycott its advertisers, issued a statement Wednesday calling it an "expensive propaganda failure" and contending that the Moral Majority and other peace-through-strength organizations had been able to alert the public to the program's "propaganda bias," so that "the public was able to watch the movie from an informed perspective." Accordingly, the statement said, a boycott now would be "counterproductive," adding "We threatened a boycott, we did not promise one. Our intention now is to let this propaganda ploy die."

The spokesman did not mention calls for reply time on ABC and its affiliates—all of which carried the program, according to ABC—but the tone of the statement, including the assertion that Moral Majority wanted to "do nothing to prevent [the program's]



ABC's *Viewpoint* in Washington's Chamber of Commerce studio

Meanwhile, viewers were busy on the phones. ABC said that by Tuesday it had received 6,676 calls about the movie at the ABC offices in New York and Los Angeles, with those favorable to the film outnumbering critics by about three to one. ABC said 4,883 calls were favorable to the film, 1,648 were against the showing and 145 were seeking information. In Chicago, ABC-owned WLS-TV invited viewers to call and say whether the film had changed their opinions about a nuclear arms buildup; ABC officials said more than 14,000 calls came in, with 5,974 saying it had changed their views and 8,372 saying it hadn't. (ABC said *The Day After* rating on its five O&O stations was six points higher than the national number, averaging 52/68.)

The spillover effects were great, too. The 800-Nuclear Project, a pro-freeze organization headed by Jack Willis (formerly of CBS Cable, now an independent producer and consultant), said it received almost 25,000

which drew an estimated 5,500 Qube subscribers in six cities. It found them "overwhelmingly" believing that the U.S. can avoid a nuclear war, but also more concerned about the threat than they were before they watched the film. One Qube question found that advertisers on *The Day After* have little to worry about as a result of their participation: 69% said their attitudes toward the sponsors was "about the same" after the program as before, 25% said they felt "more favorable" and 6% voted "less favorable."

Congress had gone home for the holidays, but some members still had their say. Senator Charles Percy (R-Ill.), for one, chairman of the Senate Committee on Foreign Relations, who had seen excerpts of the program in advance, issued a statement for Sunday-morning newspapers saying: "I urge every American to see this film, and I commend ABC-TV for airing it on prime time." Representative Les Alpin (D-Wis.) held informal hearings last week, saying that *The Day*

going to an early death," suggested there would be none.

Evangelist Billy Graham was more charitable than Reverend Jerry Falwell and his Moral Majority colleagues. After seeing it, Graham issued a statement saying that "whether we agree with its conclusions or not, no one can deny that a full-scale nuclear war would bring chaos and indescribable horror to the human race." He said the *Viewpoint* discussion moderated by ABC's Koppel was "extremely balanced" and should be re-shown. "Hopefully," he said, "debates will be just as informed and balanced throughout the country and not just an emotional response... If so, the film could be a landmark in alerting us to the dangers that face our world from nuclear war."

Threats of court action came from the American Legal Foundation, a Washington-based public interest group concentrating on the media. ALF called upon "individuals and other relatives injured by the broadcast

to contact ALF and pursue a lawsuit for damages against ABC." It said that "ABC's reckless disregard for viewers' welfare in broadcasting *The Day After*, which causes emotional, mental and physical injuries, is solid ground for legal recourse." ALF said "thousands of individuals" might be in that category.

But ALF, like the Moral Majority, seemed to have a change of heart after the film aired. John Martin, assistant director, said Wednes-

day he had received no calls from prospective litigants and indicated ALF would initiate no lawsuits. Through excessive promotion, he said, ABC had "hoodwinked the public" into watching an inferior production not worth ALF's time to pursue.

Like the debate the film engendered before it aired, reaction to the program as a dramatic offering was mixed. Scientists said it vastly understated the horrors that would ensue from a nuclear attack. Many viewers

said that after all the weeks of build-up, the program was a letdown. But they watched—and they talked about it afterward. One measure of the national concentration on *The Day After* was that NBC's *Kennedy* miniseries, premiering against it on the eve of the 20th anniversary of President Kennedy's assassination, managed only a 12 rating and 17 share that night, ranking it only 54th among the week's 64 prime-time network television programs. □

ABC's Olympian efforts

Network is hard at work battling snow, cold and rats to prepare for 63½ hours of coverage from Sarajevo

Snow already blankets the city of Sarajevo, Yugoslavia, and the surrounding villages and mountains, where the 1984 winter Olympic games will be held next Feb. 7-19. ABC was awarded the exclusive U.S. broadcast rights to those games in June 1980, for \$91.5 million (about six times the \$15.5 million it paid for the rights to cover the 1980 winter games at Lake Placid, N. Y.), and network executives, production crews and engineers have been traveling to and from that independent Communist country ever since, in preparation for the Olympic telecasts.

Two weeks ago, ABC sponsored a press tour of the Sarajevo Olympic venues and related television coverage facilities. From all appearances, implementation of the network's coverage plans, which by and large will supplement host Yugoslavia Television's (JRT) main television feed, are right on schedule.

In setting up the equipment to cover the Sarajevo games—or any Olympics for that matter—ABC has learned to expect the unexpected. At Bjelasnica and Jahorina, the

sites of this winter's men's and women's alpine events, ABC engineers were plagued by rats and mice that persisted in gnawing through plastic tubes used to keep cable connections dry. Rat poison provided the solution.

Making the alpine venues camera ready "is our biggest challenge," said Julius Barnathan, president, ABC broadcast operations and engineering. The engineers laying the cable (a job that took about a month to complete and was finished just as reporters arrived two weeks ago) were on the slopes from sunrise to sunset, often in sub-freezing temperatures, and had to be kept warm with portable gas heaters. And during the games themselves, there will be the task of rerouting some of the cable from the downhill courses to the slalom courses, which lie on different parts of the same mountain.

While ABC's Barnathan insists that it poses no threat to the network's ability to cover the games, a shortage of electricity has plagued Sarajevo in recent weeks because output of the area's three hydroelectric power plants had been curtailed by a lack of rain. Also, the city is behind in its construction of electrical power substations. Several brown-outs have resulted, including one that caused

lights to blink on and off continually during the press tour. However, noted Barnathan, if the power plants are unable to increase capacity, ABC will have a diesel-fueled backup generating system. Voltage stabilizers have also been installed so that power coursing through the almost 190 miles of cable installed to cover the games does not fluctuate by more than 10%. The host state is also purchasing electric power from Switzerland to help offset the current shortage.

ABC's Sarajevo broadcast center takes up four floors of the newly expanded and renovated JRT Television Center in downtown Sarajevo. It is there that ABC will receive all of the various signals, add graphics, special effects and commentary from winter games anchor Jim McKay, and then transmit those signals to the U.S. An 11-meter portable ground station (supplied by Denver-based Western Tele-Communications Inc.) located outside of the broadcast center will transmit the signal to Belgrade, the host nation's capital, where it will be routed to Ivamjica and the Intelsat satellite system to New York.

An entire floor of the broadcast center is devoted to graphics capability. "A few years ago," said Ben Greenberg, who is in charge of technical operations at the center, "most of the graphics were done manually in paste-



ABC's Rooney Arledge (lower left) and Julie Barnathan (upper right) on station in Sarajevo

Roone's tune. Toward the end of the Sarajevo press tour Roone Arledge, president of ABC News and Sports, fielded questions from reporters on a variety of subjects, including his own role as head of sports, which some have speculated he may relinquish in the not-too-distant future. Asked by one reporter if it was possible that he might hang up his ABC Sports hat after the 1984 summer Olympic games in Los Angeles to devote his full time and energy to news, Arledge replied, "Anything is possible." Another reporter asked why, in light of his added news responsibilities, he insists on being executive producer of the Olympics, literally manning the controls from the start of the games to the finish. Arledge's reply: "I don't know...habit, I guess. It's the way we've done it in the past." Arledge said, however, that with the Democratic and Republican conventions coming up this summer, he may have to curb his involvement with the summer games somewhat. Just how much if at all he wouldn't say. "I will be just as active as a producer as ever," he said, but added that "the conventions will make it tough."

On the ever-spiraling costs for the rights to Olympic games, Arledge said that "they can't continue to escalate the way they have been." He discounted rumors that the U.S. rights for the 1988 summer games in Seoul, South Korea, would draw as much as \$1 billion. "I would be amazed if they went for anywhere near that," he said.

Noting that the negotiations for the 1988 winter games in Calgary, Alberta, may be wrapped up by the time the games commence in Sarajevo, Arledge dodged a question posing a possible \$250-million price tag. "People love to float gigantic figures hoping everybody believes them," he said (although such a figure does not appear exceptionally gigantic compared to the \$225 million ABC paid for the rights to next summer's Los Angeles games.)

Commenting on the possibility that a broadcast network and a cable network might jointly televise an Olympics, Arledge said, "I suppose that could happen, but the amount of money [available for rights fees] is finite." Whether ABC would join with another network to televise an Olympics, he said, would "depend on the circumstances." But he made it clear that he would like to avoid that scenario, mainly perhaps, because the 1984 games, without a partner, will be "substantially profitable" for ABC.

In response to another question, Arledge said that ABC televised the Olympics for both the prestige and the profit, and whether the network would do the games if it could not project a profit, he replied, "it would depend on how much profit we couldn't project."

those with periodic listings of an "illustrative complement of issue-responsive programming aired."

The association also recommended that the Dawson proposition be addressed in a further, or separate, proceeding.

"NAB has little doubt that an appropriate record and rationale for such a return to 'regulatory basics' could be developed—yet it would take a considerable quantum of time and effort to do so," it said. "While NAB urges that such an exploration be instituted, completion of such a proceeding should in no way be a prerequisite to final action on the other deregulatory matters set forth in the TV deregulation notice."

ABC favored getting rid of the same regulatory foursome. But it said the commission should not get rid of those unless it also provided the TV industry with a "reasonable" standard defining public interest operation for renewal purposes. "This standard would not be mandatory, but a licensee would have the option of meeting it, and therefore be confident of renewal, absent serious disqualifying circumstances. The commission must recognize that, regardless of what degree of deregulation is ultimately decided upon, it will continue to have statutory responsibility to define public interest operation for renewal purposes, particularly when faced with petitions to deny and in considering overfilings made against renewals."

CBS urged elimination of the foursome. It also, however, recommended dealing gingerly with the Dawson proposition. "CBS believes that the goal of reducing regulation—especially programming-related regulation—to a minimum is extremely worthwhile. However, CBS is concerned that the immediate implementation of such a scheme might compound the present uncertainty in the comparative renewal situation.

"As long as the Communications Act is deemed by the courts to require a full comparative hearing in the renewal setting, an incumbent licensee must be allowed to demonstrate its substantial past broadcast record. The extent to which a 'zero-based' regulatory framework would be compatible with this requirement should be given the most serious consideration.

CBS recommended instead that the FCC "continue to delete regulations that are no longer justifiable on a case-by-case basis; complete its pending review of the comparative renewal expectancy, and pursue its recommendation to Congress that comparative renewal proceedings be abolished."

NBC urged elimination of the ascertainment requirements and commercial time and nonentertainment programming guidelines. But it also urged no changes in the logging requirement that would result in "a net increase in the amount of paperwork" TV stations are required to do.

"Stations should be given the option of using any or a combination of several forms of recordkeeping," NBC said. "One alternative could be an expansion of the present 'issues/programs lists' prepared by radio stations, with such lists being prepared and placed in stations' public files on a quarterly or semi-annual basis instead of annually. Al-

up form. Now, 95% of it is done electronically."

The broadcast center, which houses some \$30 million of production equipment, also includes the main production control room at which McKay will anchor most if not all of the planned 63½ hours of coverage (42½ of which will be in prime time). "We've come a long way since Innsbruck 20 years ago," McKay told reporters on the press tour, referring to the network's first Olympics telecast. "Back then we only had four tape machines, compared with the 36 we have in Sarajevo."

Directly behind McKay and the studio set is the main production set where a massive console faces a wall of 70 TV monitors so that Roone Arledge, executive producer of the Olympics once again, and a select group of producers and directors can view all of the action being recorded at any given moment. (Due to the six-hour time difference between New York and Sarajevo, most of the Olympic coverage seen by U.S. viewers will be delayed by one day, although some live programming is scheduled for weekend hours.)

As required by the rules of the International Olympic Committee, the host country will provide basic coverage of the games and is obligated to provide a "neutral feed" to the networks of all the participating countries. But ABC will continue its practice of undertaking much "supplemental" coverage so that the network can focus on the outstanding performances, and adequately cover the American athletes.

ABC's coverage will be taped and edited in the PAL format, the 625-line standard common in Europe, and the one utilized by JRT. The material will be converted to the U.S. NTSC format during transmission of the signal to New York.

Broadcasters approve FCC dereg plan

Comments to commission find industry in support of idea modeled after one for radio; public interest groups come down against it

The FCC's proposal to deregulate commercial television along the lines it already has deregulated radio (BROADCASTING, July 4) has drawn a variety of reviews.

In comments at the FCC, broadcasters generally agreed that proposals to eliminate formal ascertainment requirements, logging requirements and guidelines for nonentertainment programming and commercial loading were right on target.

The consensus also appeared to be that Commissioner Mimi Dawson's proposal to deregulate TV to the hilt—to the full extent possible under the Communications Act—should be addressed in a separate proceeding.

Public interest groups, however, saw things differently.

The National Association of Broadcasters recommended that the FCC eliminate its nonentertainment programming and commercial time guidelines, its "formalistic and counterproductive" community ascertainment procedures and its current program logging requirement.

Instead of the logging requirement, NAB proposed that television licensees be required to develop annual, publicly available "issues/programs lists," supplementing

ternatively, television stations choosing to maintain slow-speed videotapes of all programs broadcasters should, as now, be permitted to designate those tapes as their official program records."

NBC also urged the FCC to pursue the Dawson proposition in a further inquiry to determine whether the commission, under the Communications Act, can conclude that compliance with all explicit statutory requirements will entitle licensees to legitimate renewal expectancy.

The Evening News Association, Gannett Co., Gaylord Broadcasting Co. and Lee Enterprises Inc. said the FCC at least should eliminate numerical guidelines for judging station performance, reviewing a station's programming performance only when a petition to deny is filed. "Licensees thus would operate under a general obligation to address community issues, but would have complete discretion in selecting the appropriate means of addressing these issues," they said.

The broadcasters also said formal ascertainment requirements should be scrapped, but that broadcasters should be required to act "reasonably" in the selection of particular issues for coverage. They further recommended the elimination of all commercialization provisions and that licensees only be required to maintain records of issue-oriented programming, listing the time, date and duration of that programming and the issues addressed.

A group of TV licensees—including Buford TV Inc., Television Station Partners and Forward Communications Corp.—urged the FCC to eliminate all regulations in the areas

of ascertainment, minimum programming percentages, commercial practices and program logs. They suggested a "carefully tailored and limited" recordkeeping requirement for community issue programming only.

They also urged the FCC, in a further rule-making, to consider adopting an "optional standard, which if voluntarily adhered to, would provide licensees the basis for a legitimate renewal expectancy."

Tribune Broadcasting Co. also argued for eliminating the processing guidelines and the ascertainment requirements; it also recommended at least significantly reducing the program logging requirement.

Post-Newsweek Stations Inc. said it generally favored the FCC's proposals, but took the occasion to vent its ire about "costly and expensive" comparative renewals. Those, it said, should be abolished. And if Congress doesn't do away with them, the FCC should provide "quantitative" renewal standards.

The Direct Marketing Association urged the FCC to eliminate its commercialization processing guideline, and to expunge its policy against program-length commercials. "The stifling economic impact imposed by the existing commercial benchmarks has adversely affected the potential for infusion of capital essential to the development and expansion of the telecommunications industry.

On the other side of the coin:

Henry Geller, former head of the NTIA, said "substantial deregulation of television at this time along the lines proposed deserves the public interest and contravenes the Communications Act."

In a joint filing, the Telecommunications

Research and Action Center, Black Citizens for a Fair Media, Chinese for Affirmative Action, Committee for Community Access, National Association for the Advancement of Colored People, National Committee for Better Broadcasting, National Council of LaRaza and Citizens Communications Center, said "public interest programming can be safeguarded only by current logging requirements and ascertainment, programming and commercialization regulations which require a licensee to respond to the needs and interests of its community. The vital role broadcast television plays in our democratic political process cannot be sacrificed for administrative convenience consistent with the statutory requirements of the Communications Act."

The Office of Communication of the United Church of Christ, and the Communication Commission of the National Council of Churches of Christ in the U.S.A., said the FCC has not provided the factual evidence necessary to support TV deregulation. "No reliable means has been found to measure competition in the video marketplace. Until the required information can be made available, this proceeding is premature and governed more by speculation than hard data."

Action for Children's Television proposed that each commercial television licensee be required to broadcast one hour of educational programming for children each weekday.

Choosing Our Future, Menlo Park, Calif., proposed that citizens be given televised forums during prime time to communicate their needs to broadcasters and to the public. □

NAB studies back claim for TV dereg

Local television stations "clearly surpass FCC guidelines of 5% informational, 5% local and 10% total non-entertainment programming," according to a study released by the National Association of Broadcasters to back up its position on TV deregulation (see story, page 29).

NAB submitted the results of three other studies as well—a TV commercial time survey; a cost/benefit analysis of the FCC's ascertainment and program log requirements, and a report on "video alternatives: past, present and future."

The programming study, conducted by NAB's research and planning department, reported seeing a trend of increased informational and total non-entertainment programming and only a "small decline in the relative amount of local programming." The study was based on 1982-83 TV Guide listings for 107 stations in 29 markets. According to the report, stations devoted 17.3%, 8.9% and 29.2% of their broadcast time during a composite week to those respective categories.

"While growth in local informational programming has slowed in the period from 1982-83, there has still been an absolute increase," the report said.

The NAB also conducted a survey on the number of commercial minutes per hour broadcast by stations. The results of the project were based on data filed at the FCC in license renewal applications and reflect the amount of commercial time during a composite week.

A total of 240 stations in 60 markets served as the sample group for the study, which showed that the majority operated under the FCC's 16-minute-per-hour processing guidelines. "The data shows that stations, on the average, remained well below the ceiling (carrying 10.3 minutes per hour), exceeding it only 0.5% during the composite week," NAB reported.

According to a cost/benefit analysis of the FCC's ascertainment and program log requirements prepared for NAB by Wirth, O'Keefe and Associates, an Englewood, Colo.-based communications research

and consulting firm, the costs associated with the FCC's ascertainment requirements appear to greatly outweigh the benefits. "It is estimated that the commercial television industry (will spend) over two million dollars during 1983 to comply with the FCC's ascertainment requirements. The benefits connected with ascertainment do not appear to be nearly as large," WOA concluded.

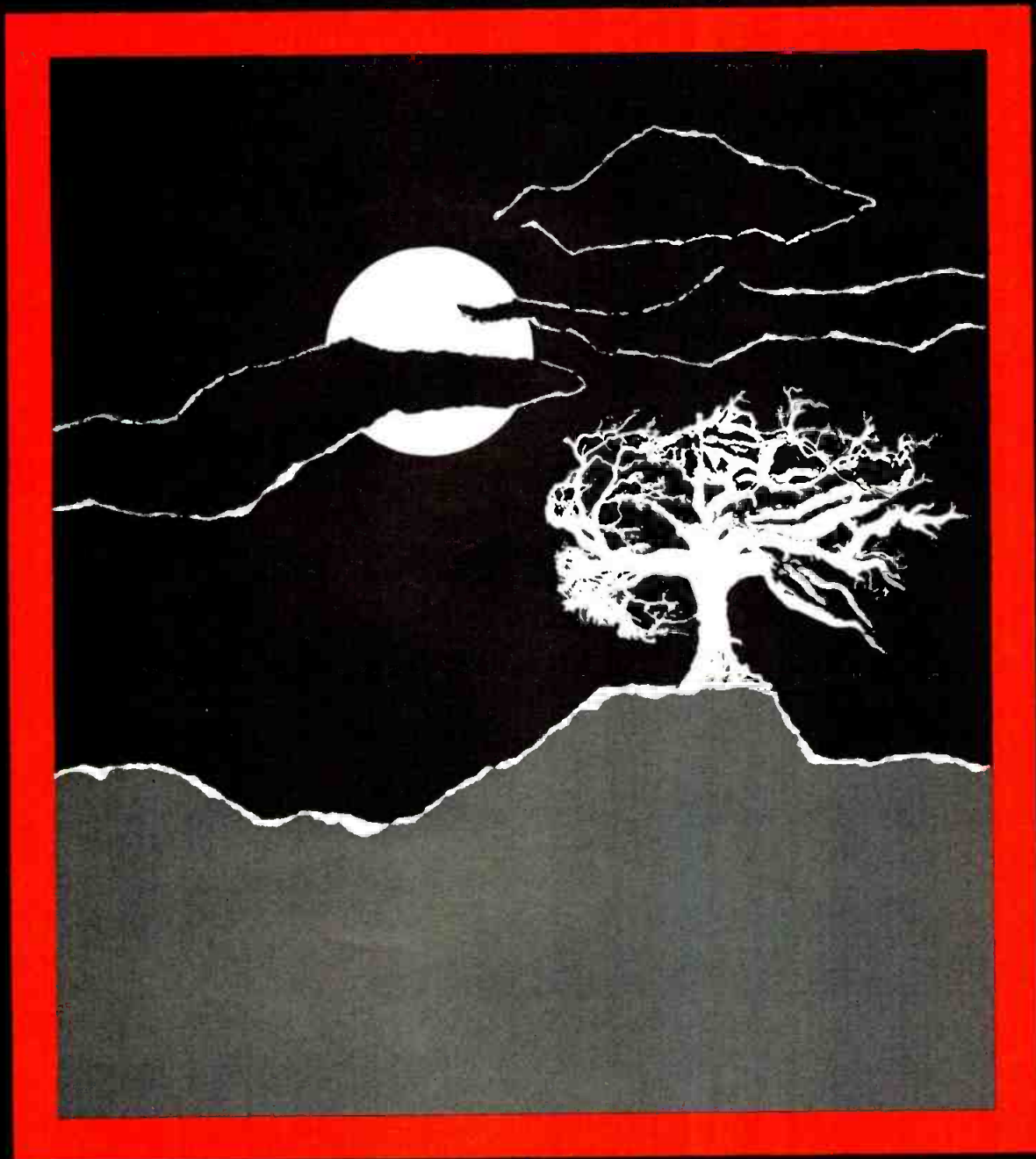
Stations would also, the study predicted, continue to maintain the logs even if the requirements are eliminated. The study was based on interviews with personnel at 12 different stations, in three different markets from Oct. 3 through Oct. 14, 1983.

NAB also examined the impact of the emerging technologies on the video marketplace. "Competition continues to mount, with new low-power television stations, multichannel, multipoint distribution services, direct broadcast satellite and SMATV systems and new or expanding cable franchises. Audiences are further fragmented by the lower hardware costs and improved software offerings for home video recorders and videodisk players," NAB stated.

Data from this survey was based on a random sample of 60 TV markets in 1963, 1983 and projections for 1993. NAB found there was a steady increase of broadcast stations during the past 20 years and that further expansion is likely to occur in light of the FCC's low-power TV policy. Cable television, which has fueled the competitive environment already, is expected to continue to be conventional broadcasting's chief competitor.

"With the recent allocation of space from the instructional television fixed service, as many as 10 channels are now available per market. Over 16,000 multichannel MDS applications are on file at the FCC for the rights to these channels. The same 'wireless' advantage applies to DBS, with current capacity set at 32 channels of programming. The first of the systems, USCi, launched in November 1983 is offering three channels of programming," the report stated.

13 CLASSIC THRILLERS II



WARNER BROS. TELEVISION DISTRIBUTION



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Congress passes FCC measure; increases funding for CPB

Commission awarded \$91.2 million for each fiscal year of '84, '85; amendment attached to bill affects PBS's Grossman

The FCC authorization measure (H.R. 2755) was handily adopted by Congress despite minor opposition from some House Republicans to a provision that increased funding levels for the Corporation for Public Broadcasting (BROADCASTING, Nov. 21). An amendment, however, was attached, forbidding CPB from distributing funds to any public broadcasting entity (Public Broadcasting Service and National Public Radio) that has granted its employees an interest-free loan.

The amendment was in response to criticism from Republicans over the reported 30-year, \$125,000 interest-free secured mortgage loan PBS granted in 1982 to its president, Lawrence Grossman (BROADCASTING, Oct. 10). And according to congressional staff, it means Grossman must start paying interest on the loan.

Key Republican members of the Energy and Commerce Committee, Thomas Bliley of Virginia, James Broyhill of North Carolina, and Michael Oxley of Ohio, wanted to cut the CPB funds altogether, but when it became apparent there was not enough support for an amendment to reduce the funding levels, they pushed for the Grossman amendment instead. Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) opposed the Grossman amendment, but realized there was substantial support for the measure and didn't fight it.

The bill raises CPB's authorization levels by \$70 million in fiscal years 1984, 1985 and 1986. Resistance to the supplemental funding had been strong enough before so that Dingell delayed bringing the measure to the floor until the final week before Congress adjourned.

The Republicans' chief complaint was that the funding was "ill-advised" because of National Public Radio's financial troubles. "The issue is whether we are in fact going to increase massively, by an average of 18%, the levels of funding for CPB at a time when there are some serious questions that have been raised about the efficacy and the fiscal mismanagement of NPR," Oxley charged. Oxley's amendment, which would cut the authorization levels to \$11 million in FY 84, \$15 million in FY 85, and \$20 million in FY 86, failed 277 to 141.

Much of the credit for passage of the measure, sources say, is due to an intensive lobbying campaign conducted by CPB board

member and former chairman, Sharon P. Rockefeller. Rockefeller met with key members of both congressional chambers during the week prior to the vote and was reportedly instrumental in convincing House Speaker Thomas P. (Tip) O'Neill to bring the measure up for a vote before Congress adjourned. Rockefeller was even more successful in the Senate, where the bill sailed through without any debate.

Amendments being considered by Senate Commerce Committee members were attached while the bill still rested in the House in order to save time in the Senate. The Senate amendments would:

- Permit the FCC to certify individuals to perform transmitter installation, operation, maintenance and repair duties in the private land mobile services and fixed services if they pass the certification programs conducted by other organizations in the field.

- Allow private, nonprofit organizations to be reimbursed for providing free testing services to amateur radio operators.

- Establish a policy encouraging the development of new technologies and to require the FCC to determine whether any new technology or service proposed in a petition or application is in the public interest within one year after such petition or application is filed.

- Require that at least three vice chairmen be appointed to any U.S. delegation for radio communications conferences held under the auspices of the International Telecommunication Union. Those representatives must be from the State Department, FCC and Commerce Department.

In the House, an amendment to strengthen language already contained in the measure on dial-a-porn telephone services passed. The amendment, offered by Bliley, permits the FCC to issue fines of up to \$50,000 to anyone who "makes an obscene or indecent" phone call to anyone under the age of 18. It would also allow the attorney general to bring suit against anyone providing pornographic services.

The measure, which reauthorizes the FCC for FY 84 and 85, at \$91.2 million for each year, is \$5 million over the administration's recommended \$86.1 million. The increased funding will be used to enable the FCC to hire more staff (up to 77 new positions) to deal with the backlogged applications for new services. The bill contains other provisions that would:

- Prohibit CPB from distributing funds until it determines NPR has "adopted and is implementing a system of financial controls and procedures devised in consultation with an independent certified public accountant

and approved by the General Accounting Office; has a balanced budget and that all projections within the budget are reasonable, and provides CPB with continuous access to all its financial records and books." CPB also is required to report to Congress in 15 days on the actions NPR has taken to meet these requirements.

- Allow CPB board members to choose a board chairman from their own membership. Previously the law required the CPB presidency and board chairmanship to be jointly held, as they are now by Edward Pfister.

- Clarify that broadcast stations now exempt from the FCC's regional concentration rules may make technical changes in its facilities due to a grandfathered clause included in the rules.

- Require the FCC to establish a plan to insure that the needs of state and local police and public safety agencies will be taken into account during FCC rulemakings on spectrum allocations. □

Congress OK's new communications unit at the State Department

Office of the Coordinator for International Communications and Information formed; Dougan to be given rank of ambassador

Among the last bits of business swept up by Congress as the members prepared to leave Washington for home 10 days ago was the codification into law of the State Department's new Office of the Coordinator for International Communications and Information Policy. The language was not all that those seeking to lodge primary responsibility for the development of international telecommunications in the State Department had sought. But they, as well as those determined to protect what they regard as the Commerce Department's turf, appeared to be satisfied.

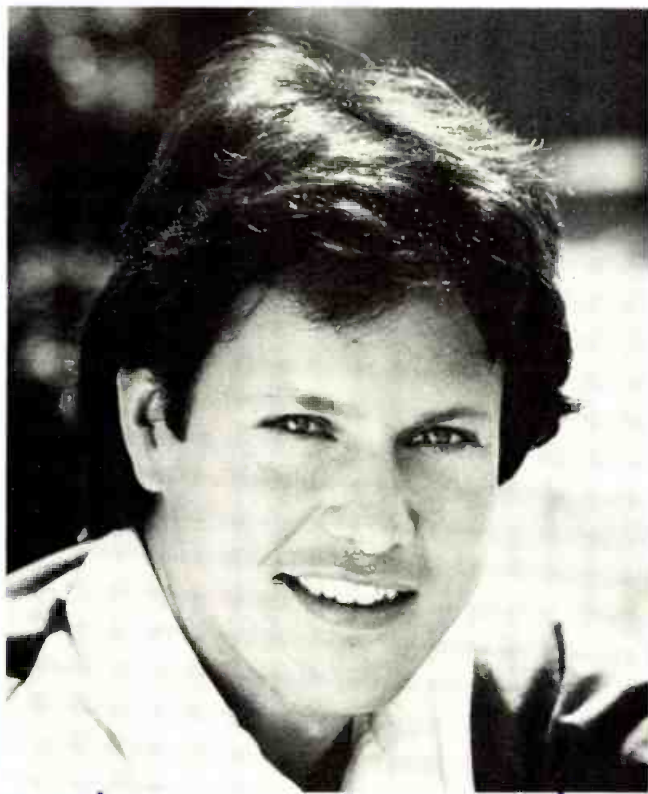
The language originally appeared as a House amendment to the State Department authorization bill. It was added on the House floor in June after Representative Dante Fascell (D-Fla.), chairman of the Foreign Affairs Subcommittee on International Operations, agreed to drop a version Representatives John Dingell (D-Mich.), chairman of the Energy and Commerce Committee, and Timothy Wirth (D-Colo.), chairman of its Telecommunications Subcommittee, thought would usurp some of the Commerce Department's authority in international telecommunications (BROADCASTING, June 13).

The amendment, approved in a Senate-

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AMERICA'S TARGET RADIO NETWORKS

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House conference on the authorization bill which was later passed by both Houses and, last week, signed by President Reagan, directs the Secretary of State to assign to an under secretary responsibility for international communications and information policy. It also directs the secretary to establish under that officer the coordinator's office, whose occupant would be appointed by the President, subject to Senate confirmation, and would hold the permanent rank of ambassador.

That essentially describes the current situation. The under secretary for security assistance, science and technology for a number of years has been State's principal official in international telecommunications matters, and the coordinator's post was created earlier this year. However, the present occupant of that office, Diana Lady Dougan, would under the new law be given the permanent rank of ambassador, with the advice and consent of the Senate. She now holds the personal rank of ambassador, a temporary appointment that is not submitted to the Senate.

The new law also restricts the coordinator's authority in some respects—including chairing agency and interagency meetings and coordinating the activities of the Senior Interagency Group on International Communications and Information Policy—to that which is delegated by the President in executive orders.

The language that was deleted on the House floor last summer detailed the responsibilities of those two officers, and in the process gave them authority critics felt threatened the Commerce Department's authority in international telecommunications. It directed the under secretary and the coordinator to formulate and coordinate "executive branch policy on international communications and information issues" and to oversee and coordinate the functions of

those agencies concerned with international communications policy. Commerce officials felt that would place their department under State's authority.

Fascell was reported satisfied that the language now written into law meets his goal of codifying the State Department's functions and responsibilities in international telecommunications policy-making.

Meanwhile, more details emerged last week concerning the effort in the Senate in the final days of the session to attach an amendment to the FCC authorization bill that would have made Congress a partner of the executive branch in formulating policy regarding competition in international telecommunications ("Closed Circuit," Nov. 21). The proposal, it was learned, was generated by the staff of the Senate Commerce Committee, whose chairman, Senator Bob Packwood (R-Ore.), backed it.

Originally, it contained two major provisions. One would have created a commission—composed of the secretaries of State and Commerce, the chairman of the FCC and 16 members of Congress—to review the foreign and domestic policy implications of competition in the provision of international telecommunications satellite facilities, such as would confront the International Telecommunications Satellite Organization if the FCC approved the applications of the Orion Satellite Corp. and International Satellite Inc. The other provision would have imposed a moratorium on FCC action on pending applications for one year or until the new commission had completed its study and issued its recommendations.

Originally, there was no deadline set for the commission. The moratorium provision was dropped after failing to pick up support and running into opposition from the Reagan administration. The final version contained only the provision creating the commission, and set a Sept. 30, 1984, deadline for its

work.

That version was endorsed in the House by the Energy and Commerce Committee. But it was not picking up support in the Senate. In fact, Packwood abandoned it after seven senators objected to the proposal. One of the senators, Ernest F. Hollings (D-S.C.) ranking minority member of the Commerce Committee, was said to feel that Congress should establish policy through legislation not through the creation of a commission. He is also said to be concerned that, whatever the explicit language, creation of a commission would send a signal to the FCC and to would-be applicants to defer action until the new commission had completed its work.

The executive branch is conducting its own study of the policy questions raised by proposals like those of Orion and ISI, and has asked the FCC to defer action on those applications pending completion of the study. But Senate staffers who were pushing the idea of a congressionally dominated commission reportedly expressed impatience with the pace of the executive branch study, which was begun in April.

"The FCC is not getting any guidance said one staffer, adding, "This is an important issue; Congress should be involved. Another said, "This proposal was designed to break the gridlock in which the commission finds itself," a reference to the request that it defer action on the applications pending completion of the executive branch study. That is expected to be completed by the end of the year; however, it is assumed that the White House and affected cabinet officers will review the results before the study is released.

In any event, the commission idea may not be dead; Senate sources say it might be revived in the next session.

Rumors persisted last week that Intelsat was behind the proposal—rumors that Intelsat denied with even greater vehemence than in the preceding week. Jose Allegrett, director of external relations, said Intelsat was not consulted about the proposed amendment and was still unaware of its sponsors. In deed, he said the organization would not have supported the measure. "It would be an insult to our intelligence to suggest we would support such a bill," he said—a sentiment echoed by Richard Colino, director general-elect of Intelsat. "Who needs that kind of crap?" he said. Colino said the organization has more security under the Intelsat Agreements, which, he noted, would require the U.S. to clear with Intelsat the authorization of proposals like those of Orion or ISI.

Said Allegrett: "I don't see how [the proposed amendment] can benefit Intelsat." In reference to provisions in the Agreement preventing Intelsat from operating as a profit-making entity, he noted that the proposed amendment would not require the U.S. to consult with its partners in the organization "before changing the Agreements." But he noted there are procedures the U.S. could follow to amend those Agreements to place Intelsat "on a footing where it could compete equitably with other proposed satellite systems."

Allegrett's statement reflected Intelsat's

Congressional pre-emption. Before its adjournment Nov. 18 Congress found time to tackle several aspects of the political broadcasting law. In the Senate, Jeremiah Denton (R-Ala.) introduced the Campaign Integrity Act (S. 2168) to permit broadcasters to refuse to air pornographic political advertisements despite the no-censorship provision of Section 315, the equal-time law. In the House an attempt was made to head off repeal of the FCC's personal attack and political editorializing.

Denton's bill was introduced after *Hustler* publisher Larry Flynt was reported to be intending to use clips from X-rated films in television commercials supporting his candidacy for the Republican presidential nomination (BROADCASTING, Nov. 21). The bill would amend Section 315 of the Communications Act to read: "Licensee shall be under no obligation under this section to broadcast any material which is in violation of any criminal law of the United States. The district courts of the United States shall have sole jurisdiction to determine whether the broadcast of material pursuant to the provisions of Section 312(a)(7) of this act or of this section violates, or, in the case of a suit for declaratory or injunctive relief, would violate any criminal law of the United States." Section 312(a)(7) requires broadcasters to give candidates for federal office "reasonable access" to air time.

Denton said the FCC was "instrumental" in drafting his bill. Bruce Fein, FCC general counsel, in a letter to Denton, said the commission was studying the "knotty" legal question presented by the prospect of Flynt's commercials, but that in the "meantime" legislation would "authoritatively resolve the tension presented by the apparent conflict" between Section 315 and the federal statute prohibiting obscene broadcasts.

In the House, a measure was introduced by several members to bar the FCC from repealing its political editorial and personal attack rules before to Jan. 1, 1985. The bill, sponsored by Representatives John Dingell (D-Mich.), Tim Wirth (D-Colo.), Al Swift (D-Wash.), Matthew Rinaldo (R-N.J.), Bill Thomas (R-Calif.) and Bill Frenzel (R-Minn.), is in response to the FCC's proposal to repeal or modify the rules. It would also require the FCC, if it plans to change the rules, to notify Congress and would give Congress 120 legislative days to prevent such action.

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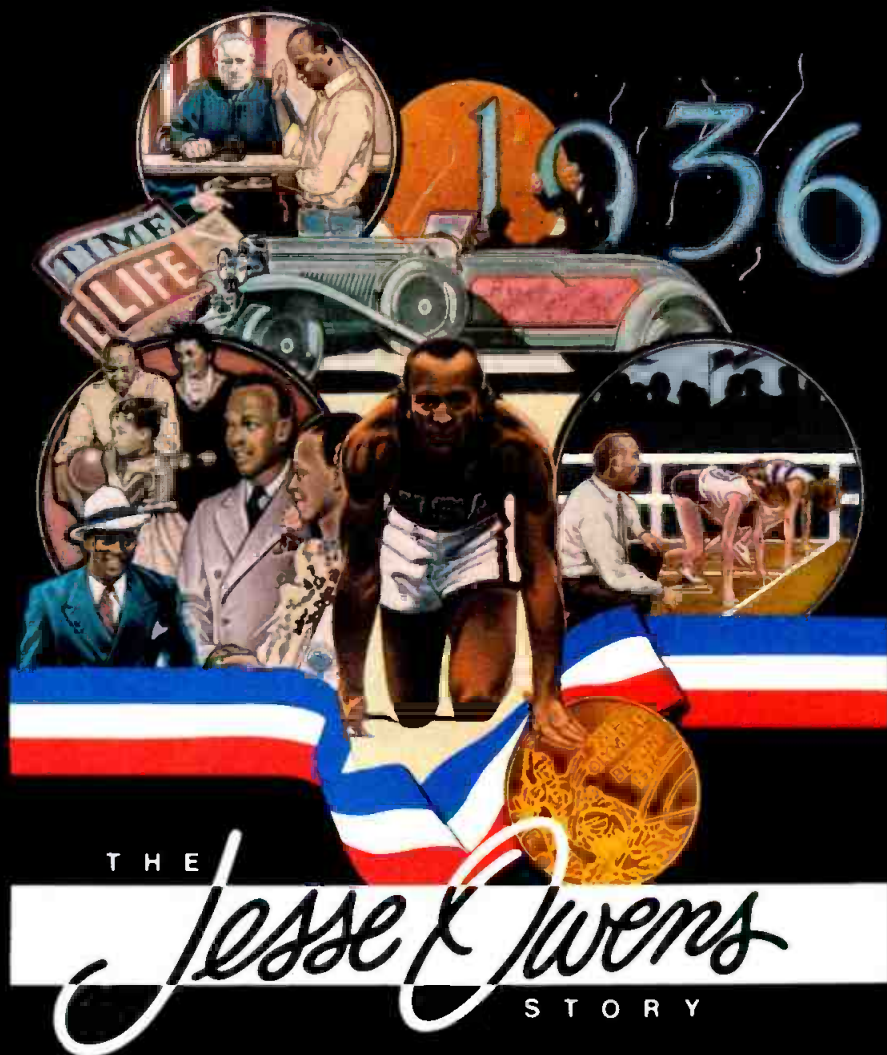
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concern that the U.S. will approve non-Intelsat applications for international satellite service. For he said Intelsat's "best interests would be served in this matter if all parties, including the U.S. government," insure that their commitments to the organization are kept and the objectives of Intelsat achieved. "It is important to all parties [to the Agreements] refrain from actions that would imperil the viability of a single global satellite system."

But he also stressed that Intelsat would not interfere in the internal affairs of member countries. As an international organization, he said, Intelsat "cannot and will not attempt to influence the domestic policies of its member countries, in the manner that has been suggested in the past week." □

Puerto Rican broadcasters lobby FCC on interference problems in Caribbean

Delegation says rules for rest of U.S. aren't applicable in island

Broadcasters in Puerto Rico have problems of their own, and FCC regulations that may not bother state-side broadcasters can make life very difficult in the Caribbean. That seemed to be the main message the Radio Broadcasters Association of Puerto Rico took to a special "Puerto Rico Day" presentation at the FCC last week.

Efrain Archilla, general manager of WALO(AM) Humacao, P.R., and vice president of the association, urged the FCC to grant Puerto Rican and U.S. Virgin Islands broadcasters higher power to counter interference received from other nations in the area that are not limiting their broadcast powers to those called for under treaty, or aren't parties to treaties.

Archilla also said efforts should be made to give countries causing Puerto Rico broadcasters interference technical advice and support. "Why should we be continually penalized by being forced to protect stations that do not protect us and that cause us interference in violation of established treaties?"

Byron Mitchell, general manager of WNCN(AM) Arecibo, P.R., noted that the island is smaller than Connecticut and largely covered with mountains. Since Puerto Rican broadcasters are also plagued by high noise levels, they are not able to get the same quality of coverage that mainlanders can get with the same power authorizations, he said.

As a result, Mitchell said the 0.5 millivolt per meter contour for AM stations, the 1 mv/m contour for FM stations and the FCC's 100-mile separation criterion aren't "appropriate" for determining broadcast ownership limitations on the island. "If these rules are relaxed for Puerto Rico, it would probably help small radio operators to merge into commonly owned networks, therefore reducing expenses and providing better service to the community," Mitchell said.

"It is no secret that many of these small operators are struggling to keep on the air

due to the fact of the large amount of radio stations now on the island—about 110 at last count, including construction permits. The risk of having a monopoly is minimized basically because of that large amount of radio stations existent on the island. Taking this into consideration, we believe that a waiver to this rule should be considered," he said.

Carlos Pirallo—representing Epifanio Rodriguez-Velez, general manager of WMIA(AM) Arecibo—said current allocations for Puerto Rican studio-to-transmitter links were "woefully inadequate."

In a petition for rulemaking at the FCC last week, the association asked that the frequency limitations imposed for STL's generally be waived for Puerto Rico. Pirallo said the association also will petition to use the entire 942-947 mhz band for STL's and inter-city relays.

Pirallo stressed that frequencies in the 18 ghz band wouldn't do. Puerto Rico is far too mountainous to permit the line-of-sight transmissions required in that band, he said. "It is a far better and more practical solution to reallocate the 942-947 mhz band for use in Puerto Rico," he said.

Jesus Manuel Soto, president of WNEL(AM) and WPRM-FM, both Caguas, P.R., said he was concerned about the FCC's decision in docket 80-90, which would permit the creation of new FM's, and "talk" of creating low-power FM's and expanding the AM band. "We strongly suggest that before all of these proposed rulemakings are adopted, an intensive study be conducted in Puerto Rico," he said. "It has already been established here that our industry is very much saturated in Puerto Rico," he said. "These proposed changes, if not properly studied, could have a disastrous impact on the industry of broadcasting in Puerto Rico...It's a very competitive market for a poor and small island." □

Court orders FCC to end children's rulemaking before end of the year

Chairman Fowler promises appeals court commission will wrap up inquiry, started by Ferris in 1979 on ACT petition

The FCC is under a court-imposed deadline to conclude action by the end of the year on a four-year-old rulemaking concerning children's television programming. The U.S. Court of Appeals in Washington, acting in response to a petition from Action for Children's Television, noted that even the commission, in the oral argument before the court on the issue, had conceded "a long time" had passed since the issuance of the notice of proposed rulemaking. But, in an unsigned opinion, the court said it would not compel "a more speedy resolution" of the proceeding because of a letter FCC Chairman Mark S. Fowler sent to the court promising commission action "no later than the

end of this quarter." Failure to comply with that promise, the court said, would result in "decisive judicial action."

At issue is the notice of proposed rulemaking the commission, under the chairmanship of Charles D. Ferris, issued in December 1979 listing five options it was considering in light of what the commission regarded as the television industry's failure to comply with the policies it had adopted in 1974. Those policies were designed to increase educational television programming for pre-school and school-age children, to decrease advertising in children's programming and to eliminate certain selling practices in that programming.

Among the options on which comments were invited was one to repeal the 1974 policy statement and rely on program sources other than advertiser-supported television and another to adopt interim mandatory programming rules, specifically two and a half hours for school-age children and five hours for school-age children aired during weekdays between 8 a.m. and 9 p.m. Yet another would require the adoption of television license-renewal processing guidelines to determine whether a licensee is meeting the minimum standards for children's programming (BROADCASTING, Dec. 24, 1979).

ACT, impatient with FCC's inaction, petitioned the court last March to compel the commission to complete action on the proceeding. The court, in its response, said the commission has considerable discretion in exercising its regulatory responsibilities—but it is not "unfettered." Indeed, it said the commission's "tardigrade pace" is "especially disturbing" in light of the commission's acknowledgement of the importance of developing television programming designed for children. That was expressed in a letter Fowler wrote to Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, in March, in connection with a hearing Wirth was holding on the subject (BROADCASTING, March 21).

Nevertheless, the court said it would not step in to compel a "a more speedy resolution" of the rulemaking proposal since Fowler has represented to the court that the commission will issue a final decision "by the end of this calendar year." The court added, "We assume the accuracy of Chairman Fowler's representation, and we advise the commission that failure to implement his represented schedule will necessitate decisive judicial action." Accordingly, it said, it was deferring action until Jan. 1, 1984, to allow the commission time to issue a final decision.

A commission official last week said work was proceeding on the final order and that it would reach the commission's agenda in the next several weeks—Dec. 22 at the latest.

Meanwhile, Peggy Charren, head of ACT, hailed the court order as a victory for the system, which she said was encouraging. But, she added, "it doesn't have anything to do with whether television is going to serve children." She is looking forward to possible wins on the substance of the issue, even if the commission's action on the rulemaking is not satisfactory to ACT. She cited congressional consideration of broadcast deregula-

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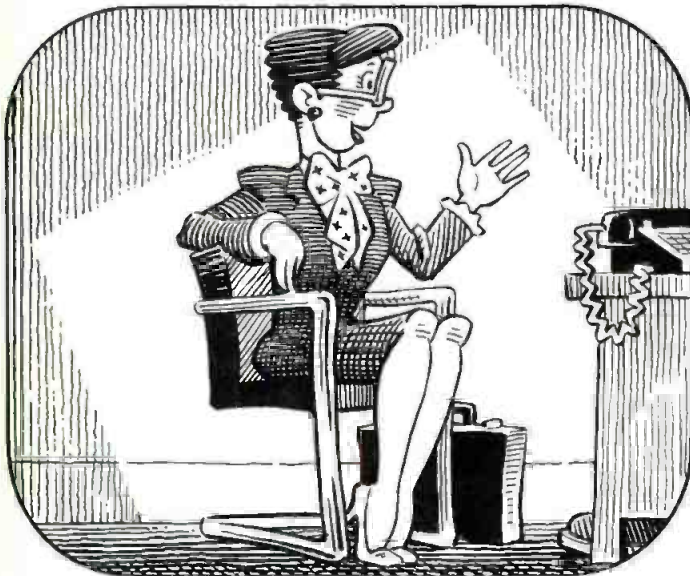




1. MS. USA: Mr. Cable Operator, how would you like to earn a lot of extra money?



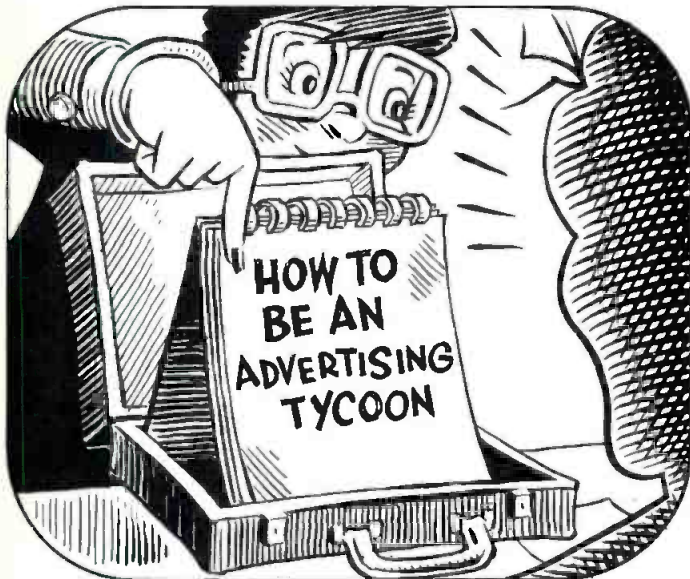
2. MR. CABLE OPERATOR: Who wouldn't?



3. MS. USA: Well, many cable operators, not unlike yourself, have made big bucks selling advertising to local businesses.



4. MR. CABLE OPERATOR: Isn't that very complicated and expensive to get into?



5. MS. USA: Don't worry, the USA Network will teach you everything you need to know to be a big time ad man.



6. MR. CABLE OPERATOR: Thanks, USA.

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So for the 85% who haven't even begun, we think there's no better time than now to start bringing Madison Avenue to Main Street. And there's no place better to start than with the USA Cable Network.

We offer 2 minutes for you to sell every hour, 24 hours a day.

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Plus USA has local advertising staff. And the local advertising staff has all the information you need to get started selling commercials.

What's more, we don't just send information, we'll personally teach you and your staff how to get into the ad biz. And more importantly, how to stay in it. And then most importantly, how to get big bucks out of it.

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*Paul Kagan Assoc. March '83.

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tion (she noted it includes a proposal to require quantification of the public interest which could set a standard for children's television programming) as well as the bill introduced by Congressman Wirth (H.R. 4097) that would require broadcasters to meet specific minimum standards of programming for children. □

Unusual twist to majority preference

In case of competing applicants for new UHF, FCC board says white applicant will better serve Hispanic interests than minority-controlled firm

White applicants can beat out minority-owned applicants in comparative contests for new broadcast licenses at the FCC. And in an opinion released Nov. 16, the commission's Review Board detailed how.

At issue was a contest between San Joaquin Television Improvement Corp. (18% owned by minorities who would be involved in the station's operation) and North Star Communications Ltd. (owned by whites), for a new UHF television station in Clovis, Calif. An administrative law judge had granted the application of North Star, stating that its significant diversification preference and better integration of ownership into management outweighed San Joaquin's preference for minority ownership.

The Review Board agreed with the initial decision's bottom line. Nonetheless, it also threw the spotlight on a strategy North Star had attempted to use to diminish any preference San Joaquin could get for its minority ownership.

Specifically, North Star noted that the Court of Appeals, in a supplementary opinion to its 1973 decision in *TV 9 Inc. v. FCC*, had pointed out that nonminorities were not foreclosed from seeking "similar or greater merit" than a minority applicant for being responsive to the needs of minorities.

North Star wanted to blunt any San Joaquin minority preference with its own roster of programming—which it said would be re-

sponsive to the Hispanic community—and its proposed use of a minority advisory committee.

The administrative law judge didn't permit North Star to do that on procedural grounds. The board noted that there was no clear precedent in this area and that there was no reason to "find fault" with the ALJ's action. However, it did provide some "tentative guidance" for handling situations where a nonminority applicant wanted to make a "minority-sensitivity" showing in the future, although it stopped short of explicitly taking North Star's programming into account.

"Our own view is that we ought not at this point preclude an applicant from any specific showing it considers relevant and material to the potential designation of an appropriate issue under the subject *TV 9* principle," the board said. "It might be that one applicant may wish to rely on proposed programming; another may wish to show minority employees in key managerial positions (e.g., general manager, station manager, program director). Other matters such as an applicant's prior active involvement in minority-oriented groups and causes or proposed relationships with local minority-oriented organizations may be probative," the board said.

"Obviously, frivolous or plainly irrelevant matter should not be accepted. But evidence that appears *prima facie* material to the issue should be fairly weighed in determining whether an appropriate issue ought to be designated," it said.

The board, in an opinion written by Norman Blumenthal, added that "the court's holding as expressed in *TV 9* will serve as the touchstone and its intentions on this subject should (and shall) be effectuated in the fullest good faith."

North Star's general partners are Jack A. Burk and Wesley Burroughs. Burk, a resident of Clovis, is director of business affairs for the People's Foundation, a nonprofit foundation. He also heads P.F. Communications Inc., a profit-making company that handles all of the foundation's TV and sound services (for example, the People's Church Telecast, *This Hour . . . With Pastor Johnson*).

Burroughs, a resident of Fresno, Calif., is an ordained minister and director of consulting services for the People's Foundation. Neither Burroughs nor Burk has other media interests. □

Call for help. Conceding that the National News Council "has fallen short of its hopes, and lacks visibility and support," its new chairman, Lucy Wilson Benson, urged journalists to back it as an ally, not an adversary. Benson, a former under secretary of state, and Council President Richard S. Salant, former CBS News president, have obtained emergency funding to keep the media monitoring group operating for the next nine months.

But Benson told a Boston meeting of New England's Society of Professional Journalists/Sigma Delta Chi that if singer Wayne Newton is successful in using a council finding against NBC News as evidence in a libel case involving another NBC story, that will be the end of the 10-year-old council.

Before a complaint against any news organization is considered by the council, the complainant must waive his right to use the council's findings in a libel case. Some major news organizations have failed to give financial support or to cooperate with the group on the grounds that its deliberations and conclusions constitute a blueprint for government censorship or libel prosecutions.

Asserting that the press's "trust and credibility are being eroded," Benson said the council provides the accountability the press needs. "A pitcher," she said, "can't call his own balls and strikes. There must be accountability somewhere."

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Radio group owners are selling marginally profitable stations in order to trade up for outlets located in growth markets

Spurred on by attractive financing opportunities, many major radio group operators are unloading unprofitable or only marginally profitable AM and FM facilities at an accelerating pace and buying properties considered to have "growth potential."

Among the group operators that have sold major radio stations are Doubleday, Westinghouse, NBC, Mutual and ABC. It is also rumored that Gannett Radio is looking to sell KSDO-AM-FM San Diego and WWWE(AM) Cleveland. Gannett Radio President Joseph Dorton declined to comment.

"There is a tendency today for major group operators to sell stations that are underachievers," said the San Diego-based broadcast broker and former Charter Broadcasting president, John Bayliss. This doesn't mean, Bayliss said, that group operators lack expertise in running stations. Rather, their list of priorities is changing, and they have run out of patience with marginal properties, he said.

Agreeing with Bayliss was Doubleday Broadcasting President Gary Stevens. Doubleday sold its KWK-AM-FM St. Louis to Cleveland-based Robinson Broadcasting for \$4.5 million (BROADCASTING, Nov. 7). Stevens said the stations were "marginal performers" and noted that there is definitely a trend in the industry to sell off properties that "are not producing and taking a disproportionate amount of management's time."

Stand-alone AM or FM stations require a lot of management time, added Harte-Hanks Radio President Gary Edens. This year, his company sold WEZI(AM) Memphis and KMJK(FM) Portland, Ore., and currently has WSCN(AM) Birmingham, Ala., on the market. Edens said the principal reason for those divestitures is to allow Harte-Hanks to concentrate on acquiring AM/FM combinations in Sunbelt markets closer to its radio operations headquarters in Phoenix.

Group W Radio's president, Richard Harris, sees the elimination of the FCC's three-year ownership rule as another major factor causing radio operators to re-evaluate their properties and sell some of them more quickly than before. Harris said WPNT(FM) Pittsburgh, which was sold to former radio rep executive Saul Frischling for approximately \$3.3 million (BROADCASTING, Sept. 12), was viewed as an expendable property, and added that Group W is also holding "active discussions" about the sale of WIND(AM) Chicago.

The recent flurry of radio station trading



Bayliss



Stevens



Harris



Dickstein

should not be construed as a sign of weakness. Rather, it's a function of a more competitive environment as well as closer financial scrutiny by major corporations, said NBC Radio President Michael Eskridge. With the economy improving, there is more of a seller's market encouraging group operators to sell less productive properties, he noted.

"The acquisition market for radio stations is sizzling," said Barry Dickstein, president of Hartstone & Dickstein, a Hartford, Conn., investment banking firm dealing strictly with broadcast facilities. Long-term capital borrowing at low interest rates from banks is plentiful, which is excellent for first-time radio buyers, he added. This, in turn, is allowing major group operators to "trade-up" by selling their "less attractive" properties, he said.

Who are the buyers? For the most part, they are entrepreneurs entering the broadcasting field for the first time or smaller group operators with much less overhead than the larger groups. Both of these, according to the majority of radio executives canvassed by BROADCASTING, view the marginal properties sold by major operators as good investments as well as "turn-around opportunities."

Earlier this month, Pompano Beach, Fla.-based Statewide Broadcasting purchased WCFL(AM) Chicago from Mutual for \$8 million (BROADCASTING, Nov. 7). The 50,000 watt clear-channel facility was reportedly losing substantial amounts of money.

"We strongly believe AM facilities remain tremendous outlets for broadcasters," said Scott Ginsburg, Statewide's president and chief executive officer. Ginsburg, an attorney who was formerly chief counsel to Senator Gaylord Nelson (D-Wis.), said Statewide is in the "acquisition mode." In just over six months since its inception, the company has purchased five radio properties. In addition to WCFL, the company owns Florida stations WAPE(AM) Jacksonville, WKQE(AM)-WBGM(FM) Tallahassee and WVCG(AM) Coral Gables. Statewide Broadcasting specializes in religious and ethnic block programming, but Ginsburg declined to say whether WCFL will go the same route. An announcement concerning the format will be made within

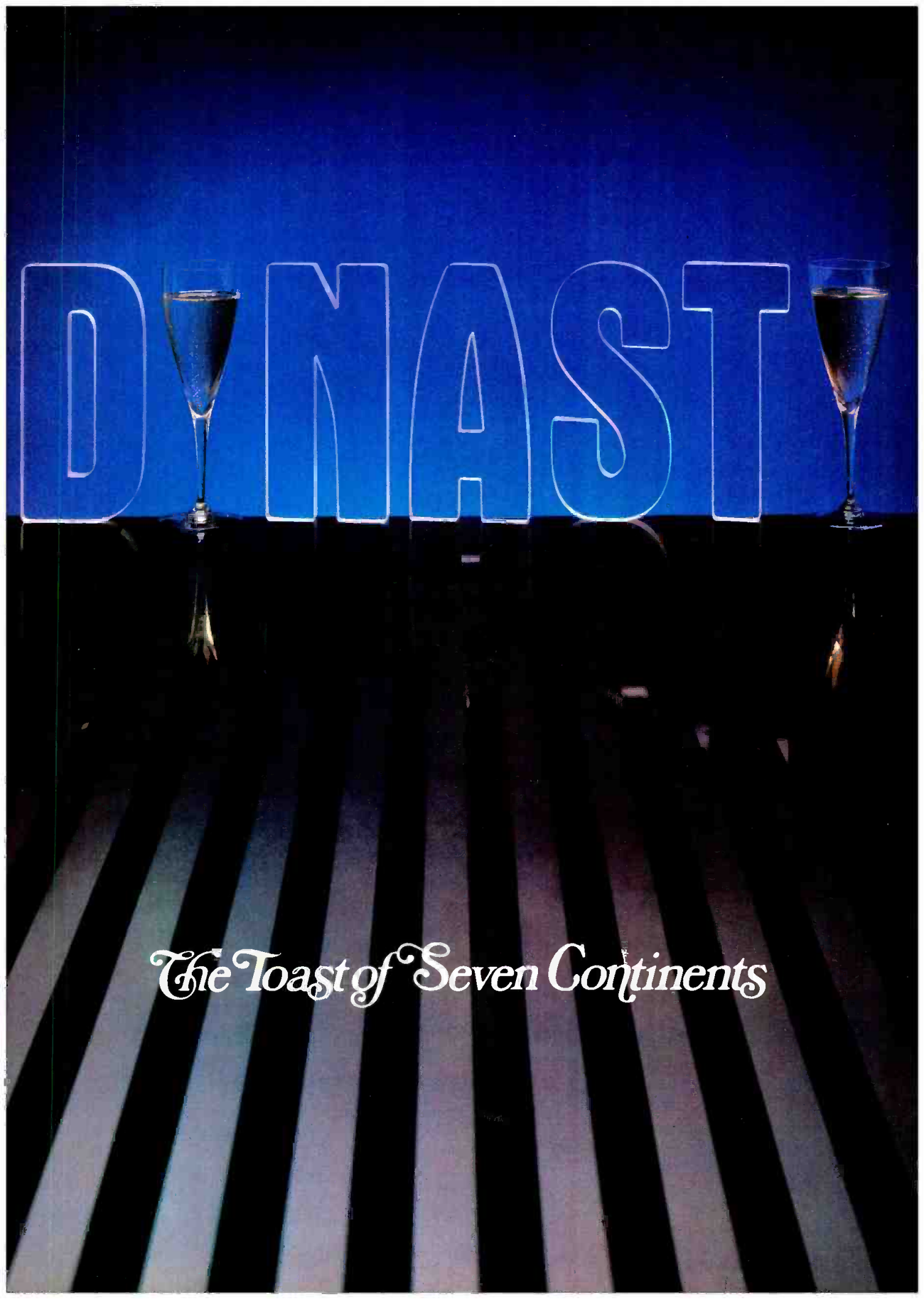
60 days, he said.

The same week that Mutual announced the sale of its WCFL, NBC struck a deal with Washington businessman and real estate developer, Joseph Della Ratta, for its news/talk WRC(AM) Washington for approximately \$3.5 million. This is the first broadcast acquisition for Della Ratta, who has additional real estate holdings in Maryland, Virginia, Pennsylvania and Colorado. Eskridge said that NBC will be looking to acquire an additional radio property with a good performance record next year. Earlier this year, NBC purchased WJIB(FM) Boston from General Electric Broadcasting for \$6.5 million (BROADCASTING, May 16) and expects to close today (Nov. 28).

Buoyed by a strong financial backing, New York-based Founders Communications, an independent group formed by Founders Ventures, a venture capital firm active in the real estate business, plans to build a major-market Spanish-language radio group operation in cities with large Hispanic populations. The company, according to its president, John Teeger, raised \$3.5 million in the past four months for radio station acquisitions. Its first purchase occurred on Sept. 28, when it bought KFJZ(AM) Fort Worth from Swanson Broadcasting for \$2 million. Teeger told BROADCASTING that he is negotiating for another major-market property.

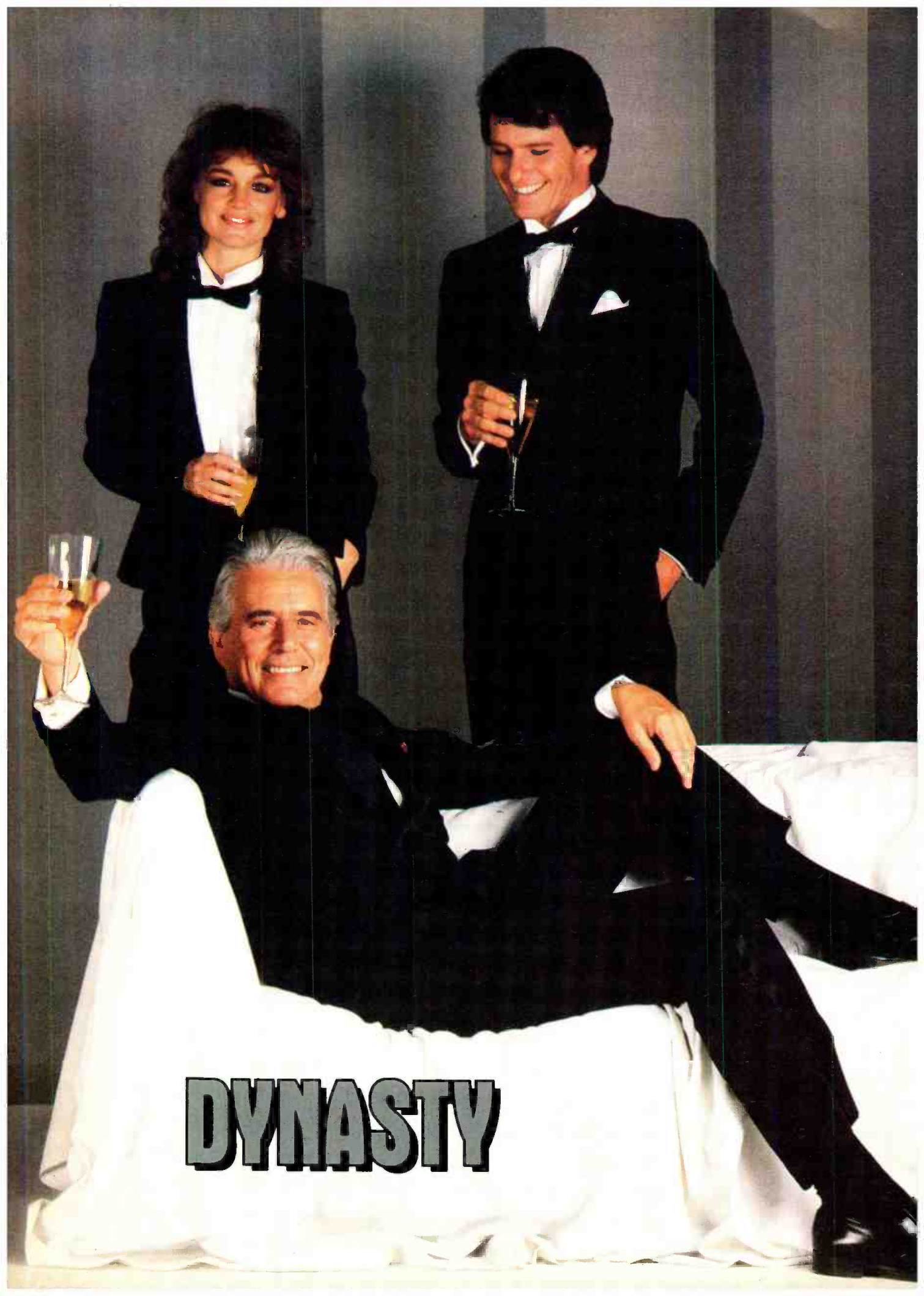
Stephen Adams, a Minneapolis-based banker who owns Pepsi-Cola bottling plants in four Southern markets, will invest more than \$100 million in both radio and television properties this year, said Dickstein. Among the properties in Adams's portfolio are WRTH(AM)-KEKZ(FM) St. Louis, sold by King Broadcasting and Metroplex, respectively.

Another new radio station entrepreneur is Price Communications, headed by Robert Price, former general partner of Lazard Freres, a New York-based investment banking house. Last year Price purchased WOWO(AM) Fort Wayne, Ind., from Westinghouse Broadcasting & Cable for \$6 million (BROADCASTING, June 28, 1982). Earlier this year it bought KIOI(FM) San Francisco from Charter Broadcasting for \$12.4 million (BROADCASTING, May 2). □

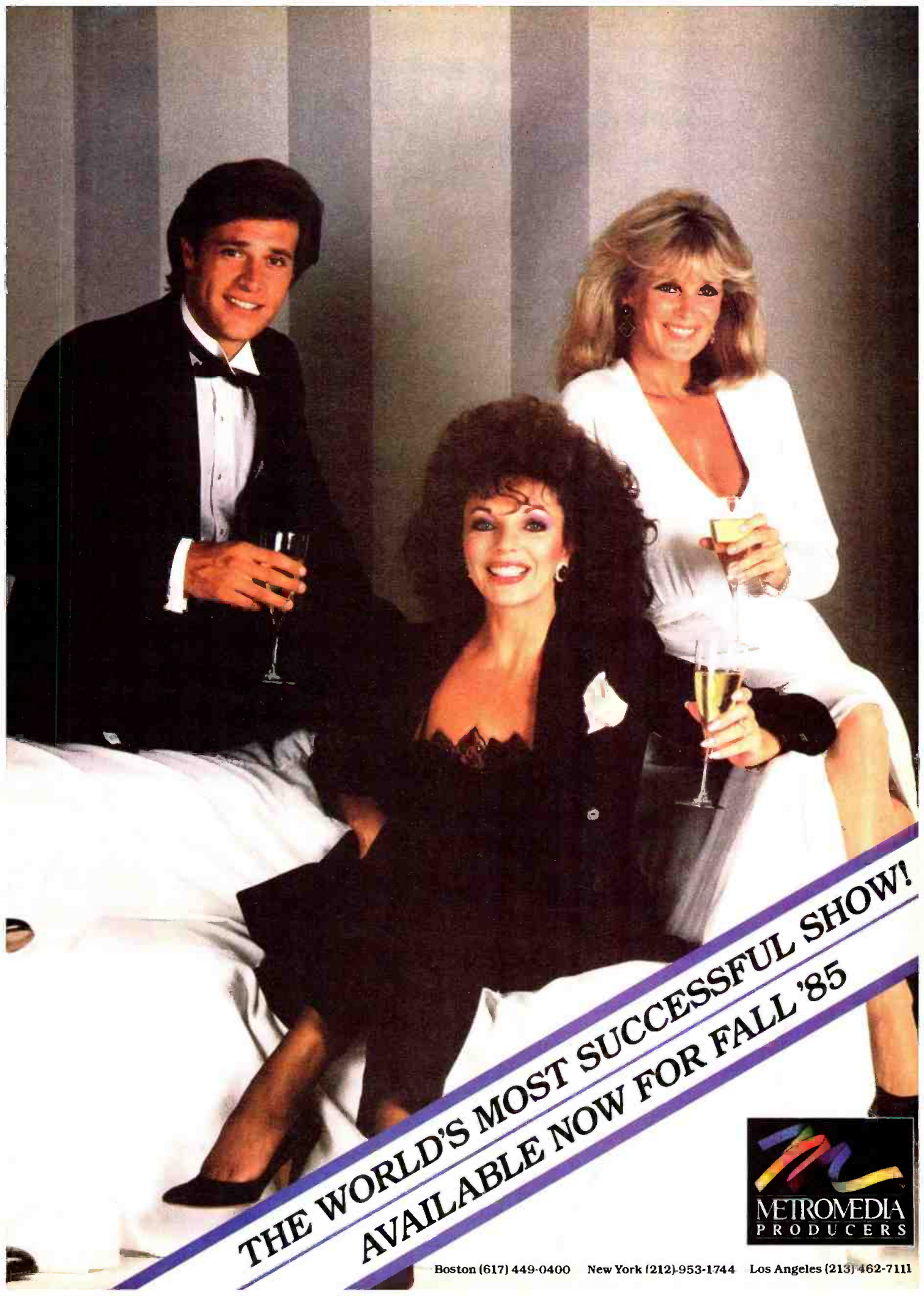


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TELECASTINGS



Sent to the minors

NBC-TV will reshuffle its prime time series lineup again in early December to reinstate three new shows currently on hiatus and to put into hiatus *Bay City Blues*, an MTM Enterprises entry that has been declining rapidly since it premiered three weeks ago on Tuesday at 10 p.m. (see story, page 54). Replacing *Bay City*, which will remain in production, will be *For Love and Honor*, which began the season on Friday at 10 p.m. but went into hiatus a month ago. It returns Dec. 6. *Rousters*, an hour-long comic adventure that slumped on Saturday at 9 p.m., will be tested for two weeks (Dec. 20 and 27) on Tuesday at 9 p.m., where it will follow one of the season's biggest hits, *A Team*, and temporarily bump *Remington Steele*. *Manimal*, an hour-long adventure lifted from Friday at 9 p.m. four weeks ago, will return on Saturday at 9 p.m. starting Dec. 2. Friday, from 9 to 11 p.m., where movies and specials have been running since *Manimal* and *For Love and Honor* were removed, will continue to be devoted to movies, with the lineup as follows: *Looker*, a psychic thriller starring Albert Finney (Dec. 2); *Seems Like Old Times*, a repeat made-for-TV movie starring Chevy Chase and Goldi Hawn (Dec. 9); "Oh God! Book II," starring George Burns (Dec. 16); *Skeezzer*, a made-for-TV movie starring Karen Valentine (Dec. 23), and *House of Cards*, another made-for-TV movie starring Lee Montgomery in the role of a 19-year-old college dropout faced with the responsibility of raising younger siblings (Dec. 30). *Boone*, another troubled new NBC series which has averaged an 11.7 rating/17 share on Monday nights at 8 p.m. this fall, will be pre-empted twice in December for holiday specials, one hosted by Bob Hope and the other by singer Mac Davis. *Boone*, however, remains part of the network's regular lineup, a network spokesman said.

Making deals

The Taft Entertainment Co. and Children's Television Workshop have agreed to develop and create original children's and family programming, including specials, network series, syndicated programs and pay television material. The agreement does not cover educational programming for public television.

CTW produces *Sesame Street*, *The Electric Company* and *3-2-1 Contact* for public television, while Taft's two animation divisions produce programming for the commercial television networks. Terms of the agreement were not disclosed.

In a separate development, Columbia Pictures Television expanded its commitment to daytime programming by signing producers Gary Bernstein and Larry Hovis to an exclusive contract to create daytime pro-

jects for the Burbank studio. The pair have already produced a daytime pilot for CPT entitled *Show Me* in association with Ralph Andrews Productions. CPT currently produces one daytime serial for CBS-TV and another for NBC-TV. According to CPT President Herman Rush, the studio will continue to emphasize long-form programming, with 28 hours of movies and mini-series already committed for the 1983-84 season.

International honors

The United Kingdom outdistanced all other nations in the 11th International Emmy Awards competition last week, winning in three of five program categories. The awards were presented before an audience of 800 at New York's Sheraton Center hotel last Monday (Nov. 21).

The United Kingdom winners were: popular arts, *The Black Adder*, BBC; drama, "King Lear," Granada Television Ltd., and performing arts, "Dangerous Music," HTV Ltd. The other two winners were the CBC



Marinho



Brodtkin

for *Fraggle Rock* (children's programming) and Swedish Television for *The Miracle of Life* (documentary). There were 15 finalists in the five programming areas.

Special awards were given to Roberto Marinho of Rede Globo, Brazil's largest television network, and Herbert Brodtkin, producer and partner in Titus Productions. Marinho received the Directorate Award for outstanding contribution to the arts and sciences of international broadcasting, and Brodtkin was given the Founders Award for creative achievement in international television.

East and West

Leaders in Japanese and American commercial and public broadcasting will discuss the role of television in forming their countries' perceptions of each other at a two-day conference this week (Nov. 30-Dec. 1) at the Japan Society in New York. News, documentaries and public affairs programming will be the focus on Wednesday. The following day, participants will examine the

changes that new technologies are producing in broadcast communications in the two countries.

Panelists, presenters and moderators will include: Lester Crystal, executive producer, *McNeil/Lehrer NewsHour*; Lawrence Grossman, president, Public Broadcasting Service; Av Westin, vice president, ABC News; Fred Friendly, Columbia School of Journalism; Kiyoshi Hara, chairman, Asahi Broadcasting Co.; Ralph Baruch, chairman, Viacom International; Van Gordon Sauter, executive vice president, CBS/Broadcast Group; Arch Madsen, president, Bonneville International; Hisanori Isomura, president, NHK News; Mikio Kawaguchi, executive managing director, NHK News; Keiichi Izawa, managing director, Chupu Nippon Broadcasting Co.; Osamu Watanabe, executive director, international relations, Fuji TV; Richard Wald, senior vice president, ABC News; Keith Fuller, president, Associated Press, and James Rosenfield, senior vice president, CBS/Broadcast Group.

The two-day event, "Communicating Across Cultures," is sponsored by the National Association of Broadcasters, the National Association of Public Television Stations, Japan Broadcasting Corp., National Association of Commercial Broadcasters in Japan and the Japan Society.

Scheduled awards for "leadership in increasing understanding between broadcasters in Japan and the United States" are Frank Stanton, president emeritus, CBS, and Hara, the Asahi chairman.

Heisman lineup

The one-hour telecast of the 1983 *Heisman Trophy Award* will be carried on more than 100 television stations on Dec. 3 from 7 p.m. to 8 p.m. NYT. Crum & Forster, the insurance holding company, is in charge of production for the special for the third consecutive year, with Cappy Productions Inc., New York, as producer.

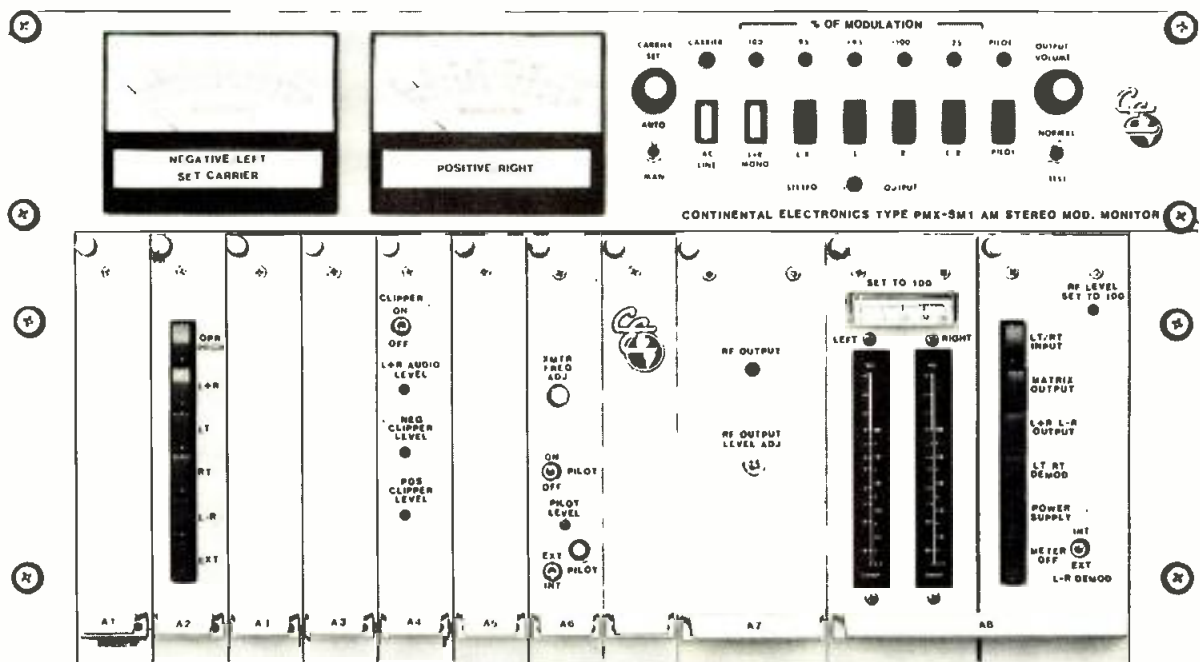
The program will consist of interviews with college football players, including past Heisman winners. The winner of the 1983 award will be announced live during the telecast.

Clearance was handled by SFM Entertainment, New York. The satellite transmission will be by Robert Wold Corp., Los Angeles. The special is offered to stations on a barter basis with Crum & Forster and its parent company, Xerox, as national sponsors.

Analysis available

A Landover, Md.-based broadcast research firm, Custom Audience Consultants, is offering for television an Arbitron diary analysis service previously offered only to radio. CAC has served radio clients for more than

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10 years. The new television package, according to CAC, is available to stations as a standardized offering or may be ordered selectively based on the client's needs and interests.

A look at 'US'

A pilot for a new half-hour magazine strip "designed to titillate, inform and reveal, but most of all to entertain," is being jointly produced by *US* magazine and Barry & Enright Productions for 1984-85 syndication. *All About US* will utilize the features that appeared in the weekly magazine. A pilot is expected to be finished in December, in

time for the Association of Independent Television Stations' January convention. Colbert Television Sales, which distributes Barry & Enright's other programs, will syndicate *All About US* on a cash-plus-barter basis with one minute retained for national spot sales. The producers are aiming for a prime access or prime time slot. Also getting into the act, is Metromedia, which will become an equity partner and share in the profits. Although Metromedia has signaled its intention to air the proposed program as part of a "block" of prime time magazine programs that includes *PM Magazine* and *Entertainment Tonight* among its group of seven TV stations, it is not clear how many

of the Metromedia stations will carry the show.

Media on the line

General Electric has again signed on to underwrite *Inside Story*, a weekly half-hour PBS examination of media performance. Matching its \$4-million grant from last season, GE's new programming contribution calls for 20 new editions and five updated rebroadcasts of selected 1984 programs through July 6. Hodding Carter, former State Department spokesman under Jimmy Carter, continues as anchor of *Inside Story*.

Programming

ABC outlines plan to put rein on program costs

Thomopoulos tells reporters in Los Angeles that inflation is threat to growth of industry

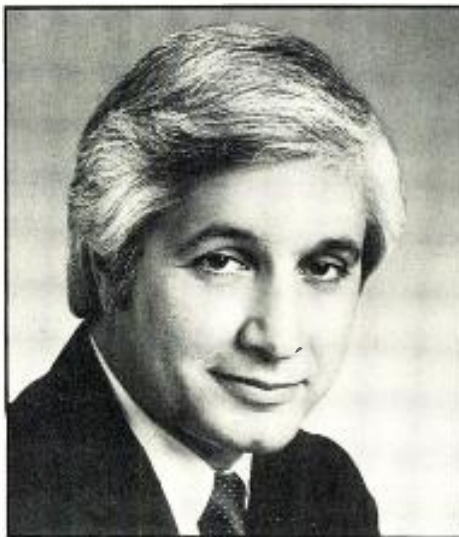
The ABC Broadcast Group is instituting "an intensified cost containment policy" to offset "a squeeze on profit margins" resulting from increasing competition and rising production costs, division president Anthony D. Thomopoulos announced last Tuesday (Nov. 22) in Los Angeles.

In outlining ABC's new policy last week, Thomopoulos said increases in license fees for continuing programs would be held to 5% annually, plus union-mandated increases, arguing that yearly inflation has slowed to that amount. In the past, license fees for new prime time programs have increased by about 15%, according to ABC estimates. Thomopoulos would not specify what current license fees for the network are or how much annual increases have been in recent years.

He indicated that "cost control" measures would be instituted in all Broadcast Group operations, including radio, owned-and-operated stations, news and sports. Thomopoulos did not disclose any specific changes beyond those outlined for ABC Entertainment, where he said "recent history indicates that successful programs can double or triple in cost within a few years' period. In my view, some of these cost increases have been justified and some have not."

Thomopoulos speculated that "the cost growth spiral, should it continue, threatens the health and growth of our business throughout this decade." He said that ABC's overall profit margin for its broadcast operations has shrunk from 20% in 1978 to between 13% and 14% in 1983. "Our profit margins have to be stabilized," Thomopoulos insisted.

Alan Levin, executive vice president, CBS Entertainment, said he doubts Thomo-



Thomopoulos

poulos did anything more than put into policy at ABC what all three networks have been attempting to achieve in recent years with regard to prices paid for programming. It's difficult to assign an across-the-board ceiling on price increases, Levin said, however, "because each series has different requirements that demand different license fees."

The executive's policy statement follows remarks made by ABC Entertainment President Lewis D. Erlicht on Nov. 10 during a Hollywood Radio and Television Society luncheon. The networks are trying to "keep Hollywood from becoming another Detroit," Erlicht told producers, "because rising [production] costs are accelerating so rapidly that they are not keeping up with revenues." At that time, Erlicht predicted "a severe curtailment of the monies that have been previously forthcoming."

In outlining ABC's new policy last week, Thomopoulos said his network accepts some of the responsibility for allowing the program costs to rise dramatically. "I am not putting the blame on one group versus another group. . . What I am saying now is we have to correct the problem."

Thomopoulos was especially critical of producers who, in his view, do not deliver in

regular series episodes what is promised in pilots. He said that "probably over half" of the long-form pilots viewed by ABC for the current season had substantially higher production values than the episodes following them. The disparity "is a constant source of problems" for the network, he added.

The new policy was formulated without consultations with producers, unions or other networks, Thomopoulos said. He said advertisers had expressed "concern" with price increases resulting from the increase in passed-along production costs but that the new policy was not initiated by such comments.

Other cost containment measures being implemented at ABC include greater use of tape rather than film and elimination of pilot production requirements in some situations. Thomopoulos said there are no plans to change the number of episodes ordered for a typical prime time series.

NBC released a statement Tuesday in response to the ABC announcement, stressing that "each program negotiation is an individual matter and deals with the special needs of each production. NBC fully intends to continue what we feel is an excellent working relationship with the production community." □

Syndicated rankings show old favorites topping the list

But shares are high for one new entry, 'Wheel of Fortune'

Established shows continued to dominate the syndicated program rankings in the 23 major markets measured by Nielsen in October. A glaring exception: The new *Wheel of Fortune*, which averaged a 24% share of audience on affiliates in prime access time and a 23% share in early fringe.

The rankings are contained in "Market and Syndicated Program Performance Report," compiled by the A.C. Nielsen Co. for Petry Television, the station rep firm, based

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sultant David Garth, film director Peter Bogdanovich, editors, an astronomer, a Senator, an orchestra conductor, among others.

The show encourages students to look beyond news headlines for causes, effects and consequences of current events. Here's a sample: how a major news-weekly cover story on military preparedness took shape. What Shakespeare reveals about the problems of aging. Do the ups and downs of the stock market really reflect the health of the economy?

"Why in the World" will be on the air throughout the 1983-84 school year. We encourage high schools around the country to tape the broadcasts on local PBS stations and use them in classroom discussions.

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Our stories can be used throughout your local programming schedule. Use them in morning

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We'll even take care of some of the editing for you. Most of our stories are offered in long and short versions to meet specific programming needs quickly and easily.

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You'll receive our service weekly via your choice of tape or satellite transmission on Westar 4. Each of our weekly reels is comprised of 10 to 12 stories in 5 or 6 subject areas.

Accompanying our reel will be corresponding printed support materials, including timing, story synopses and background research.

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They'll tell you that LPN looks good no matter where you sit.



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on Nielsen's October measurements in the 23 markets.

In Monday-through-Saturday prime access time on network affiliates, *Hee Haw*, the venerable country music variety show, remained the top share winner among syndicated programs. Seen on six affiliates in access time, it averaged a 29% share. *Dance Fever*, on seven stations, came in second with a 25 share. *Wheel of Fortune's* 24 share was two points ahead of *Family Feud PM* (on 20 stations) and *Tic Tac Dough* (on seven), which tied for fourth. Another new syndicated program, *This is Your Life*, ranked eighth, averaging an 18 share on the three affiliates carrying it in access time. Two other newcomers, *Love Connection* and *Taking*

Advantage, ranked 12th and 13th with shares of 11 and 8, respectively. *Love Connection* was on three affiliates in access time, *Taking Advantage* on four. (Paramount Television, which syndicates *Taking Advantage*, said last week that the weekly financial program, scheduled primarily on Sunday morning and in weekend access, had averaged a 4.6 national Nielsen rating during its first eight weeks on the air.)

On independent stations in the access period, *M*A*S*H* and *Three's Company* tied for first place in rankings according to audience share, averaging 19% each, with *Solid Gold* coming in third at 18%. *M*A*S*H* was on 12 independents in access time, *Three's Company* on nine and *Solid Gold* on 10.

In Monday-Friday daytime on network affiliates, *Donahue* continued to rule, averaging a 32 share on 21 stations, followed by *Joker's Wild* with a 21 share on three stations. *Hour Magazine*, on 12 stations, and *Tic Tac Dough*, on six, tied for third with 20 shares. Three new syndicated shows appeared in the list: *Love Connection* tied with *The 20-Minute Workout* for fifth place, averaging a 12 share; *Woman to Woman* tied with *Family* for seventh at 11, and *Breakaway* came in ninth at 6, *Love Connection* was on six affiliates in daytime, *Woman to Woman* on 10 and *Breakaway* on three.

In Monday-Friday daytime on independents, *Woman to Woman* and another newcomer, *Inspector Gadget*, were in a three-

'Day After' sweeps ABC to victory

On the strength of the highest-rated network movie of all time (see "Top of the Week"), ABC-TV won the eighth week of the prime time ratings race with a 1.3 rating-point lead over second-ranked CBS-TV. NBC-TV, which finished last on every night of the week (ending Sunday, Nov. 20), and averaged only a 20.6 share of the audience, suffered its lowest weekly rating and share since the week ending Feb. 13, when ABC aired its mini-series *Winds of War*.

ABC won Monday, Saturday and Sunday while CBS, which aired parts two and three of its mini-series, *Chiefs*, won Tuesday, Wednesday, Thursday and Friday. Despite its second-place finish, CBS aired eight of the week's top ten programs, while ABC and NBC each had only one. Of the week's top 30 programs, however, ABC was ahead, airing 13 to CBS's 12 and NBC's five.

For the week, according to A.C. Nielsen's National Television Index, ABC averaged a 20.4 rating/31.3 share, compared with a 19.1/29.2 for CBS and a 13.5/20.6 for NBC. CBS remains ahead in season-to-date ratings, averaging an 18.2/29 to ABC's 17.8/28 and NBC's 15.1/24. In averages for the November sweeps, set to end this week, CBS is also ahead, having averaged a 19 rating as of Nov. 20 to ABC's 18.3 and NBC's 14.6.

ABC's broadcast of the highly controversial movie *The Day After*, on Sunday, helped the network to a 36.9/51.5 for the night, more than twice the rating and share for CBS (16.1/22.5) and three times that of NBC (12.2/17.6). A special one-hour installment of the occasional ABC News program, *Viewpoint*, aired following the movie, contained no advertising and was given no national rating, although overnight ratings in Nielsen's six metered markets indicate it may have been the highest-rated news broadcast in network history.

Part one of NBC's highly publicized mini-series, *Kennedy* (12/17), proved no competition for *The Day After* and finished third in its time period.

ABC's victory Monday came in part from the season's second-high-

est-rated *Monday Night Football* broadcast (18.1/29), a game between the Atlanta Falcons and the Los Angeles Rams. The game helped ABC to a 19.5/28.8 average for the night, against the usual front-runner, CBS (18/27.3), which aired its regular series lineup, and NBC (15.8/23.5). NBC's telecast of the movie, "Ordinary People" (18.2/29), won its time period, but its lead-in *Boone* (11/14) finished third behind CBS's *Scarecrow and Mrs. King* (19.5/29), which had its highest rating in a month, and ABC's *That's Incredible* (17.6/26).

Although *A Team* (25.1/37) gave NBC a big lead in the 8 p.m. slot on Tuesday, the rest of its lineup fell victim to *Chiefs, part two* (23/36). *Bay City Blues* (7.2/12), NBC's new 10-p.m. entry, continued its steady decline since its premiere four weeks ago and helped drag NBC's nightly average down to a 16.1/24.8, behind CBS's 20.6/31.4 and ABC's 17/26.5.

On Wednesday, *Chiefs, part three* (23.7/36) overpowered ABC's formidable series lineup, helping CBS to a 20.8/31.7 for the night. ABC, which won the 8-p.m. slot with *Fall Guy* (20.6/32), finished second (19.4/29.7) followed by NBC (13.9/21.2), which saw its series lineup open with *Real People* (16.3/25) and then decline steadily in ratings to close with *St. Elsewhere* (10.9/17).

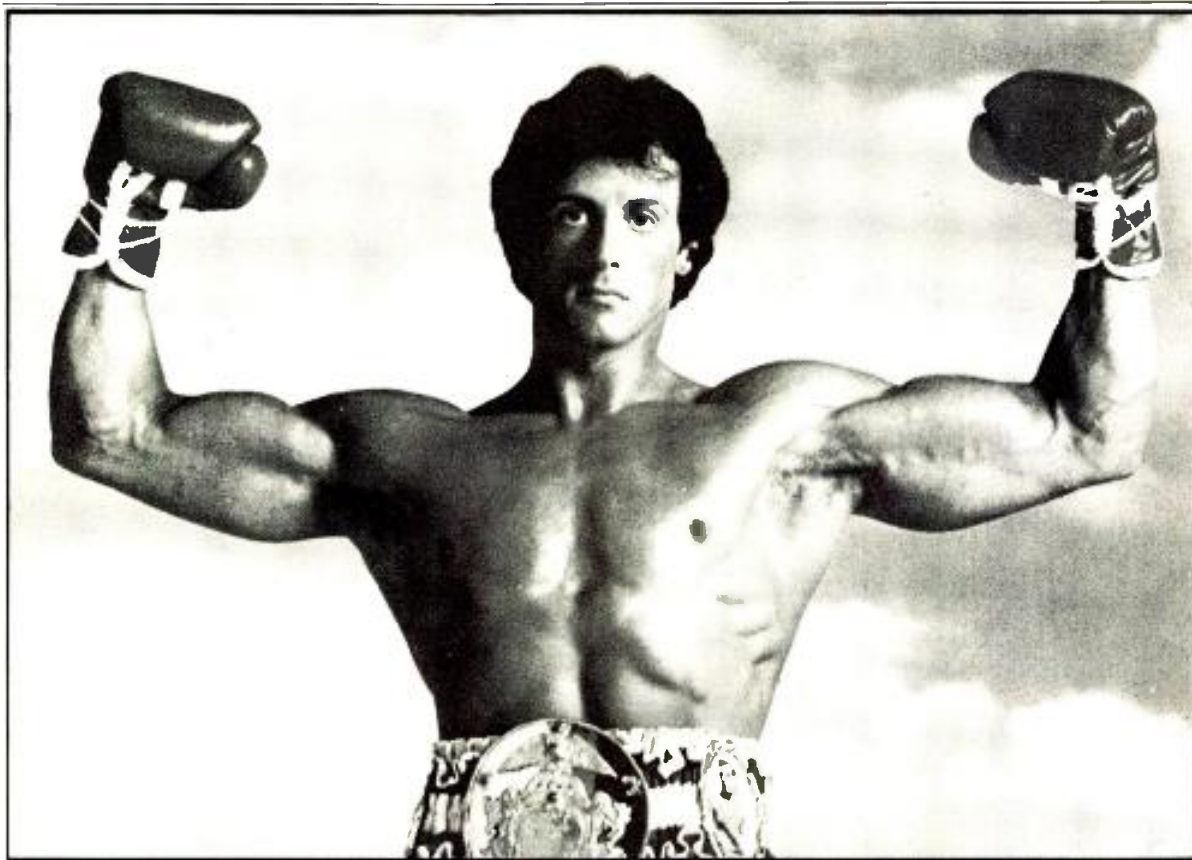
ABC pulled slightly ahead of NBC on Thursday by opening its night with a one-hour special, *World's Funniest Commercial Goofs* (19.5/29), and averaging a 15.7/23.7 to NBC's 15.4/23.1. NBC last week renewed its only new Thursday-night series, *We Got It Made*, through the end of the season. CBS, with all three of its series in the week's top ten, averaged a 22.8/34.4 for the night.

On Friday, NBC's lowest-rated night of the week, that network's telecast of the movie "Blowout" (8.1/13) contributed to a disastrous 8.4/13.5 for the night overall, far behind ABC's 15.3/24.9 and CBS's 23.2/37.7. NBC's 8:30-p.m. comedy *Jennifer Slept Here* (8.6/14) had its lowest-rated outing so far this season, while its competition on ABC, *Webster* (18.1/29), hit its season high.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Day After	ABC	46.0/62	23.	That's Incredible	ABC	17.6/26	45.	Jeffersons	CBS	14.0/18
2.	Dallas	CBS	27.5/43	24.	Hill Street Blues	NBC	17.4/27	46.	Mommie Dearest	CBS	13.9/23
3.	Simon & Simon	CBS	25.2/37	25.	Cheers	NBC	17.2/25	47.	Silver Spoons	NBC	13.9/23
4.	A Team	NBC	25.1/37	26.	Hotel	ABC	16.9/27	48.	Family Ties	NBC	13.9/21
5.	Falcon Crest	CBS	23.7/40	27.	Real People	NBC	16.3/25	49.	Men and Women	NBC	13.5/22
6.	Chiefs, Part 3	CBS	23.7/36	28.	Rantasy Island	ABC	16.2/28	50.	Lottery	ABC	13.5/21
7.	Chiefs, Part 2	CBS	23.0/36	29.	Benson	ABC	16.2/27	51.	Gimme A Break	NBC	13.2/20
8.	60 Minutes	CBS	22.8/34	30.	Smokey and the Bandit II	ABC	16.0/24	52.	Mama's Family	NBC	12.4/18
9.	Magnum, P.I.	CBS	22.2/33	31.	Remington Steele	NBC	15.9/24	53.	Trauma Center	ABC	12.1/18
10.	Knots Landing	CBS	21.5/33	32.	Mississippi	CBS	15.9/23	54.	Kennedy, Part 1	NBC	12.0/17
11.	Fall Guy	ABC	20.6/32	33.	T.J. Hooker	ABC	15.8/26	55.	Great Day	CBS	11.5/19
12.	Dynasty	ABC	20.6/30	34.	20/20	ABC	15.5/24	56.	Goodnight, Beantown	CBS	11.5/15
13.	AfterMASH	CBS	20.5/29	35.	Matt Houston	ABC	15.3/26	57.	Yellow Rose	NBC	11.3/19
14.	Scarecrow and Mrs. King	CBS	19.5/29	36.	Facts of Life	NBC	15.2/22	58.	Boone	NBC	11.0/16
15.	Commercial Bloopers	ABC	19.5/29	37.	Ripley's Believe It Or Not	ABC	15.1/23	59.	St. Elsewhere	NBC	10.9/17
16.	Newhart	CBS	19.2/28	38.	Whiz Kids	CBS	15.0/23	60.	Mr. Smith	NBC	9.1/15
17.	Hart to Hart	ABC	19.0/32	39.	We Got It Made	NBC	15.0/22	61.	Jennifer Slept Here	NBC	8.6/14
18.	Love Boat	ABC	19.0/31	40.	Emerald Point N.A.S.	CBS	14.7/24	62.	Blowout	NBC	8.1/13
19.	Dukes of Hazzard	CBS	18.3/30	41.	Trapper John, M.D.	CBS	14.5/22	63.	First Camera	NBC	7.7/11
20.	Ordinary People	NBC	18.2/29	42.	NFL Football	NBC	14.4/23	64.	Bay City Blues	NBC	7.2/12
21.	NFL Monday Night Football	ABC	18.1/29	43.	Alice	CBS	14.4/19				
22.	Webster	ABC	18.1/29	44.	Diff'rent Strokes	NBC	14.3/24				

* Rating represents average of game runover plus 4-minute post-game show

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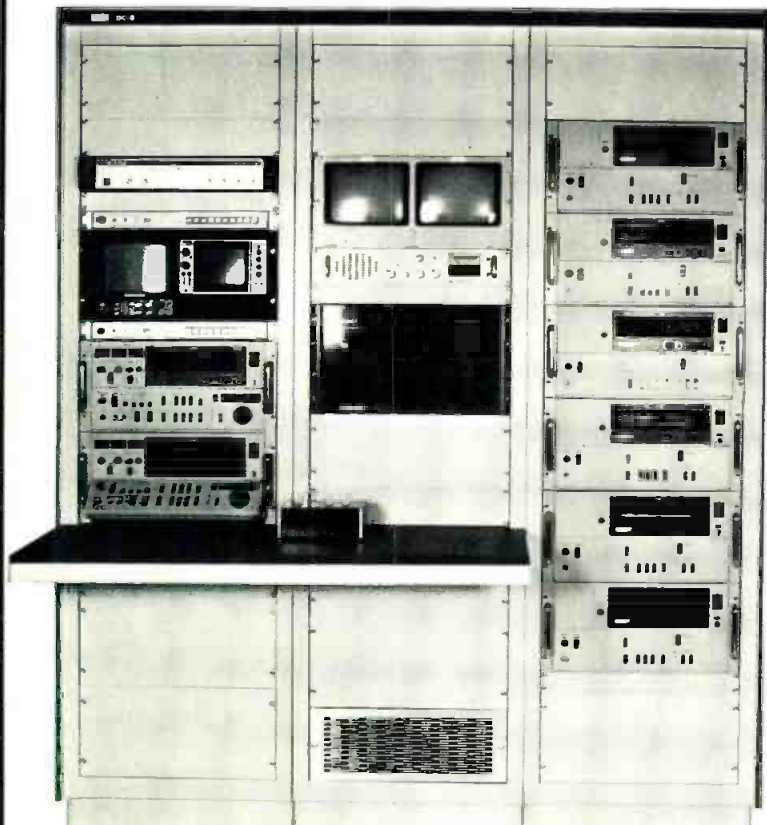
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way tie with *Hour Magazine* for fifth place, averaging 7 shares on three stations each, while *Breakaway*, on six stations, came in 10th with a 4 share. Top share gainers for independents were *Joker's Wild*, which averaged a 13 share on four stations; *Scooby Doo*, a 12 share on three stations, and *Tic Tac Dough*, a 9 share on three stations.

In Monday-Friday early fringe on network affiliates, *M*A*S*H* was edged out of the top spot by *The Jeffersons*, which averaged a 30 share on 10 stations. *M*A*S*H* averaged a 26 on eight stations tying with *Barney Miller* (five stations) for second place. *Wheel of Fortune*, with a 23 share on three stations, was in a three-way tie for fifth place. Bringing up the rear in 16th, 17th and 18th places were *Love Connection*, with a 15 share on five stations; *Newscope*, a 12 share on five stations, and *Breakaway*, a 9 share on nine stations.

In late night, Monday-Friday, *M*A*S*H* was again the top share winner on affiliated stations, coming in with an average 37 share on five stations. *Barney Miller* was second with a 31 average on four stations, followed by *Entertainment Tonight* with a 25 share on three stations and *Taxi* with a 20 share, also on three stations.

*M*A*S*H* also led the syndicated parade in late night on independents, averaging a 15 share on three stations. The new *Thicke of the Night*, on 12 independents, ranked eight with a four share. □

Metromedia-Turner announce deal for 'American Caesar'

Mini-series on Douglas MacArthur set to air in late 1984

Metromedia Television and Turner Broadcasting System have jointly acquired TV rights to *American Caesar*, a five-hour mini-series tracing the career of the late General Douglas MacArthur, for showing on Metromedia's seven TV stations and Turner's superstation WTBS(TV) Atlanta in 1984. Based on William Manchester's best-selling biography of the same name, *American Caesar* uses film footage, narrative with still photographs and numerous interviews and analyses by independent journalists. Actor John Huston hosts the mini-series, and John Colicos is narrator. TBS officials put the cost of TV rights at "more than \$1 million."

Metromedia and Turner Broadcasting have had reciprocal arrangements on news coverage in the past, but this is their first co-venture of this magnitude, and it is not expected to be the last. Said Robert Bennett, president of Metromedia Broadcasting: "We're very excited about what we expect to be just the first of a number of joint projects with TBS."

The Metromedia stations and WTBS cover a little more than 50% of U.S. TV homes, according to TBS. Officials said they expected that either TBS or Metromedia would syndicate the series. The timing for the Metromedia-TBS presentation has not been set, but it probably will be shown on two nights—three hours one night, two hours the

other—some time in “the second half of 1984.” WTBS will broadcast the mini-series in Atlanta and offer it as part of the WTBS superstation programing on cable and in nonMetromedia markets.

American Caesar was produced by Cineworld Productions, with Michael Maclear as executive producer. Alan Enterprises, Malibu, Calif., is distributor.

NCTV fights violence in TV promos

Group is working on legislation requiring networks, stations and cable systems to offer replies to ‘public health issue’

The National Coalition on Television Violence, which monitors and publicizes violent acts on television, is preparing to carry its fight to Congress. The specific target will not be violence in programs, however, but violence in the promos calling attention to the programs. A draft bill would require networks, cable as well as broadcast, and local broadcast stations and cable systems to offer time for response to the “public health issues” raised in the promos. The proposed bill would require a response ratio of one response to three ads.

An NCTV spokesman said the organization plans to seek sponsors for introduction of a bill by next spring. In the meantime, NCTV would be “coalition building” and discussing the matter with congressional staffers. NCTV disclosed plans for the legislative effort at the same time it was releasing another of its monitoring reports. It said violence decreased slightly from its record high at the start of 1982 but continues to average almost seven violent acts in each hour of prime time television. And *A Team*, television’s most popular show, is also its most violent, with 34 acts of violence each hour, according to NCTV.

The NCTV believes that since no effort would be made to censor programs, the First Amendment would not prove a hindrance to the proposed legislation. Indeed, in the days when broadcasters were allowed to carry cigarette advertising, an FCC holding that the fairness doctrine required broadcasters to air anti-cigarette spots was upheld by the courts. NCTV said it believes “the public health issues involved provide sufficient state interest to justify federal intrusion, especially since all of the regulated entities operate in interstate commerce.”

The bill could ignite another major debate over the question of the effect of television violence on the nation’s mental health. NCTV noted that at the first national conference on television and film violence, sponsored by the American Medical Association in Washington last month, Dr. Thomas Cook of Northwestern University said that virtually all aggression researchers have concluded that violent TV and film entertainment is a cause of violence. Network psychologists, the NCTV noted, “were the only ones still

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defending violent entertainment as harmless."

NCTV, in a memorandum describing the proposed legislation, said it focuses on promos in the belief that "the sheer promotion of violence, unlike the inclusion of violent acts as part of program content, is violence for the sake of violence."

The bill would require the broadcast and cable networks and local outlets to log promotional ads containing violence and to make available on request to "responsible persons" response time on the basis of one response to three ads. The response time would be given in the same daypart as the promos were aired. The broadcast and cable networks would be required to file their logs of promo violence with the FCC on a monthly basis, while the stations and local cable systems would be required only to keep on file locally logs of promo violence they originate.

The bill would also require the FCC to set up enforcement procedures. It would be directed to issue a notice of proposed rulemaking to establish the logging and compliance procedures, and to create sanctions in addition to those provided for in the Communications Act.

NCTV has even calculated the amount of time its proposed bill would require the networks to grant in prime time as a response to promos containing violence—121 1/3 minutes each year. That is based on NCTV's estimate that from one-third to one-half of the 1,092 promos the networks broadcast in prime time yearly contain violence. □

Group W prepares new game show

'Every Second Counts' joins growing list of fall entries in game show sweepstakes

Group W Productions, Los Angeles, is adding another game show to this season's first-run syndication marketplace, which has already attracted so many of that genre that it has been dubbed the "year of the game show" by some programmers. The company also recently committed to two made-for-TV movie projects, one of them, *The Ginny Foat Story*, set to air on ABC-TV next fall.

The game show, *Every Second Counts*, will be produced by Charles Colarusso Productions and hosted by Bill Rafferty, host of NBC-TV's *Real People*. It will feature three couples competing to accumulate seconds with each question they answer correctly in the first two rounds. The contestants better their chances to win big-ticket prizes in each day's round three the more time they accumulate. Colarusso is former co-producer of the *John Davidson Show* and has been associated with the *Dinah Shore Show* and a number of game shows.

Ed Vane, president of Group W Productions, believes there is demand for a "fresh new game show in prime access," where *Family Feud*, *Joker's Wild* and *Tic Tac Dough* have been running for several years and where King World Productions has suc-

Tighten up. The network early morning news race saw one of its closest finishes ever the week before last (Nov. 7-11), with ABC-TV's *Good Morning America* averaging only three-tenths of a rating point lead over NBC-TV's *Today* show. In its fifth consecutive week of ratings improvement, *Today* averaged a 4.6 rating/21 share, compared with *GMA*'s 4.9/22 and *CBS Morning News*'s 4/18. Its lead was the narrowest lead *GMA* has held over *Today* in rating since September 1982 and in share since March 1982. In 1983, *GMA*'s average share of audience has declined from a 27 for both the first and second quarters to a 24 for the third quarter and a 23 for the first seven weeks of the current fourth quarter, while *Today* began the year with a 21 share, slipped to a 19 for both the second and third quarters and climbed back to a 20 for the first seven weeks of the fourth quarter. *CBS Morning News* climbed from a 17 share for both first and second quarters to a 19 for the third but has averaged an 18 for the first seven weeks of the fourth.

Today changed co-hosts last week when Jane Pauley began maternity leave that is expected to last three months. Replacing her for a month starting today is Connie Chung, host of NBC-TV's early morning news entry, *Sunrise*. Contenders for subsequent replacements include four NBC News correspondents: Mary Nissenson, network correspondent based in Chicago; Lea Thompson, of WRC-TV Washington; Carol Marin, of WMAQ-TV Chicago, and Bonnie Anderson, reporter based in Miami who sat in for Pauley last Thursday and Friday.

cessfully launched *Wheel of Fortune* this fall. *Every Second Counts* joins at least five other game shows being proposed for first-run syndication next fall, including, *A Case in Point*, from 20th Century-Fox Television; *Jeopardy*, from King World Productions; *Hollywood Squares*, from Orion Television; *Name That Tune*, from Sandy Frank Film Syndication, and *Anything for Money*, from Paramount Television. *Anything for Money*, another recent addition to the field of game shows for next fall, combines the appeal of the former network hit, *Candid Camera*, and NBC-TV's *Real People*, according to Steve Goldman, vice president, Eastern region manager, for Paramount.

Group W's *Ginny Foat Story*, to be produced in association with Marvin Minoff Productions, is based on the story of the former president of the National Organization for Women who was recently acquitted of a murder charge. Fees paid to Foat for the exclusive rights to her story will go to the Ginny Foat Legal Defense Fund.

In addition to the *Foat* story, Group W is developing a script for a two-hour movie for CBS-TV, entitled *Down Under*. To be written by Mardik Martin, it is the story of an undercover policeman who has trouble keeping his identity as he assumes, in the line of duty, the role of a drug dealer, pimp, thief and biker. Martin co-wrote "Raging Bull" and "Firestorm." □

Paramount reports success in sales of 'Jesse Owens' story and Steinberg show

Both will be syndicated on barter basis and have been cleared in 40 markets, seven in top 10

The Jesse Owens Story, a four-hour mini-series, and *Stars With David Steinberg*, a series of celebrity interview specials, both to be produced and syndicated on a first-run barter basis by Paramount Television, have been cleared in 40 markets, including seven of the top 10.

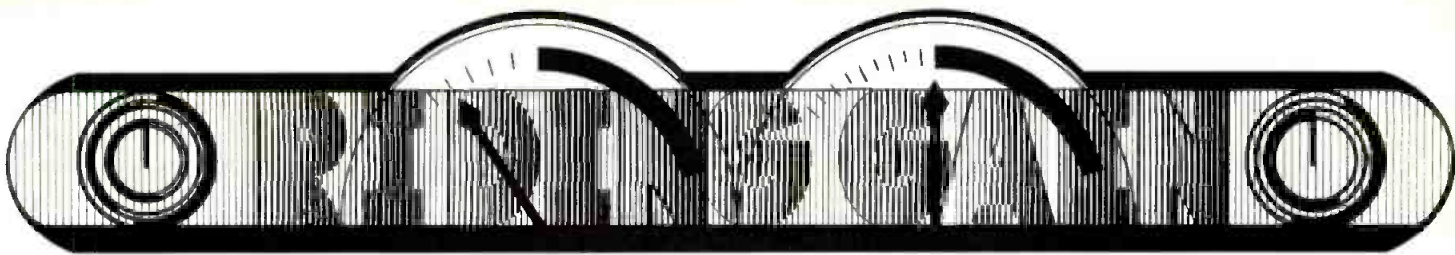
Steve Goldman, vice president, Eastern

region manager for Paramount, declined to identify stations involved in the deals specifically, but said group station operators with stations planning to carry *Jesse Owens* include Golden West Television, Tribune Broadcasting Co., Hearst Broadcasting Stations, Cox Broadcasting, Taft Broadcasting, General Electric Broadcasting, Post-Newsweek Stations, Gannett Broadcasting, McGraw-Hill Broadcasting, Jefferson-Pilot Broadcasting, Hubbard Broadcasting, Outlet Broadcasting and Pulitzer Broadcast stations. Most stations involved have committed to four runs of *Jesse Owens*, the first week of July 9, 1984, followed by a repeat run the week later and then two more runs during a three-week window a year to 18 months following the first two runs. Toyota has purchased a quarter sponsorship in the mini-series, said Goldman, and two other advertisers have holds on quarter sponsorships.

Paramount received multiple bids for *Owens* in many of the 40 markets, said Goldman, and it based its decision not only on a station's strength and the time period promised, but on promotional support promised, in advance, for the program. Commitments for promotional support from stations include, from one independent, 1,000 gross rating points per week in on-air during the two weeks preceding the premiere plus full-page ads in major local newspapers and half-page ads in suburban papers. Paramount plans to spend about \$200,000 on national promotion for the mini-series.

Group operators with stations planning to air *Stars* include CBS, RKO, Hearst, Taft, King Broadcasting, Gannett, Post-Newsweek, Multimedia, Jefferson-Pilot, General Electric, Malrite Broadcasting, Outlet and McGraw-Hill. Half of the national advertising time in that series, which could be expanded to six installments if the first two are successful, has been purchased by American Cyanamid.

In addition to the two specials, Paramount is proposing three first-run series for next fall, including two for prime access, *Anything for Money*, a game show, and *In Style*, a magazine with input from Fairchild Publications' *Womens' Wear Daily*. A proposal for a late-fringe serialized drama, *City of Angels*, will not go forward, said Goldman, unless advertiser support can be guaranteed in advance. □



Driving it home

National Car Rental Systems and Minnesota Public Radio have joined forces to produce 30 three-minute radio comedy sketches "designed to entertain listeners while simultaneously reminding them about safe driving practices." The series, dubbed *Crash Course*, is being offered to public radio stations nationwide. The sketches include Duck's Breath Mystery Theater, The Laughmasters, The Last Laugh Theater and Dudley Riggs's Brave New Workshop. "We see *Crash Course* as an innovative approach to a serious nationwide problem," said NCRS president and chief executive officer, B.A. Rolfs. "Many safety campaigns use fear-arousing messages to shock motorists into safer driving habits. We decided to try a nonthreatening approach, which we believe can be especially effective with young drivers"

Election year

ABC's Rock Radio Network will introduce the *National Rock Poll* live via satellite on Jan. 6 from 1 p.m. to 7 p.m. (NYT). The special program will solicit audience response through 900 telephone numbers that listeners may call to vote on six rock music categories for 1983: best group, best male vocalist, best female vocalist, best new act, best album and best song.

The network will devote one hour of voting to each category. There will be four candidates per category as determined by 1983 record sales. Live five-minute updates

For the record. The Daytime Broadcasters Association isn't talking only to the National Association of Broadcasters about a possible merger ("Closed Circuit," Nov. 14); it's making the same pitch to the National Radio Broadcasters Association, James Wychor, DBA president, said.

One of DBA's prerequisites is that either organization set up an "autonomous" daytimers committee, able to go its own way on its special interests but operating under the parent organization's umbrella, Wychor said. He added that all of the discussions were "just in the embryo stage."

Gary Capps, president, KGRL(AM) Bend, Ore., is chairing the DBA committee exploring merger possibilities. Wychor, vice president and general manager of KWOA(AM) Worthington, Minn., and Ray Livesay, president and general manager of WLBH(AM) Mattoon, Ill., also are serving on that committee.

will be given by two hosts each hour with final results aired from 7 p.m. to 8 p.m. Pam Merly of ABC Rock Radio Network affiliate WYSP(FM) Philadelphia has been selected as host of the event.

Legality

Broadcast Music Inc. has filed a copyright infringement suit in United States District Court in Los Angeles against the owners of KROQ(FM) Pasadena, Calif., which currently programs the Rick Carroll's "Rock of the 80's" format syndicated by Noble Broadcast Consultants. The suit alleges that its copyrighted songs were performed at the station without authorization and in violation of the U.S. Copyright Act. BMI said it is seeking statutory damages together with attorney fees and court costs.

CHR countdown

The United Stations, a New York-based radio program producer/distributor, has added *The Rick Dees's Weekly Top 40* national contemporary hit radio countdown to its lineup of long-form program offerings. The four-hour program, launched by KUIS(FM) Los Angeles's morning personality, Rick Dees, earlier this year, is currently airing in nine out of the top 10 markets. The show incorporates humor with a review of the week's hit music and interviews with special guest artists. The program is the fifth weekly show for the United Stations.

News growth

Atlanta-based CNN Radio continues to expand its news operations with plans to increase its long-form sports programming and features as well as launching a nighttime interview/call-in show. Both projects are targeted for the second quarter of 1984.

Beginning Dec. 6, CNN Radio will increase its schedule of 10-minute newscasts (currently aired at the top of the hour each morning) to 7 p.m. ("Riding Gain," Nov. 7). CNN Radio has 110 affiliates.

Big band fans

Metromedia's WNEW(AM) New York is holding discussions with Mutual Broadcasting System on the possibility of launching a weekly big band series next year. Both parties are pleased with station response for the three-hour Glenn Miller special, produced by WNEW(AM) and distributed by Mutual last summer ("Riding Gain", Aug. 15).

Met vignette

In honor of the Metropolitan Opera's centennial celebration this year, classical WNCN-FM New York has created *The Met Minute*—a series of 60-second vignettes on the history of the opera company. Hosted by Robert Jacobsen, editor-in-chief of *Opera News* magazine, *The Met Minute* airs daily at 10:55 a.m.



Birthday review. Classical WNCN(FM) New York plans to air *The Cresta Blanca Hour—A Tribute to Morton Gould on his 70th Birthday*, the evening of Dec. 10. Sponsored by Cresta Blanca wines, the program will be a mix of interviews, music composed by Gould and excerpts from the original *Cresta Blanca Hour* radio broadcasts of the 1940's, which were hosted by Gould. Gathering to discuss the special program in WNCN(FM)'s live performance studio are (l-r): Gould; David Dubal, music director, WNCN; James K. Morrow, district manager, Cresta Blanca Winery, and Mario Mazza, program director, WNCN.

Time closes its teletext doors

Lack of consumer interest among reasons for shutdown

Even though Time Inc. is a dominant cable programmer (Home Box Office and Cinemax) and operator (American Television and Communications), it is having trouble increasing its presence in the industry through other ventures.

First there was *TV-Cable Week*, its much heralded cable programing guide. It went out of business after five months of publication, losing more than \$47 million in the process (BROADCASTING, Sept. 19). And last week there was its cable teletext service. After developing and testing the satellite-delivered service for more than a year, Time announced it would not pursue the teletext business. It had spent between \$25 million and \$30 million on the project.

Teletext is a method of sending screenfuls (pages) of computer-generated alphanumeric information and graphics to home television sets. Hundreds or thousands of pages are broadcast or transmitted by cable systems in high-speed cycles. Using special de-

Comsat mistreated. Joseph V. Charyk, chairman and chief executive officer, Communications Satellite Corp., has registered his "strong objections" to H.R. 4464, a bill introduced two weeks ago by House Telecommunications Subcommittee member Edward Markey (D-Mass.) that would require Comsat to divest itself of its competitive businesses (BROADCASTING, Nov. 21). In a letter sent to Markey and distributed to the press, Charyk also criticized the way Markey "developed and introduced" the bill, saying it was "particularly unfair" to Comsat employees.

In a meeting between representatives of Comsat and Markey aide Ron Klain on the day the bill was introduced (Nov. 17), Charyk wrote, Klain said the bill was aimed at correcting abuses stemming from Comsat ownership of regulated and nonregulated businesses. But Klain was unable to come up with any examples or "hard evidence" of the abuses, Charyk said. "The only statement we were able to get from Mr. Klain regarding the need for this legislation," he said, "was when he twice told our representatives that the legislation was requested by 'M/A-COM and other high-tech companies located in your district.'"

Charyk also expressed his disappointment at Markey's not meeting with Comsat representatives or allowing Comsat to review or comment on the legislation before it was introduced. After the bill was introduced, he said, "our repeated phone calls to your office were not returned by Mr. Klain."

coders connected to their television sets, consumers can "grab" specific pages and display them on their screens.

The Time teletext service comprised 5,000 pages. For the test, which began in October 1982, it was delivered via satellite to around 250 cable homes in San Diego (Cox Cable) and Orlando, Fla. (ATC).

Time was not saying much about its abandonment of teletext. After evaluating the re-

sults of the test, spokesman Michael Luftman said, Time determined the business was not yet economically viable.

Sources within Time, however, indicate the decision to drop out was based on several other factors:

- First, use of the service among the test homes was less than what Time officials had thought it would be. In off-the-cuff remarks at Duke University last September, Time President J. Richard Munro said the typical home was using the service just 15 minutes a day and added that "teletext may be ahead of its time." (It was the first public admission by any Time official that its service was in trouble.) A.C. Nielsen and National Analysts have compiled the usage statistics, but Luftman said Time would not disclose them.

- Second, the service suffered from the lack of such transactional features as home banking and shopping, which have proved popular on two-way videotex services.

- Third, despite the construction of new high-capacity cable systems in major markets, most systems still don't have room to add new services. And even when channels open up, cable operators are apt to fill them with lucrative pay services like the Disney Channel or The Playboy Channel.

- And fourth, teletext decoder/converters proved expensive and unreliable. The Time service was based on the North American Broadcast Teletext Specification, a standard for which only prototype decoders have been built. For the test, Time used 400 custom-made Zenith cable converters retrofitted with Norpak NABTS decoder boards and Owl Electronic software. They cost thousands of dollars each and, according to one source, "had a higher incidence of failure that originally anticipated." Matsushita had promised to produce in large quantities decoders that would attach to cable converters, but even they would cost considerably more than the \$150 that Time had hoped to pay for them. Time spokesman Louis Slovinsky said the cost of the decoders "was not a crucial factor" in Time's decision.

The decision to shelve the teletext service

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The National Association of Broadcasters has 25 committees charged with examining a plethora of regulatory, legislative and industry-related issues. In this series, *BROADCASTING* is examining each of those committees, focusing on the chairmen, members and goals for the coming year.

RESEARCH COMMITTEE □ The chief duty of the committee is to help set priorities for NAB's research department. But before it could set its agenda, the committee faced a difficult assignment—what to do with the NAB's controversial Television Trends Study. After reviewing the complete study, the committee found serious methodological and conceptual inadequacies and unanimously agreed NAB should not release it (*BROADCASTING*, Oct. 10). The study, which caused an uproar at the NAB convention last April, showed that while TV viewership is up, audience satisfaction is down.

If there were those who thought NAB's decision to disassociate itself from the study might be harmful to NAB's credibility, the committee's chairman, Peter Kizer, executive vice president, Evening News Association, Detroit, disagrees. "It's an example of a piece of research that went sour. But there are an awful lot of



examples of solid research," Kizer said.

Now that the trends study is behind it, the committee must stay active and aggressive to insure that no further unsupervised projects emerge from NAB, Kizer said. (The research committee was reactivated only after the controversy erupted.) Kizer feels it won't happen again because his committee in-

tends to "stay on top and be active."

There are a number of research projects NAB is likely to undertake. Kizer, himself, feels the association may want to explore the possibilities of 15-second commercials or two 15-second commercials. And as a former head of the Broadcast Rating Council, Kizer thinks that audience measurement quality needs constant review.

The committee also is interested in keeping an eye on long-range planning for the association as well as exploring regulatory and policy issues. Tracking the growth of the broadcast industry and providing an economic analysis are other projects NAB's research department will likely tackle. Audience research and the assessment of new technologies and their impact on broadcasters have also attracted the committee's interest and may supply fodder for future reports.

Committee members include: Kizer; Rubens; Michael Conly, vice president-general manager, WFMV-TV Greensboro, N.C.; Richard Dudley, chairman and chief executive officer, Forward Communications, Wausau, Wis.; James Lynagh, president, Multimedia Broadcasting Co., Cincinnati; Marvin Mord, vice president, market and research, ABC, New York; David Poltrack, vice president of research, CBS/Broadcast Group, New York.

ll have human repercussions. Most of the 0 persons involved in the teletext project being laid off. But Luftman said a "small cup" of would remain to "monitor opportunities" in electronic publishing. He would say who would be in the group, indicating only that Peter Gross, president, video development and information services; Sean McCarthy, director of the division; Don Sid- director of the teletext service, and Terry rshey, managing editor of the service, had t to resign. As for the other division employees, he said, they along with the former /-Cable Week employees would get first ack at openings in Time's other businesses.

With Time out of the teletext picture, the ure of the medium is uncertain. CBS-TV id NBC-TV are pushing ahead slowly with tional teletext services. Restricted to nsmittng the service during the vertical anking interval of normal television pro- aming, the networks are limited to broad- asting just 100 pages of information. hat's more, the networks are using the me NABTS system. As a result, decoders e equally scarce and costly.

Terry Connelly, vice president of televi- on news for Taft Broadcasting, which has en broadcasting a teletext service over its KRC-TV Cincinnati for the last few months, id it would be unfortunate if the Time ex- perience caused broadcasters to give up on letext. The key to making teletext work, he id, is offering a local service and using the orld System Teletext standard, for which latively low-cost decoders are available. ven though only 60 Cincinnatians have rchased (for \$300) Zenith WSTset-top de- xders to receive the WKRC-TV service since s introduction last summer, he said, Taft is onfident the audience would gradually ow and that advertising revenues would entually cover the \$130,000 Taft spends n the service each year. "It has to be a low- st service and you have to have low-cost

decoders in the marketplace," he said.

Larry Pfister, a consultant to Time's teletext project and chairman of the Videotex Industry Association, also warned against counting out teletext or videotex because of the Time's decision. Time was looking for a

business that would generate revenues of \$100 million or \$200 million a year, he said. "Time doesn't launch medium or, for that matter, small businesses," he said. "There is still room for a lot of small business address- ing vertical markets." □

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Changing Hands

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KEX(AM)-KQFM(FM) Portland, Ore. □ Sold by Golden West Broadcasters to Taft Broadcasting Co. for \$8 million. Seller is group owner of three other AM's, two FM's and one TV, headed by Gene Autry, chairman. It recent-

ly sold KSFO(AM) San Francisco for \$7 million ("Changing Hands," June 20). Buyer is Cincinnati-based, publicly traded producer, syndicator and group owner of five AM's, six FM's and seven TV's. It is headed by Dudley S. Taft, president. KEX is on 1190



Broadcasting and baseball. The John E. Fetzer Business Development Center at Western Michigan University, Kalamazoo, was dedicated at ceremonies in which Fetzer's peers in broadcasting and baseball cited his achievements in those fields as well as his public service. Fetzer donated \$1 million toward WMU's successful \$8.5-million "Partners in Progress" capital campaign that allocated \$4.6 million for construction of the center that offers programs in management and executive development. The center lounge contains the John E. Fetzer Permanent Exhibit that features memorabilia from the 82-year-old Fetzer's two careers as owner of Fetzer Broadcasting Co. and as former owner of the Detroit Tigers baseball club. At the dedication (l-r): Gene F. Jankowski, president, CBS/Broadcast Group; Lee MacPhail, president, American League; Fetzer, and Commissioner Bowie Kuhn.

khz with 50 kw full time. KQFM is on 10 mhz with 100 kw and antenna 900 feet above average terrain. *Broker: R.C. Crisler & Co.*
WJAX-AM-FM Jacksonville, Fla. □ Sold by City of Jacksonville to Silver Star Communications for \$3.1 million at auction. Seller has owned AM since 1925 and FM since 1948. It has no other broadcast interests. Buyer is headed and majority owned by John R.E. Lee, assistant director of athletics, University of Wisconsin (Madison). Buyer also owns WOKS(AM)-WFXE-FM (Milledgeville, Ga.), and recently bought WJIZ(AM) Albany, WTJH(AM) East Point and WJMM(AM) WFAV(AM) Cordele, all Georgia, in distribution, subject to FCC approval ("For the Record," Nov. 7). Lee also has interest in KLLP-TV Lubbock, Tex. WJAX is on 930 khz full time with 5 kw. WJAX-FM is on 95.1 mhz with 100 kw and antenna 460 feet above average terrain.

KNNN(FM) Phoenix □ Sold by American International Development Inc. to TransCom Communications for \$3,980,000. Seller owned by Julia Zozaya, who also has 50 percent interest in KTVW-TV Phoenix. Buyer is equally owned by Robert G. Herpe and Eric Hauenstein. Herpe, former board chairman of National Radio Broadcasters Association, recently sold WSCR(AM) Hamden and WPLR(FM) New Haven, both Connecticut, and WHLY(FM) Leesburg, Fla. for \$7.3 million ("Changing Hands," Feb. 21). Hauenstein is former vice president and general manager of Sandusky Newspaper Station and former co-owner of KDKB(FM) Mesa, Phoenix, Ariz. KNNN is on 99.9 mhz with 100 kw and antenna 1,670 feet above average terrain.

WVJS(AM)-WSTO(FM) Owensboro, Ky. Sold by Owens on the Air Inc. to Leonard and Claire Tow for \$3 million. Sellers are Pauline H. Steele and Robert H. Steele, brother and sister, trustees of estate of V.J. Steele. Neither has other broadcast interests. Buyers are husband and wife. Leonard Tow is president and half owner of MSO, Century Communications Corp., which purchased stations along with CATV in Owensboro-16,700 basic and 9,700 pay subscribers-for total of \$17.5 million. Century is spinning off stations to Tows because co-owner Sentry Insurance Co., already owns several AM's and six FM's through subsidiary Sentry Broadcasting Inc. Neither Leonard nor Claire Tow has other broadcast interest. WVJS is on 1420 khz with 5 kw day and 1 kw night. WSTO is on 96.1 mhz with 100 kw and average height 1001 feet above average terrain. *Broker: Kepper, Tupper & Co.*

KCKC(AM) San Bernardino, Calif. □ Sold by 1350 KC Inc. to KINL Inc. for assumption of liabilities worth \$2,221,075 and \$200,000 cash. Seller is majority owned by Jack L. Siegal, who recently sold KWG(AM) Stockton and KWGF(FM) Tracy, both California, for \$1,218,000 ("Changing Hands," March 28). He also owns KNTF(FM) Ontario, Calif. Buyer is owned by Jerome P. Maltz, Woodland Hills, Calif., businessman who has several other broadcast interests. KCKC is on 1360 khz with 5 kw day and 500 w night.

KECZ-FM Glendale, Ariz., and KJJJ(AM) Phoenix □ Half sold by A. Alfred Taubman to The Wolpin Co. for approximately \$2 million.

Early Fall Sales*

KMVT-TV	Twin Falls, Idaho	\$11,400,000
WCFL-AM	Chicago, Illinois	\$ 8,000,000
WRC-AM	Washington, D.C.	\$ 3,500,000
WWDB-FM	Philadelphia, Pennsylvania	\$ 7,350,000
KTCR AM/FM	Minneapolis/St. Paul, Minnesota	\$ 3,400,000
WFXW-AM	Geneva, Illinois	\$ 580,000
WKIK-AM	Leonardtown, Maryland	\$ 249,656
KKLR-FM	Edmond, Oklahoma	\$ 500,000
WIOU/WZWZ	Kokomo, Indiana	\$ 1,550,000

*All subject to FCC approval.

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11/28/83

lion. Stations were bought two years ago for \$6,250,000 ("Changing Hands," Oct. 5, 1981). **Seller** is Bloomfield Hills, Mich., shopping center developer. He has no other broadcast interests. **Buyer**, which already owns other half of stations, is owned by Walter Wolpin (85%) and Fredric G. Weber (15%). Both are Detroit beer distributors and real estate investors who also own WCAR(AM) Livonia, Mich. KECZ is on 92.3 mhz with 100 kw and antenna 880 feet above average terrain. KJII is on 910 khz with 5 kw full time.

WTGI-FM Hammond, La. □ Sold by Tangi Broadcasting Inc. to Great Louisiana Broadcasting for \$1,750,000. Previously announced sale of station ("Changing Hands," June 6) was never completed. **Seller** is headed and majority owned by Ron Strother. He has no other broadcast interests. **Buyer** is owned by A. Thomas Joyner (85%) and David Weil (15%). They equally own WISP(AM)-WQDW(FM) Kinston, N.C. George G. Beasley, owner of six AM's, seven FM's and North Carolina cable systems, has option to buy 42.5% of buyer. He is currently prevented from doing so by multiple ownership rules. WTGI is on 103.3 mhz, 100 kw and 500 feet above average terrain. *Broker: Gammon & Ninowski.*

WIOU(AM) and WZWZ(FM) Kokomo, Ind. □ Sold by Booth American Co. to Kokomo Community Service Radio Inc. for \$1,550,000. **Seller** is owned by John L. Booth and family. It also owns three AM's and six FM's, 11 cable systems and SMATV system in Belleville, Mich. **Buyer** is majority owned by David C. Keister, president. It also owns three AM's and three FM's. WIOU is on 1350 khz with 5 kw day and 1 kw night. WZWZ is on 93.5 with 3 kw and antenna 340 feet above average terrain. *Broker: Blackburn & Co.*

KERV-AM-FM Kerrville, Tex. □ Sold by Chess Enterprises Inc. to Kerrcom Enterprises for \$1,375,000. **Seller** is headed by Robert D. Hanna, who is also majority owner of KCLW(AM) Hamilton, Tex., and WBSR(AM) Pensacola, Fla., and has interests in three AM's, two FM's, and buyer of WWSI-AM-FM Jupiter, Fla., subject to FCC approval. **Buyer** is equally owned by Marquis Everett Whittington and Charles L. Peeler Jr. Nei-

ther has other broadcast interests. Whittington is San Antonio, Tex., lawyer; Peeler is Dallas securities broker. KERV is on 1230 khz with 1 kw day and 250 w night. KERV(FM) is on 94.3 mhz with 3 kw and antenna 105 feet above average terrain.

WJQY(FM) Chickasaw, Ala. □ Sold by Phillips Radio Inc. to EJM Broadcasting for \$923,000. **Seller** is owned by William H. Phillips, WJQY general manager (30%); wife, Patsy (20%); Houston L. Pearce (30%), and wife, Voncile R. (20%). It is also applicant for new FM at Mary Esther, Fla. Pearce has interests in four AM's and three FM's. **Buyer** is owned by Edmond J. Muniz. He also owns WYAT(AM) New Orleans and WAIL(FM) Slidell (New Orleans), La. WJQY is on 98.3 mhz with 3 kw and antenna 300

feet above average terrain. *Broker: Gammon & Ninowski.*

WPRC(AM)-WLRX(FM) Lincoln, Ill. □ Sold by Virginia Broadcasting Corp. to Capital Broadcasting Inc. for \$475,000. **Seller** is owned by Richard E. Fister (82%) and T. Daniel Parker (18%). It also owns WCMY(AM)-WRKX(FM) Ottawa, Ill. **Buyer** is headed by Harold J. Hoskins, president, a Lake of the Ozarks, Mo., store owner, who previously had interest in WFMB(FM) Springfield, Ill., which was sold in 1979. WPRC is 1 kw daytimer on 1370 khz. WLRX is on 100.1 mhz with 3 kw and antenna 200 feet above average terrain.

WPXE-AM-FM Starke, Fla. □ Sold by Sanders Enterprises to Benjamin and Ruth Dickerson

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Detailing the demographic. Older persons are spending more time watching television today than they did 14 years ago and generally are more satisfied with the programming. Those are the findings of a study conducted by Dr. Richard H. Davis, research professor at the University of Southern California's Leonard Davis School of Gerontology, to compare the TV viewing habits in 1969 and 1983 of adults 55 and older. Among the major findings: The number of respondents watching more than five hours of TV a day rose from 17% to 21%; older viewers' satisfaction with TV entertainment has increased since 1969, as has their perception of TV's companionship role. On the other hand, the percentage of respondents viewing less than an hour a day increased from 7% to 11%.

Coming from all sides. Hundreds of companies are trying to stake out their future in the multichannel television (MCTV) business by applying for multichannel (four-channel) multi-point distribution service licenses and/or leasing excess capacity of multiple Instructional Television Fixed Service stations. Among the companies is CBS, which is interested in becoming an MCTV broadcaster in the five markets in which it owns conventional television stations—New York, Philadelphia, Chicago, St. Louis and Los Angeles. But not only is the network lining up MDS channels and ITFS time in the markets for its still-amorphous MCTV service, it is also seeking Operational Fixed Service licenses in them.

CBS has applied for one OFS channel in Chicago, two in New York and three each in Philadelphia, Los Angeles and St. Louis. Under its current rules, the FCC prohibits companies from broadcasting entertainment programming over OFS channels, which would seem to make the channels unsuitable for MCTV. But CBS found a loophole—the channels could be used for broadcasting "information services." CBS could aggregate several ITFS, MDS and OFS channels in one of its markets and offer a single MCTV service. It would use the ITFS and MDS channels to broadcast entertainment services (movies, sports and special interest programming) and the OFS channels to transmit "information services" (video or alphanumeric news and financial information).

If CBS ever manages to put together such a service, said CBS Washington attorney Charles Oliver, subscribers would be equipped with an unusual receiver. It would be able to tune in a wide range of channels in the 2 ghz band, some of which would be regulated by the FCC's Common Carrier Bureau (MDS), some by the Mass Media Bureau (ITFS) and some by the Private Radio Bureau (OFS).

for \$400,000. Seller is owned by John Sanders and wife, Lee, who have no other broadcast interests. Buyer are husband and wife, living in Haddon Heights, N.J. Benjamin F. Dickerson is retired broadcast engineer from WCAU Philadelphia. They have no other broadcast interests. WPXE is on 1490 khz with 1 kw day and 250 w night. WPXE-FM is on 106.3 mhz with 3 kw and antenna 150 feet above average terrain. Broker: Chapman Associates.

WCHI(AM) Chillicothe, Ohio □ Sold by First Capital Communications Inc. to Baer

Broadcasting Inc. for \$400,000. Seller is owned by William H. Burchett (80%) and wife, Betty C. (20%). They have no other broadcast interests. Buyer is owned by Gary R. Baer, who is station program director. WCHI is 1 kw daytimer on 1350 khz.

KISO(AM) El Paso, Tex. □ Sold by Jalapeno Broadcasting Inc. to Paso Del Norte Communications Inc. for \$350,000. Seller is owned by E. Edward Henson Jr. (80%) and Jarl Mohn (20%). They also own co-located KLOZ-FM and WAVG(AM)-WLRN(FM) Louisville, Ky. Buyer is owned by Jack Rich, El

Paso businessman who recently bought co-located KEZB(FM) for \$1.2 million ("Changing Hands," March 7). KISO is 1 kw daytimer on 1150 khz.

WCOP(AM) Warner Robbins, Ga. □ Sold by Wafa Broadcasting Inc. to Alex Allen Carville for \$275,000. Seller is owned by Willie L. Talton (51%) and Michelle Callahan (49%). Neither has other broadcast interests. Buyer also owns WPID(AM) Piedmont, Ala. WCOP is 5 kw daytimer on 1350 khz.

WDOH(FM) Delphos, Ohio □ Seventy-five percent sold by William R. Vogel and other shareholders to David P. Roach, owner of other 25%, and William J. Lyons for \$242,092. Seller is headed by Vogel, who has 52% ownership of station. He also owns WMPI(FM) Scottsburg, Ind., and WNOI(FM) Flora, Ill. Buyer Roach is general manager of station, and will own 72% after sale. Lyons is station's sales manager and will own 28%. WDOH is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

□ Other proposed station sales include: KAAY(AM)-KLPQ(FM) Little Rock, Ark.; WLHI(FM) Fort Wayne, Ind.; WLPQ(AM) Pittsburg, Ky.; KTVQ-TV Billings, KXLF-TV Butte, KRTV-TV Great Falls and KPAX-TV Missoula, all Montana ("Changing Hands," Oct. 31); WQXZ(AM) Taylorsville, N.C.; KBDF(AM) Eugene, Ore. ("Changing Hands," Nov. 21); WPBM-AM-FM Aiken, S.C. ("Changing Hands," Nov. 21); WYLQ(AM) Kingston, Tenn.; KRIG(AM) Odessa, Tex. ("Changing Hands," Nov. 21), and WJKC(FM)|CPI| Christiansted, St. Croix, V.I. (see "For the Record," page 68).

APPROVED BY FCC

GAMMON & NINOWSKI

Media Brokers, Inc.

Ron Strother, President

of Tangi Broadcasting, Inc., has contracted to transfer

WTGI (FM) Hammond, La.
to Tom Joyner and others for



Thomas P. Gammon
Washington, D.C.

\$1,800,000⁰⁰

Tom Gammon represented the Owners and initiated this transaction.



Ronald Strother
Hammond, La.



Thomas Joyner
Kinston, N.C.

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WNOW(AM)-WQXA(FM) York, Pa. □ Sold by Rust Communications Group Inc. to Central Penn Broadcasting Inc. for \$4 million. Seller is owned by William F. Rust Jr. and family. It also owns WHAM(AM)-WHFM(FM) Rochester, N.Y., and WSOM(AM)-WQXK(FM) Salem, Ohio. It recently sold WPTR(AM) Albany and WLFY(FM) Troy, both New York (BROADCASTING, July 4). Buyer is owned by Harold G. Fulmer III. It also owns WLKK(AM)-WLVU(FM) Erie, Pa., and WSAN(AM) Allentown, Pa. WNOW is 1 kw daytimer on 1250 khz. WQXA is on 105.7 mhz with 46 kw and antenna 520 feet above average terrain.

WIVI-FM Christiansted, St. Croix, Virgin Islands □ Sold by CDI Communications to Leisure Market Radio Inc. for \$800,000. Seller is principally owned by Gerald P. Mikitka. It also owns WKZN-AM-FM Zion, Ill. (Kenosha, Wis.); WADC(AM)-WIBZ(FM) Parkersburg, W. Va., and KQSA(AM)-KIXY-FM San Angelo, Tex. Buyer is majority owned by Stephen A. Bank, Towson, Md., vice president of Baltimore, Md.-based Joseph Bank clothiers, and headed by Robert Richer, former vice president and general manager of Group W Radio Sales. It also has bought WOTB(FM) Middleton, R.I. ("Changing Hands," Sept. 19). WIVI is on 99.5 kw with 10.5 kw and antenna 1,080 feet above average terrain.

KNGT(FM) Jackson, Calif. □ Sold by Capricorn Broadcasting Co. to Gold Country Communications Inc. for \$600,000, includ-

ing noncompete agreement. **Seller** is owned by Melvin Winters, president, who acquired interest in KCEY(AM)-KMIX(FM) Turlock, Calif. (BROADCASTING, Sept. 12.). **Buyer** is 60% owned by Laurence G. Rutter, president, and his wife, Judith, and 40% by George Schrader. Laurence Rutter is associate director of International City Managers Association, Washington. Judith Rutter is copy editor at *Washington Post*. Schrader is Dallas consultant and former city manager. None have other broadcast interests. KNGT is on 94.3 mhz with 230 w and antenna 1,090 feet above average terrain.

KOJO(AM)-KIOZ(FM) Laramie, Wyo. □ Sold by Meadowlark Broadcasting Inc. to Rocky Mountain Radio Corp. for \$600,000. **Seller** is owned by George M. Malti, San Francisco-based broadcasting attorney, who also owns KYVA(AM)-KOVQ(FM) Gallup, N.M. **Buyer** is equally owned by David R. Nicholas, Laramie, Wyo., attorney and state senator, and Joseph M. Russin, who was recently senior producer for public-television series, *Inside Story*. They have no other broadcast interests. KOJO is on 1490 khz with 500 w day and 250 w night. KIOZ is on 102.9 mhz with 80 kw and antenna 1,150 feet above average terrain.

WFXW(AM) Geneva/St. Charles, Ill. □ Sold by Miller Broadcasting Co. to Gamel Broadcasting Inc. for \$580,000. **Seller** is headed by Howard A. Miller, president. It also owns WMMB(AM)-WYRL(FM) Melbourne, Fla. **Buyer** is owned by Gerald W. Gamel and wife, Iva L. (17% jointly); their son, Bennett P. (1%); John E. H. Cassens and brother, John A. Cassens (50% jointly); Louis F. Pignatelli (25%); Bonnie Jean Mullins (5%), and Glenn W. Bostrum (2%). Gerald Gamel is farm director at WSDR(AM) Sterling, Ill.; Iva Gamel is housewife, Cassens brothers are Dixon, Ill., businessmen and Mullins is businesswoman there; Pignatelli is Rock Falls, Ill., attorney, and Bostrum is Chicago businessman. WFXW is on 1480 khz with 1 kw day and 500 w night.

KMOM(AM) Monticello, Minn. □ Sold by Tri-County Radio Inc., debtor in possession, to KMOM Radio Inc. for \$515,000. **Seller** is headed by Ross G. Eggstein, president. It has no other broadcast interests. **Buyer** is headed by David H. Lund, president, who is Minnetonka, Minn.-based high school teacher and local Dairy Queen franchisee. It has no other broadcast interests. KMOM is on 1070 khz with 10 kw day and 2.5 kw night.

WIDD-FM Elizabethton, Tenn. □ Sold by Southern Signal Corp. to Norman A. Thomas Jr. for \$500,000. **Seller** is equally owned by H. Curtis Williams, president, and H. Gene Artrip. They also own 40% of WPRF-AM-FM Prestonburg, Ky. **Buyer** also owns WJSO(AM) Jonesboro, Tenn. WIDD-FM is on 99.3 mhz with 3 kw and antenna 79 feet below average terrain.

□ Other station sales approved: WAUC(AM) Wauchula, Fla.; WBFC(AM) Stanton, Ky.; WKLZ(AM) Kalamazoo, Mich.; WLRC(AM) Walnut, Miss.; WMYL(AM)-WIZR-FM Johnstown, N.Y.; WBOL(AM)-WVST(FM) Bolivar, Tenn.; WPQZ(AM) Clarksburg, W. Va., and KLWY(TV)[CP] Cheyenne, Wyo. (see "For the Record," page 68).

Planning ahead. A planning conference on televised presidential debates sponsored by the Twentieth Century Fund, a New York-based public policy research foundation, has released a statement endorsing at least four debates in 1984, under rules agreed upon by the two major political parties and with a nonprofit and nonpartisan sponsor. The statement was released by the conference's co-chairmen, former FCC Chairman Newton Minow, now of Sidley & Austin, Chicago, and Charls Walker, Charts E. Walker & Associates, Washington, at a press conference in Washington. The conference concluded that debates are more likely to take place if the parties start now to establish the ground rules, and to that end, proposed that the League of Women Voters, which sponsored the 1976 and 1980 debates, immediately set up an independent committee, composed of a league representative and the chairmen of the Republican and Democratic national committees. To overcome what he called a "casual treatment of debates" in the past, Minow stressed the need to institutionalize the debate process, in part by convincing the major parties to commit their candidates to debates before the nomination is given. When questioned on the conference statement's relation to the FCC's broadening of the Aspen Institute rule to allow broadcasters to sponsor their own debates without invoking equal time restrictions (BROADCASTING, Nov. 14), Minow responded that it "was not important who sponsored the debates" as long as they were planned in advance and there was some intermediate group to act as an intercessor between the sponsor and the candidates.

Beam Communications Corp.
has purchased
WDAM-TV
Laural-Hattiesburg, Mississippi
WCFT-TV
Tuscaloosa, Alabama
and
KYEL-TV
Yuma, Arizona
from
Service Broadcasting, Inc.
for \$25,750,000

We are pleased to have initiated
and assisted this transaction.

R.C. CRISLER & CO., INC.



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Stock Index

Closing Closing Net Percent Market
Tues. Wed. Change Change P/E Capitali-
Nov 22 Nov 16 in Week in Week Ratio (000,000)
zation

BROADCASTING

N ABC	55 7/8	56 5/8	-	3/4	-	1.32	11	1,638
N Capital Cities	146 5/8	149 1/2	-	2 7/8	-	1.92	17	1,965
N CBS	68 1/2	70	-	1 1/2	-	2.14	11	2,033
N Cox	42	43 7/8	-	1 7/8	-	4.27	16	1,190
A Gross Telecast	55 1/2	55	+	1/2	+	.90	12	44
O LIN.	21	20	+	1	+	5.00	21	438
N Metromedia	22 1/4	25 1/4	-	3	-	11.88	19	622
N Outlet Co.	43 1/2	43 5/8	-	1/8	-	.28	33	179
O Price Commun.	5 3/8	5 3/4	-	3/8	-	6.52	0	14
O Scripps-Howard	25 1/4	25 1/2	-	1/4	-	.98	14	261
N Storer	32 3/4	30 7/8	+	1 7/8	+	6.07	19	537
O SunGroup Inc.	6 3/4	6 3/4					3	5
N Taft	48 3/4	49 1/4	-	1/2	-	1.01	11	443
O United Television	13 1/8	13 1/4	-	1/8	-	.94	17	153

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams Russell	23 7/8	23 5/8	+	1/4	+	1.05	23	144
A Affiliated Pubs.	40 1/4	39 7/8	+	3/8	+	.94	16	325
N American Family	22 5/8	23 1/8	-	1/2	-	2.16	13	309
O Assoc. Commun.	13 3/4	12 1/4	+	1 1/2	+	12.24	0	66
N A.H. Belo	38 3/4	36 1/2	+	2 1/4	+	6.16	13	363
N John Blair	34 3/4	33 3/4	+	1	+	2.96	15	274
N Chris-Craft	24 3/8	24 7/8	-	1/2	-	2.01	49	151
N Cowles	21 3/4	21 3/8	+	3/8	+	1.75	21	86
N Gannett Co.	63 1/8	60	+	3 1/8	+	5.20	18	3,366
N General Tire	36	35 1/2	+	1/2	+	1.40	13	758
O Gray Commun.	59 1/2	59	+	1/2	+	.84	13	30
N Gulf United	31 1/2	29 7/8	+	1 5/8	+	5.43	10	909
N Harte-Hanks	23 1/2	22	+	1 1/2	+	6.81	14	514
N Insilco Corp.	20 5/8	19	+	1 5/8	+	8.55	11	333
N Jefferson-Pilot	39 1/2	39 1/2					8	849
O Josephson Intl.	13 3/4	12	+	1 3/4	+	14.58	10	68
N Knight-Ridder	54 3/8	54 5/8	-	1/4	-	.45	15	1,792
N Lee Enterprises	24 3/8	23	+	1 3/8	+	5.97	15	328
N Liberty	24 3/8	23 7/8	+	1/2	+	2.09	14	244
N McGraw-Hill	44 1/4	46 5/8	-	2 3/8	-	5.09	18	2,218
A Media General	56 1/4	55	+	1 1/4	+	2.27	11	391
N Meredith	38 3/4	38	+	3/4	+	1.97	11	364
O Multimedia	37 1/4	37 1/4					17	620
A New York Times	87 3/8	89 7/8	-	2 1/2	-	2.78	17	1,134
O Park Commun.	21	20 1/2	+	1/2	+	2.43	17	193
A Post Corp.	59 1/2	59 1/2					22	109
N Rollins	16 3/4	16 1/8	+	5/8	+	3.87	20	434
N Schering-Plough	39 3/4	41	-	1 1/4	-	3.04	11	2,119
T Selkirk	13 1/2	13 5/8	-	1/8	-	.91	29	110
O Stauffer Commun.	48	48					12	48
A Tech Operations	38 5/8	38 3/8	+	1/4	+	.65	7	36
N Times Mirror	81 3/4	82	-	1/4	-	.30	16	2,807
N Tribune	31 3/4	32 1/4	-	1/2	-	1.55	15	1,300
O Turner Bcstg.	25 1/2	26	-	1/2	-	1.92	170	520
A Washington Post	68 3/8	68 3/4	-	3/8	-	.54	16	969
N Wometco	41 1/2	41 3/4	-	1/4	-	.59	21	725

SERVICE

O BBDO Inc.	39 3/4	40 1/2	-	3/4	-	1.85	14	231
O Compact Video	5	5 1/4	-	1/4	-	4.76	23	16
N Comsat	37 5/8	37 5/8					13	677
O Doyle Dane B.	20 3/4	22 3/4	-	2	-	8.79	17	126
N Foote Cone & B.	49	49					13	142
O Grey Advertising	110	110					9	65
N Interpublic Group	52 3/4	51 3/4	+	1	+	1.93	12	262
N JWT Group	40	39 1/8	+	7/8	+	2.23	22	236
A MovieLab	6	5 3/4	+	1/4	+	4.34	6	10
O A.C. Nielsen	34 1/4	34 1/4					16	769
O Ogilvy & Mather	48 3/4	48 3/4					15	213
O Sat. Syn Syst.	8	8					17	46
O Telemation	7	7					7	8
O TPC Commun.	1 1/2	1 3/4	-	1/4	-	14.28	1	3
A Unitel Video	8 3/4	9 1/8	-	3/8	-	4.10	12	17
N Western Union	35 1/8	35 3/4	-	5/8	-	1.74	10	844

Closing Closing Net Percent Market
Tues. Wed. Change Change P/E Capitali-
Nov 22 Nov 16 in Week in Week Ratio (000,000)
zation

PROGRAMMING

O Barris Indus	4 5/8	4 1/2	+	1/8	+	2.77	24	26
N Coca-Cola	55 1/4	55 1/2	-	1/4	-	.45	13	7,516
N Disney	49	50 1/4	-	1 1/4	-	2.48	14	1,694
N Dow Jones & Co.	49 3/4	50	-	1/4	-	.50	28	3,187
O Four Star	7	7 1/2	-	1/2	-	6.66	7	6
N Getty Oil Corp.	72 1/4	73 5/8	-	1 3/8	-	1.86	13	5,717
N Gulf + Western	28	26 7/8	+	1 1/8	+	4.18	8	2,155
O Lorimar	19 3/4	20	-	1/4	-	1.25	11	99
N MCA	39 1/4	38 1/8	+	1 1/8	+	2.95	12	1,892
N MGM/UA Ent.	13 1/2	14 1/4	-	3/4	-	5.26	10	672
N Orion	15 7/8	14	+	1 7/8	+	13.39	31	18
O Reeves Commun.	10 3/4	10 3/4					17	133
O Telepictures	17	15 1/2	+	1 1/2	+	9.67	22	102
O Video Corp.	11 1/4	11 1/8	+	1/8	+	1.12	20	19
N Warner	20 3/4	21 1/4	-	1/2	-	2.35	3	1,350
A Wrather	38	39 1/4	-	1 1/4	-	3.18	103	85

CABLE

A Acton Corp.	6 3/4	6 5/8	+	1/8	+	1.88	36	38
O AEL	29	32	-	3	-	9.37	38	59
O AM Cable TV	6	5 1/2	+	1/2	+	9.09	35	22
N American Express	34 5/8	34 3/4	-	1/8	-	.35	7	6,909
N Anixter Brothers	23 1/8	22 1/2	+	5/8	+	2.77	32	415
O Burnup & Sims	6 1/4	5 1/4	+	1	+	19.04	7	56
O Comcast	20 1/2	19 3/4	+	3/4	+	3.79	20	168
N Gen. Instrument	32 5/8	33 7/8	-	1 1/4	-	3.69	21	1,025
N Heritage Commun.	14 1/8	13 7/8	+	1/4	+	1.80	29	104
T Maclean Hunter X	16 3/8	15 3/4	+	5/8	+	3.96	23	603
A Pico Products	11 1/8	11 1/2	-	3/8	-	3.26	36	31
O Rogers	8 1/8	8 1/8					7	179
O TCA Cable TV	13	12 1/4	+	3/4	+	6.12	24	87
O Tele-Commun.	21 1/8	18 3/4	+	2 3/8	+	12.66	33	916
N Time Inc.	61 1/8	63 1/2	-	2 3/8	-	3.74	24	3,545
O Tocum	4 5/8	4 7/8	-	1/4	-	5.12	3	36
N United Cable TV	25 3/4	25 1/4	+	1/2	+	1.98	19	283
N Viacom	30 1/2	31 1/2	-	1	-	3.17	18	388

ELECTRONICS/MANUFACTURING

N Arvin Industries	28 1/2	27 5/8	+	7/8	+	3.16	12	212
O C-Cor Electronics	11	10 1/2	+	1/2	+	4.76	10	37
O Cable TV Indus.	5 1/2	5 1/2					25	17
A Cetec	10 1/2	10 1/8	+	3/8	+	3.70	24	23
O Chyron	22	19 1/2	+	2 1/2	+	12.82	21	90
A CoHu	8	7 3/8	+	5/8	+	8.47	18	14
N Conrac	17 3/8	16 3/4	+	5/8	+	3.73	12	106
N Eastman Kodak	73 1/4	72 1/2	+	3/4	+	1.03	18	12,128
O Elec Mis & Comm.	9	9 3/4	-	3/4	-	7.69	35	26
N General Electric	56	55 1/8	+	7/8	+	1.58	13	25,425
O Geotel-Telemet	1 7/8	1 7/8					23	6
N Harris Corp.	38 7/8	38	+	7/8	+	2.30	22	1,228
N M/A Com. Inc.	23 1/8	24 7/8	-	1 3/4	-	7.03	27	995
O Microdyne	9	9 1/4	-	1/4	-	2.70	29	42
N 3M	87 3/4	85 3/8	+	2 3/8	+	2.78	14	10,329
N Motorola	139 3/4	140 7/8	-	1 1/8	-	.79	24	5,480
N N.A. Phillips	76	76 7/8	-	7/8	-	1.13	12	1,090
N Oak Industries	5 7/8	5 7/8					2	96
A Orrox Corp.	3 3/8	3 1/2	-	1/8	-	3.57	3	8
N RCA	35 3/4	34	+	1 3/4	+	5.14	17	2,918
N Rockwell Intl.	32	32 1/4	-	1/4	-	.77	13	4,939
A RSC Industries	5 1/8	5 1/8					64	17
N Sci-Atlanta	16 5/8	15 1/8	+	1 1/2	+	9.91	831	398
N Signal Co.s	32 3/8	31 1/4	+	1 1/8	+	3.60	22	3,464
N Sony Corp.	14 1/8	14 3/8	-	1/4	-	1.73	36	3,258
N Tektronix	80 1/8	80 1/2	-	3/8	-	.46	31	1,538
A Texscan	18 5/8	18	+	5/8	+	3.47	21	115
N Varian Assoc.	55 1/4	55	+	1/4	+	.45	26	1,181
N Westinghouse	52 5/8	49 1/4	+	3 3/8	+	6.85	10	4,608
N Zenith	33 1/2	33	+	1/2	+	1.51	15	724

Standard & Poor's 400 187.46 186.87 + 0.59 + 0.03

Notes: A-ASE, N-NYSE, O-OTC and T-Toronto. Some bid prices by Shearson/AAE, Wash. Common A stock unless otherwise noted. "0" in P/E ratio is for deficit. **Footnote:** * Plans to make subsidiary, Western Telecommunications Inc., a separate company with own stock, still 80% owned by TCI (Broadcasting, Aug. 29) are on hold. Varying perspectives on reasons for delay all agree on one point: reaction to offering of microwave relay subsidiary was muted because of uncertainty surrounding breakup of AT&T. Outcome of access charge controversy and other unknowns could affect revenue and earnings of MCI et al., and with broadcast customers of

Western TCI switching to satellite, health of AT&T competitors would be essential to take up slack. During year-and-a-half ending June 30, 20% of revenue for common carrier Western came from broadcast users, 22% from cable and 45% from MCI and Sprint. Other potential telephone resale customers include U.S. Telephone and Combined Network. TCI board will meet this week to reassess overall strategy, including possibility of adding Drexel Burnham to existing underwriting team of Blythe Eastman Paine Webber and Merrill Lynch Capital Markets, and creating public market for stock by spinning off shares on pro-rata basis to existing shareholders.

They have a vision

The Center for Advanced Television Studies, a consortium of 10 television programmers and broadcast equipment manufacturers dedicated to improving television technology, has awarded a \$2.5-million grant to the Massachusetts Institute of Technology for the establishment of the Advanced Television Research Program. Headed by an MIT electrical engineering professor, William F. Schreiber, the program will involve faculty, students and staff.

The program's first project is to investigate the technology and perceptual basis for various advanced television systems and weigh their economic viability. "If we really want substantially improved [television] pictures—and, ultimately, we are talking about theater quality," said Schreiber, "we have to define more precisely what the basic information transmission problem is."

The CATS members: ABC Inc., Ampex Corp., CBS Inc., Harris Corp., 3M Co., NBC Inc., Public Broadcasting Service, RCA Corp., Tektronix Inc. and Time Inc. The members will contribute money annually to sponsor research projects like the MIT program.

Band's getting crowded

The FCC's Office of Science and Technology has released a report, "Analysis of Technical Possibilities for Further Sharing of the JHF Television Band by the Land Mobile Services in the Top 10 Land Mobile Markets." Among the report's observations is that the "impact of any proposal for increased interservice sharing may in time become substantial as full service allotments are filled and low-power television stations are licensed."

Awash in radio waves

The concern of some people about the potentially harmful effects of nonionizing radiation (the kind generated by television and radio stations among others) has little basis in fact and is attributable, in part, to misconceptions created by the media.

Those are among the conclusions drawn by Jane M. Clemmensen in a report, "Nonionizing Radiation: A Case for Federal Standards?" The study was funded by the National Association of Broadcasters.

Nonionizing radiation is measured in terms of microwatts (millionths of watts) and milliwatts (thousandths of watts) per square centimeter. According to studies conducted by the Environmental Protection Agency, Clemmensen said, 99.5% of the people in 15 large cities are exposed to less than one microwatt of radiation. Of the remaining half percent, some are exposed to between one and 20 microwatts and a few, who live or work in tall buildings adjacent to broadcast antennas, may be exposed occasionally to as much as 100 microwatts. The EPA "has yet to relate any of these levels to public health hazards or to clear them as

'safe' levels," Clemmensen said. "However, other scientific bodies—both governmental and nongovernmental—have found these levels to be free of hazards."

So why the concern among public-interest groups? Part of the problem, Clemmensen said, is that media reports have confused ionizing radiation, which include harmful cosmic rays, gamma rays and X-rays, with nonionizing radiation.

Voice of reason

To make sure public concern about nonionizing radiation does not turn into overly stringent government regulations, the National Association of Broadcasters, the Electronic Industries Association and the National Electrical Manufacturers Association have formed the Alliance for Responsible Nonionizing Radiation Policy. With the help (it is hoped) of other users of radio frequencies, including cable operators and common carriers, said Tom Keller, senior vice president of science and technology for the NAB, the ARNRP will seek the establishment of "reasonable" federal (possibly FCC) nonionizing radiation exposure standards.

According to Keller, the ARNRP would like to see federal standards along the lines of those adopted by the American National

Standards Institute. Those standards permit exposure to 1,000 microwatts per square centimeter at VHF and FM frequencies and between 2,000 microwatts and 3,000 microwatts at the upper end of the UHF band. Underscoring the need for industry action, Keller said Massachusetts has already set a standard of 200 microwatts for VHF and FM frequencies.

Advocates of strict standards point out the effects of nonionizing radiation are not fully understood and that liberal standards now could come back to haunt society as toxic wastes and some pesticides have done. "The time bomb theory is there," Keller said, "but it's still awful hard to find anybody who's been hurt" by the radiation.

Further study

The FCC's Private Radio Bureau has announced it is launching a study on the current and future spectrum needs of the public safety radio and special emergency radio services. According to the FCC, the study will provide the commission, public safety agencies and other parties with an opportunity "to further assess" public safety needs. It said it would issue a notice of inquiry to get comments on the issues to include in the study.



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For the Record

As compiled by BROADCASTING, Nov. 11 through Nov. 17, and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. app.—application. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. mhz—megahertz. MO&O—memorandum opinion & order. MEA—major environmental action. MP—modification of permit. N—night. PSA—presunrise service authority. RCL—remote control location. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

FM applications

- Kingman, Ariz.—Hualapai Broadcasting Inc. seeks 105.9 mhz, 36.3 kw, HAAT: 3,070 ft. Address: 809 E. Beale St., Kingman, Ariz. 86401. Principal is owned by Chris Sarros, president. It has no other broadcast interests. Filed Oct. 28.
- Kingman, Ariz.—Kingman and Northern Broadcasting seeks 105.9 mhz, 100 kw, HAAT: 291 ft. Address: P.O. Box 401, Camp Verde, Ariz. 86322. Principal is owned by Linda Herlov. Filed Oct. 28.
- Kingman, Ariz.—Lynda F Moore seeks 105.9 mhz, 95 kw, HAAT: 1,648 ft. Address: 10567 Caminito Flores, San

Diego, 92126. Principal has no other broadcast interests. Filed Oct. 28.

Springerville, Ariz.—Springerville Broadcasting Co. seeks 101.7 mhz, 3 kw, HAAT: minus 190 ft. Address: 4619 W. Golden Lane, Glendale, Ariz. 85302. Principal is owned by Robert W. Chapman, who has no other broadcast interests. Filed Nov. 7.

Hot Springs, Ark.—Hot Springs Educational Broadcasting Foundation seeks 91.5 mhz, 414 kw, HAAT: 733 ft. Address of counsel: Stuart B. Mitchell & Associates, 803 W. Broad St., Suite 240, Falls Church, Va. 22046. Principal is nonprofit organization headed by trustees, all from Hot Springs: Glenn C. Riggs, pastor; Allen Kilby, restaurant owner, and James F. Kincannon, retired. Filed Nov. 3.

North Little Rock, Ark.—North Little Rock Educational Broadcasting Foundation seeks 91.5 mhz, 383 kw, HAAT: 92 ft. Address of counsel: Stuart B. Mitchell & Associates, 803 W. Broad St., Suite 240, Falls Church, Va. 22046. Principal is nonprofit organization headed by trustees: Paul Thomas, pastor; Gary Atwood, school principal, and Harry Watson, auto repairman. Filed Nov. 3.

Fresno, Calif.—J&H Broadcasters Inc. seeks 97.9 mhz. App. is mutually exclusive with pending renewal for KNAX-FM Fresno. Address: P.O. Box 961 Crossville, Tenn. 38555. Principal is equally owned by John A. Cunningham and wife, Helen L. John Cunningham is 10% owner of WINT-TV Crossville, Tenn. Filed Nov. 1.

Long Beach, Calif.—Long Beach Radio Co. seeks 105.5, 1.6 kw, HAAT: 400 ft. App. is mutually exclusive with KNAC-FM Long Beach, Calif. Address: Rt. 1, Box 71 Kell, Ill. 62853. Principal is owned by Debbie Varecha, whose husband is owner of permittee for WCEE-TV Mt. Vernon, Ill. Filed Nov. 1.

Los Angeles—Essence Associates seeks 92.3 mhz. App. is mutually exclusive with KFAC-FM Los Angeles. Address: 1500 Broadway, New York 10020. Principal is

owned by Essence Communications Inc. (80%), BanC Corp. (10%) and Minority Equity (10%). The latter tv provide loans to and hold warrants or minority interests several group owners. Principal has also applied for 13. khz in Los Angeles (see Nov. 21). Filed Oct. 31.

Sacramento, Calif.—J&H Broadcasters Inc. seeks 92 mhz. App. is mutually exclusive with pending renewal of KAER-FM Sacramento. Address: P.O. Box 961 Crossville, Tenn. 38555. Principal is equally owned by John A. Cunningham and wife, Helen L. John Cunningham is 10% owner of WINT-TV Crossville, Tenn. Filed Nov. 1.

Sacramento, Calif.—Wong Communications Limited Partnership seeks 106.5 mhz, 50 kw, HAAT: 456 ft. App. mutually exclusive with WKOD(FM) Sacramento. Address of counsel: Richard C. Rowlenon, 1901 L St., N.W., Sui 200, Washington 20036. Principal is owned by Fay Wong (60%) and her brother, Kin Shaw Wong (40%). Kin Shaw Wong is applicant for new AM at Citrus Heights, Calif. Bo are applicants for new FM at Redding, Calif. Filed Oct. 3.

Salinas, Calif.—Prunedale Educational Association seeks noncommercial 89.7, 150 w, HAAT: 1907 ft. Address: 8145 Prunedale North Rd., Prunedale, Calif. 93907. Principal is headed by Dr. E.L. Moon, school principal. Filed Nov. 3.

Sutter Creek, Calif.—Harold Kozlowski seeks 101 mhz, 250 w, HAAT: 911 ft. Address: 1543 Washington S East, Charleston, W. Va. 25311. Principal is production director and air personality at WKLC-FM St. Albans, W. V Filed Nov. 1.

Ukiah, Calif.—Laurence C. Nader seeks 94.5 mhz 2.34 kw, HAAT: 1956 ft. App. is mutually exclusive with KWNE-FM Ukiah, Calif. Address of counsel: Roger Metzler Jr., 701 Sutter St., seventh floor, San Francisco 94120. Principal has interest in CP for Lakeport, Calif. Filed Oct. 31.

Frisco, Colo.—Old Pioneer Broadcasting Corp. seeks 92.1 mhz, 3 kw and HAAT: minus 601 ft. Address of counsel: Jerrold Miller, Box 33003, Washington 20033. Principal is owned by Richard Rutledge (80%), Helen A. Spear (10%) and C.H. Giberson (10%). Spear owns all voting stock. None have other broadcast interests. Filed Oct. 28.

Bonita Springs, Fla.—Richard J. Bellairs seeks 96 mhz, 100 kw, HAAT: 285 ft. Address of counsel: Pet Tannewald, 1050 Connecticut Ave., N.W., Washington 20036. Principal is program director at WIVS(AM) Crystal Lake, and WXR(FM) Woodstock, both Illinois. He has 1 other broadcast interests. Filed Nov. 4.

Key West, Fla.—Key West Educational Broadcasting Foundation seeks 90.9 mhz, 338 kw, HAAT: 130 ft. Address of counsel: Stuart B. Mitchell & Associates, 803 W. Broad St., Suite 240, Falls Church, Va. 22046. Principal is charitable trust headed by trustees: Armando Fernandez (retired) Cherie Caraballo, and Charles C. Elliott, pastor. Filed Nov. 3.

Kissimmee, Fla.—Kissimmee Educational Broadcasting Foundation seeks 89.1 mhz, 300 kw, HAAT: 150 ft. Address of counsel: Stuart B. Mitchell & Associates, 803 W. Broad St., Suite 240, Falls Church, Va. 22046. Principal charitable trust headed by trustees: Ed Carney, pastor; Barbara Perkins, secretary, and Brice Johns, parts manager. Filed Oct. 31.

Mary Esther, Fla.—CMW Communications seeks 105 mhz, 3 kw, HAAT: 200 ft. Principal is owned by Marion Walker and Cindy Manderson (47.5% each) and Supaporn Taveprungsenukul (5%). It has no other broadcast interest. Filed Oct. 28.

Mary Esther, Fla.—Clay E. Holladay seeks 105.5 mhz 3 kw, HAAT: 300 ft. Address of counsel: Bruce Alan Eisen 1120 Connecticut Ave., N.W., Suite 270, Washington 20036. Principal has interest in KQIS(AM)-WNSL(FM) Laurel, Miss. Filed Oct. 28.

Mary Esther, Fla.—Harry A. Shetler seeks 105.5 mhz. Address: 2834 Wanda Dr., Titusville, Fla. 32796. Principal is director of nonprofit WPIO(FM) Titusville. Filed Oct. 28.

Mary Esther, Fla.—Lulu Communications Inc. seeks 105.5 mhz, 3 kw, HAAT: 191 ft. Address: 703 Berryhill St Milton, Fla. 32570. Principal is owned by Richard A. Taylor and wife, Janette N. (50% each). It also owns WCKC(AV) Milton, Fla. Filed Oct. 28.

Mary Esther, Fla.—Mary Esther Broadcasting Inc. seeks 105.5 mhz, 3 kw, HAAT: 238 ft. Address: 4610 N.W., 15t

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Place, Gainesville, Fla. 32607. Principal is owned by Judy M. Levy, president, who has no other broadcast interests. Filed Oct. 28.

■ **Mary Esther, Fla.**—Mary Esther Communications Inc. seeks 105.5 mhz, 3 kw, HAAT: 225 ft. Address: 1038A East Michigan Ave., Orlando, Fla. 32806. Principal is headed by Marcella A. Rutledge, president, who has no other broadcast interests. Filed Oct. 28.

■ **Mary Esther, Fla.**—Rahe Broadcasting Co. Ltd. seeks 104.9 mhz, 3 kw, HAAT: 209 ft. Address of counsel: James J. Popham, 2355 Pan American Life Center, 601 Poydras St., New Orleans 70130. Principal is owned by Mary W. Rahe, general partner, and limited partners Robert L. Carey and Lanny R. Zatzkis. None have other broadcast interests. Filed Oct. 28.

■ **Santa Rosa Beach, Fla.**—Santa Rosa Broadcasting Inc. seeks 102.3 mhz, 3 kw, HAAT: 282 ft. Address: 19 Rockhill Road, #3-C, Bala Cynwyd, Pa. 19004. Principal is headed by Janey C. Lindsley, president, who has no other broadcast interests. Filed Oct. 28.

■ **Titusville, Fla.**—Florida Public Radio seeks noncommercial 88.7 mhz, 2 kw, HAAT: 1335 ft. Address: 505 Josephine St. Titusville, Fla. 32796. Principal is nonprofit corporation headed by Randy Henry, president. It also owns WPIO(FM) Titusville and is applicant for new FM's at Millton, Winter Garden (see below) and Winter Haven. Filed July 28.

■ **Winter Garden, Fla.**—Florida Public Radio seeks noncommercial 89.5, 3 kw, 300 ft. Principal is also applicant for new FM at Titusville, Fla., (see above). Filed July 28.

■ **Brooklyn, Iowa**—Randy Henry seeks 99.3 mhz, 3 kw, HAAT: 275 ft. Address: 110 LaGrange Ave., Titusville, Fla. 32796. Principal is also president of noncommercial Florida Public Radio, licensee of *WPIO(FM) and applicant for FM's in Titusville, Fla., and elsewhere (see above). Filed Oct. 28.

■ **Des Moines, Iowa**—Des Moines Educational Broadcasting Foundation seeks 91.3 mhz, 378 w, HAAT: 176 ft. Address of counsel: Stuart B. Mitchell & Associates, 803 W. Broad St., Suite 240, Falls Church, Va. 22046. Principal is nonprofit organization headed by trustees: Lloyd Goodwin, pastor; Leander Ray, school principal, and Walter E. Johnson, school administrator. Filed Nov. 3.

■ **Norton, Kan.**—Channel 294 Inc. seeks 106.7 mhz, 100 kw, HAAT: 511 ft. Address of counsel: Gene A. Bechtel, 1000 Potomac St., N.W., Suite 402, Washington 20007. Principal is owned by Rhonda L. Wise, who has no other broadcast interests. Filed Oct. 28.

■ **Wellington, Kan.**—Wellington Educational Broadcasting Foundation seeks 90.3 mhz, 383 w, HAAT: 113 ft. Address of counsel: Stuart B. Mitchell & Associates, 803 W. Broad St., Suite 240, Falls Church, Va. 22046. Principal is nonprofit organization headed by Wellington trustees: Garnett Clayton, pastor; Dean Walcher, associate pastor, and Clyde Page, campground manager. Filed Nov. 1.

■ **Wichita, Kan.**—Wichita Educational Broadcasting Foundation seeks 88.3 mhz, 10 kw, HAAT: 320 ft. Address of counsel: Stuart B. Mitchell & Associates, 803 W. Broad St., Suite 240, Falls Church, Va. 22046. Principal is nonprofit organization headed by Wichita trustees: Ray Melugin, pastor; William Endsley, electrical mechanic, and Connie Endsley, homemaker. Filed Nov. 3.

■ **Abbeville, La.**—Abbeville Educational Broadcasting Foundation seeks 91.7 mhz, 3 kw, HAAT: 185 ft. Address of counsel: Stuart B. Mitchell & Associates, 803 W. Broad St., Suite 240, Falls Church, Va. 22046. Principal is nonprofit organization headed by trustees: Harold Vincent, minister; Jim Crowl, minister, and Jarvis Vincent, carpenter and woodworker. Filed Nov. 3.

■ **Pittsford, Mich.**—Pittsford Educational Broadcasting Foundation seeks 91.1 mhz, 100 w, HAAT: 125 ft. Address of counsel: Stuart B. Mitchell & Associates, 803 W. Broad St., Suite 240, Falls Church, Va. 22046. Principal is headed by Richard Krage, pastor; Alger Neinas, teacher, and William Ladwig, teacher. Filed Nov. 3.

■ **Port Huron, Mich.**—M&C Broadcasting seeks 102.3 mhz, 3 kw, HAAT: 300 ft. Address: 2799 Wadhams Rd., Port Huron, Mich. 48060. Principals are Craig Lawrence and Charles Lawrence. Filed July 19.

■ **Duluth, Minn.**—Duluth Radio Ltd. seeks 95.7 mhz, 100 kw, HAAT: 624 ft. Address of counsel: Robert S. Stone, Box 550, Knoxville, Tenn. 37901. Principal is owned by Catherine J. Robinson (25%) and J. Wayne Walston (75%). Robinson owns all of voting stock. Neither have other broadcast interests. Filed Oct. 28.

■ **Woodville, Miss.**—Wilkinson Broadcasting Co. of Miss. seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: 623 Northwest Ave., McComb, Miss. 39648. Principal is owned by Donald B. Brady, who is also applicant for new AM at Ridgeland, La. Filed Nov. 4.

■ **Dittmer, Mo.**—Dittmer Educational Broadcasting Foundation seeks 88.7 mhz, 383 w, HAAT: 236 ft. Address of counsel: Stuart B. Mitchell & Associates, 803 W. Broad St., Suite 240, Falls Church, Va. 22046. Principal is nonprofit organization headed by trustees: Gary R. Gilbert, pastor; Tony Snodgrass, insurance claims supervisor, and John Davis, insurance salesman. Filed Nov. 4.

■ **Albion, Neb.**—Emanuel W. Skala seeks 92.7 mhz, 3 kw, HAAT: 65 ft. Address: R.R. 3, Ravenna, Neb. 68869. Principal has no other broadcast interests. Filed Nov. 7.

■ **Fallon, Nev.**—Fallon Educational Broadcasting Foundation seeks 91.9 mhz, 378 w, HAAT: 116 ft. Address of counsel: Stuart B. Mitchell & Associates, 803 W. Broad St., Suite 240, Falls Church, Va. 22046. Principal is nonprofit organization headed by trustees: W.G. Bates, pastor; Lonnie Pearce, mechanic, and Kenneth Horn, teacher, West Side Christian Academy. Filed Nov. 3.

■ **Nashua, N.H.**—Nashua Educational Broadcasting Foundation seeks 88.3 mhz, 300 w, HAAT: 71 ft. Address of counsel: Stuart B. Mitchell & Associates, 803 W. Broad St., Suite 240, Falls Church, Va. 22046. Principal is nonprofit organization headed by trustees: Gary Stern, minister; Clarence Krammes, asst. vice president of manufacturing, C.E.I., and Russell Greenwood, chief of support, Ford Aerospace & Communications Corp. Filed Nov. 4.

■ **Columbus, Ohio**—Columbus Broadcasting Foundation seeks 88.7 mhz, 383 w, HAAT: 159 ft. Address of counsel: Stuart B. Mitchell & Associates, 803 W. Broad St., Suite 240, Falls Church, Va. 22046. Principal is nonprofit organization headed by trustees: Lee Loretz, pastor; Ron Kitsos, dental technician, and Wallace Wade, owner of Delaware, Ohio-based Wade Electric Co. Filed Oct. 31.

■ **Proctorville, Ohio**—Maranatha Broadcasting Inc. seeks 91.9 mhz, 3 kw, HAAT: 300 ft. Address: Box 312 Proctorville, Ohio. Principal is nonprofit organization headed by John Alley, Proctorville minister, and Tracey Kichen, Proctorville manufacturer. Filed Nov. 3.

■ **Altus, Okla.**—Altus Educational Broadcasting Foundation seeks 90.9 mhz, 391 w, HAAT: 145 ft. Address of counsel: Stuart B. Mitchell & Associates, 803 W. Broad St., Suite 240, Falls Church, Va. 22046. Principal is nonprofit organization headed by trustees: J.V. Oden, pastor; Jan Iven Oden, and Kathryn Oden. Filed Oct. 31.

■ **Del City, Okla.**—Association for Continuing Education Inc. seeks 89.3 mhz, 12.5 kw, HAAT: 600 ft. Address: 22348 Calvert St., Woodland Hills, Calif. 91367. Principal is nonstock, nonprofit corporation, headed by Arnold F. Anderson, president; Nancy K. Eppersons, and Harry D. Clarke. Anderson is 6% owner of WEZE(AM) Boston, Epperson has interest in new FM at Los Angeles and Clark has no other broadcast interests. Filed Oct. 28.

■ **Enid, Okla.**—Enid Educational Broadcasting Foundation seeks 91.1 mhz, 383 kw, HAAT: 158 ft. Address of counsel: Stuart B. Mitchell & Associates, 803 W. Broad St., Suite 240, Falls Church, Va. 22046. Principal is nonprofit organization headed by trustees: Wesley D. Byrd, pastor; Clifford R. Woolsey, sales representative, and Dea R. McHenry, owner of motor company. Filed Nov. 4.

■ **Henryetta, Okla.**—Henryetta Educational Broadcasting Foundation seeks 91.5 mhz, 250 kw, HAAT: 178 ft. Address of counsel: Stuart B. Mitchell & Associates, 803 W. Broad St., Suite 240, Falls Church, Va. 22046. Principal is nonprofit organization headed by trustees: Carl Van Meter, pastor; Carl M. Van Meter, assistant pastor, and Jerry Page, refrigerator technician. Filed Nov. 3.

■ **Lawton, Okla.**—Lawton Educational Broadcasting

Foundation seeks 91.9 mhz, 378 w, HAAT: 147 ft. Address of counsel: Stuart B. Mitchell & Associates, 803 W. Broad St., Suite 240, Falls Church, Va. 22046. Principal is nonprofit organization headed by trustees: Harold W. Wilson, pastor; G. Wilson, eye surgeon, and K. Herring teacher. Filed Nov. 1.

■ **McAlester, Okla.**—The Marjoy Corp. seeks 104.9 mhz, 1.7 kw, HAAT: 400 ft. Principal is owned by Michael P. Stephens (70%) and Doyal Hoover and daughter, Pamela Kay (15% each). Stephens owns KXOJ-AM-FM Sapulpa, Okla. He and Doyal Hoover are also applicants for new FM at Paris, Tex. Pamela Hoover has no other broadcast interests. Filed Nov. 1.

■ **Lewiston, Pa.**—Mifflin County Communications seeks 105.5 mhz, 265 w, HAAT: 820 ft. Address: Rear North Main Street, Reedsville, Pa. 17084. Principal is owned by David E. Semler (50%); Russell M. Crawford Jr. (49%), and wife, Sylvia S. (1%). None have other broadcast interests. Filed Oct. 28.

■ **Lubbock, Tex.**—Lela M. Officer seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 1004 Phillips St., Vista, Calif. 92083. Principal is on board of directors of nonprofit Florida corp., which is applicant for new noncommercial FM at Holly Hill, Fla. Filed Oct. 27.

■ **Lubbock, Tex.**—Lubbock Radio seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address of counsel: Robert S. Stone, Box 550, Knoxville, Tenn. 37901. Principal: Guadalupe Saenz, who has no other broadcast interests. Filed Oct. 28.

■ **Lubbock, Tex.**—South Plains Broadcasting Co. seeks 106.3 mhz, 3 kw, HAAT: 282 ft. Address: Robert E. Clark, Box 64670, Lubbock, Tex. 79464. Principal is 90% owned by Seaton Publishing Co., Coffeyville, Kan.-based group owner of four AM's, one FM and one TV. Remainder owned by Robert L. Pratt, who also has interest in KGGF(AM) Coffeyville and KMAN(AM)-KMKF(FM) Manhattan, both Kansas, and KFYO(AM) Lubbock. Filed Oct. 28.

■ **San Angelo, Tex.**—San Angelo Educational Broadcasting Foundation seeks 91.9 mhz, 386 w, HAAT: 93 ft. Address of counsel: Stuart B. Mitchell & Associates, 803 W. Broad St., Suite 240, Falls Church, Va. 22046. Principal is nonprofit organization headed by trustees: Wayne A. Taylor, pastor; Dennis E. Mills, radio repair shop manager, and Linda Hulsey, secretary. Filed Nov. 3.

■ **Wheeler, Tex.**—Wheeler Educational Broadcasting Foundation seeks 90.5 mhz, 383 kw, HAAT: 162 ft. Address of counsel: Stuart B. Mitchell & Associates, 803 W. Broad St., Suite 240, Falls Church, Va. 22046. Principal is nonprofit organization headed by trustees: Ricky Pfeil, pastor; Mark S. Meek, and R.L. Zybach, both ranch owners. Filed Oct. 31.

■ **Virginia Beach, Va.**—Virginia Beach Educational Broadcasting Foundation seeks 88.5 mhz, 300 w, HAAT: 97 ft. Address of counsel: Stuart B. Mitchell & Associates, 803 W. Broad St., Suite 240, Falls Church, Va. 22046. Principal is nonprofit organization headed by trustees: Frederick H. Stegeman and William Whiting, both pastors, and Lewis Leusent, contractor. Filed Nov. 3.

AM actions

■ **Hesperia, Calif.**—Mount Wilson FM Broadcasters Inc. granted 540 khz, 1 kw-D. Address: 10880 Wilshire Blvd., Los Angeles, 90024. Principals: Saul Levine, president (80%), and F.E. Wilson (20%), who owns KKGQ(FM) Los Angeles; KSHO(TV) Honolulu; and KSHO-FM Kailua, Hawaii. Action Nov. 8.

■ **Leicester, Mass.**—Worcester County Christian Commu-

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nications Inc. granted 760 khz, 5 kw-D. Address: 99 Reservoir St., Holden, Mass. 01520. Principal is noncommercial corp.; George Walker, president. WCCC is permittee for new noncommercial FM at Worcester, Mass. Action Nov. 7.

■ Eldon, Mo.—Southwest Communications Inc. app. returned for 750 khz, 1 kw-D. Action Nov. 2.

■ Saint Andrews, S.C.—Hercules Broadcasting Co. app. returned 830 khz, 10 kw-D, 1 kw-N. Action Nov. 10.

FM actions

■ Williston, N.D.—BBRV Inc. granted 98.5 mhz, 100 kw, HAAT: 905 ft. Address: P.O. Box 671, Williston 58801. Principals: Henry F. Beuchler, John P. Blake, Rodney L. Romine and John E. Von Rueden—all 25%. All four applicants are station managers—Beuchler at KXMC-TV Minot; Blake at KXMD-TV Williston; Romine at KCJB(AM) Minot, and Von Rueden at KXMB-TV Bismark, all North Dakota. They have no other broadcast interests. Action Nov. 7.

Ownership changes

Applications

■ WJQY(FM) Chickasaw, Ala. (98.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Phillips Radio Inc. to EJM Broadcasting for \$923,000. Seller is owned by William H. Phillips, general manager of station (30%); wife, Patsy (20%); Houston L. Pearce (30%), and wife, Voncile R. (20%). It is also applicant for new FM at Mary Esther, Fla. Pearce has interests in four AM's and three FM's. Buyer is owned by Edmond J. Muniz. He also owns WYAT(AM) New Orleans and WAIL(FM) Slidell (New Orleans). Filed Nov. 9.

■ KAAV(AM)-KLPQ(FM) Little Rock, Ark. (1090 khz, 50 kw; FM: 94.1 mhz, 100 kw, HAAT: 770 ft.)—Seeks assignment of license from Multimedia Radio Inc. to Signal Media Corp. for \$4.25 million. Seller is Cincinnati-based newspaper publisher, MSO, production company and group owner. Broadcast division is headed by James T. Lynagh, vice president. It also owns six AM's, six FM's and five TV's, including WAKY(AM)-WVEZ(FM) Louisville, Ky., which it recently sold for \$3.6 million ("Changing Hands,"

Nov. 7). Buyer is headed by Philip R. Jonsson, chairman, who is on board of directors for *KERA-FM-TV Dallas. It also owns KELI(AM)-KSNE(FM) Tulsa, Okla. Signal must sell KLRA(AM) Little Rock, Ark., in order to comply with FCC dupopoly rules. Filed Nov. 15.

■ WCOP(AM) Warner Robbins, Ga. (1350 khz, 5 kw-D)—Seeks assignment of license from Wafa Broadcasting Inc. to Alex Allen Carville for \$275,000. Seller is owned by Willie L. Talton (51%) and Michelle Callahan (49%). Neither have other broadcast interests. Buyer also owns WPID(AM) Piedmont, Ala. Filed Nov. 14.

■ WLHI(FM) Fort Wayne, Ind. (88.3 mhz, 10 w [CP 100 w, HAAT: 100 ft.])—Seeks assignment of license from Fort Wayne Lutheran Association for Secondary Education Inc. to The Lutheran Association for Broadcasting for no consideration. Seller is nonprofit organization with no other broadcast interests. Buyer is nonprofit organization headed by Rev. Luther G. Strasen. It has no other broadcast interests. Filed Nov. 14.

■ WLPQ(AM) Pitsburg, Ky. (1600 khz, 500 w-D)—Seeks transfer of control of Q Radio Group Inc. from Lenn Pruitt and wife, Mary Ellen (33 1/3% jointly; none after), and estate of J.A. Jones (33 1/3% before; none after) to John and Lucretia Begley (33 1/3% before; 100% after). Consideration is repayment of \$50,000 loan to Pruitts and \$20,000 to Jones estate. Buyer is joint venturer with Pruitts in Pulaski County Broadcasters, permittee of WKEQ(AM) Burnside, Ky. Filed Nov. 15.

■ WTGI-FM Hammond, La. (103.3 mhz, 100 kw, HAAT: 500 ft.)—Seeks assignment of license from Tangi Broadcasting Inc. to Great Louisiana Broadcasting for \$1,750,000. Seller is headed and majority owned by Ron Strother, who has no other broadcast interests. Buyer is owned by A. Thomas Joyner (85%) and David Weil (15%). They equally own WISP(AM)-WQDW(FM) Kinston, N.C. George G. Beasley, owner of six AM's, seven FM's and North Carolina cable systems, has option to buy 42.5% of buyer which current multiple ownership rules prevent. Filed Nov. 9.

■ KTVQ-TV Billings, KXLF-TV Butte, KRTV-TV Great Falls and KPAX-TV Missoula, all Montana (ch. 2; 100 kw vis., 10.2 kw aur., HAAT: 670 ft.; ch. 4, 100 kw vis., 20 kw aur., HAAT: 1,890 ft.; ch. 3, 100 kw vis., 10 kw aur., HAAT: 590 ft., and ch. 8, 257 kw vis., 49 kw aur., HAAT: 2,150 ft.)—Seeks assignment of license from Garryowen Corp. to S.J.L. Inc. for \$18.9 million. Seller is owned by Joseph S. Sample and family. It has no other broadcast interests. Buyer

is headed by George D. Lilly, former vice president, television operations, Park Broadcasting, Ithaca, N.Y. It has no other broadcast interests. Equity financing will also be provided by limited partnerships and venture capital groups. Filed Nov. 8.

■ WQXZ(AM) Taylorsville, N.C. (850 khz, 250 w-D)—Seeks assignment of license from Alexander Broadcasting Co. Inc. to Commudia USA Inc. for \$130,000. Seller is equally owned by Clifford J. Bond Jr., F. George Bond and Mary George Bond. They have no other broadcast interests. Buyer is owned by Dr. Keith A. Wood of Memphis, Tenn. Filed Oct. 28.

■ WCHI(AM) Chillicothe, Ohio (1350 khz, 1 kw-D)—Seeks assignment of license from First Capital Communications Inc. to Baer Broadcasting Inc. for \$400,000. Seller is owned by William H. Burchett (80%) and wife, Betty C. (20%). They have no other broadcast interests. Buyer is owned by Gary R. Baer, who is WCHI program director. Filed Nov. 15.

■ KBDF(AM) Eugene, Ore. (1280 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Jayar Communications to Constant Communications Corp. for \$350,000, including \$65,000 noncompete agreement. Seller is also selling co-located KEZL(FM) ("Changing Hands," Nov. 21). Buyer is principally owned by Frederic W. Constant president. He is also majority owner of KTOX(AM) Boise Idaho; KIZN(FM) New Plymouth, Idaho; permittee for KDUK(FM) Florence, Ore., and applicant for new FM at Talent, Ore. Filed Nov. 4.

■ WPBM-AM-FM Aiken, S.C. (1300 khz, 500 w-D; 95.1 mhz, 3 kw, HAAT: 200 ft.)—Seeks assignment of Air South Inc. to Community Broadcast Associates for \$500,000. Seller is headed by president, Diane Foskett, who is also majority owner. It has no other broadcast interests. Buyer is headed by David Schoumacher, anchor for WJLA-TV Washington, as general partner. He is also general partner in WGMDFM Rehoboth Beach, Del., and WXVA-AM-FM Charleston, W. Va. Schoumacher will own 30% of WPBM-AM-FM with remainder owned by 10 limited partners including Washington Redskins quarterback, Joe Theismann and WJLA-TV consumer reporter, Paul Berry. Filed Nov. 9.

■ WYLQ(AM) [formerly WTNR] Kingston, Tenn. (1410 khz, 500 w-D)—Seeks assignment of license from Kingstort Radio Ltd. to WYLQ Inc. for \$170,000. Seller is headed by Robert B. Blow, who also owns 80% of WHMT(AM) Humboldt, Tenn., and has CP for ch. 51 Lincoln, Neb. He also has half interest in 12 LPTV app's. Seller bought station earlier this year for \$22,000 ("For the Record," April 18). Buyer is owned by Vance Winstead, program director at WYLQ (70%), and William L. Smith (30%). Filed Nov. 8.

■ KRIG(AM) Odessa, Tex. (1410 khz, 1 kw-U)—Seeks assignment of license from BBC Broadcasting Inc. to Permian Basin Broadcasting Co. for \$800,000. Seller is owned by Jim Blakemore, who has no other broadcast interests. They bought station in 1980 for \$850,000. Buyer is owned by L.E. Hawkins and son, W.L.; Gene Garrison, Ray Henry and John Northcut. Hawkins owns KURV(AM) Edinburg Tex. Garrison and Northcut are Edinburg bankers; Henry is Edinburg investor. Filed Nov. 10.

■ WJKC(FM)[CP] Christiansted, St. Croix, V.I. (95.1 mhz, 50 kw, HAAT: 990 ft.)—Seeks transfer of control of Radio 95 Inc. from John T. Galanes (51% before; none after) to Jonathan K. Cohen (49% before; 100% after). Consideration \$510. Seller is permittee of WPKZ(FM) Plantation Key, Fla., and 46.5% owner and general manager of WWUS(FM) Big Pine Key, Fla. Buyer has no other broadcast interests. Filed Nov. 3.

Actions

■ KDEW-AM-FM DeWitt, Ariz.—Dismissed transfer of control from John Green and James E. Moore to Lowell S. Jumper; wife, Sheila D.; Greg B. Little, and Dr. Willie R. Harris. Transfer would have created overlap problems with stations Jumpers already have interest in at Dermott and elsewhere in Arizona. Action Oct. 26.

■ KNGT(FM) Jackson, Calif. (94.3 mhz, 230 w, HAAT 1,090 ft.)—Granted assignment of license from Capricorn Broadcasting Co. to Gold Country Communications Inc. for \$600,000, including noncompete agreement. Seller is owned by Melvin Winters, president, who also has interest in KCEY(AM)-KMIX(FM) Turlock, Calif. (BROADCASTING Sept. 12). Buyer is owned by Laurence G. Rutter, president his wife, Judith (60% jointly), and George Schrader (40%) Laurence Ritter is associate director of International City Managers Association. Judith Rutter is copy editor at *Washington Post*. Schrader is Dallas consultant and former city manager of Dallas. None has other broadcast interests. Action Nov. 4.

■ WAUC(AM) Wauchula, Fla. (1310 khz, 5 kw, DA-D)—Granted assignment of license from Poucher Broadcasting Inc. to Heartland Broadcasting Co. for \$325,000. Seller is

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Donald W. Poucher, president. It has no other broadcast interests. Buyer is owned by Terry D. Reed (49%); his wife, Laura W. (1%); Jesse D. Newman and his wife, Anna L. (25% each). Jesse Newman also owns WBUC(AM) Buckhannon, W. Va. Action Nov. 9.

WFXW(AM) Geneva, Ill. (1480 khz, 1 kw-D, 500 kw-N)—Granted assignment of license from Miller Broadcasting Inc. to Gamel Broadcasting Inc. for \$530,000 including assumption of \$260,000 debt and \$60,000 noncompete agreement. Seller is licensee of WMMB(AM)-WYRL(FM) Melbourne, Fla. Howard A. Miller is president and 100% owner. Buyer is owned by Gerald W. Gamel, president, and wife, Ira L. (17% jointly); John A. Cassens and son, John E. H. (50% jointly), and four other Illinois investors. Gerald Gamel is farm director at WSDR(AM) Sterling, Ill.; Ira Gamel is part-time receptionist there. Both will cease employment upon FCC approval of application. Action Nov. 7.

WBFC(AM) Stanton, Ky. (1470 khz, 1 kw-D)—Granted assignment of license from Roger H. Wells to Jerry Wilson for \$67,000. Seller has no other broadcast interests. Buyer is on-air personality at WBFC. Action Nov. 7.

WKLZ(AM) Kalamazoo, Mich. (1470 khz, 500 w-D, DA-D)—Granted assignment of license from Circle Corp. to Independent Voice Inc. for \$120,000. Seller is owned by Walter Isbert (51%) and Larry Kronenberger (49%). It has no other broadcast interests. Station has been off-air since May 29 because of financial difficulties. Buyer is owned by Edward Gainor (52%), Eric J. Elstro (30%) and Lisa L. Gill (18%). Gainor is currently director of news and operations, and Elstro is currently reporter, both at WSJM(AM) St. Joseph, Mich. Both will resign. Gill is formerly reporter at WSJM. Action Nov. 7.

WLRC(AM) Walnut, Miss. (850 khz, 250 w-D)—Granted assignment of license from Associated Christian Enterprises to B.R. Clayton and Martha S. Clayton for \$100,000. Seller is owned equally by James R. (Ron) Mitchell and Larry Dunlap. Both are Baptist ministers and have no other broadcast interests. Buyers are husband and wife. Martha Clayton was assistant program director at WKXC(AM) New Albany, Miss. B.R. (Robert) Clayton is shift foreman with Teneco Inc. Action Nov. 7.

WHJJ(AM)-WHJY(FM) Providence, R.I. (920 khz, 5 kw-U; FM: 94.1 mhz, 50 kw, HAAT: 546 ft.)—Granted assignment of license from Franks Broadcasting Co. Inc. to Federal Communications Corp. for \$8.85 million (BROADCASTING, July 4). Seller is owned by John E. Franks, president. It has no other broadcast interests. Buyer is owned by Robert E. Fish (75%) and Janet R. Karger (25%). Fish is vice president and general manager of WRKO(AM) Boston. Action Nov. 4.

WBOL(AM)-WVST(FM) Bolivar, Tenn. (1560 khz, 250 w-D; FM: 96.7 mhz, 3 kw, HAAT: 300 ft.)—Granted transfer of control of Bolivar Broadcasting Service Inc. from William H. Morrow (55% before; none after) to Warren H. Isbell (none before; 55% after) for \$200,000. Seller has no other broadcast interests. Buyer is leather worker at Armira Corp. in Bolivar, and has no other broadcast interests. Granted Nov. 8.

WIDD-FM Elizabethton, Tenn. (99.3 mhz, 3 kw, HAAT: minus 79 ft.)—Granted assignment of license from Southern Signal Corp. to Norman A. Thomas Jr. for \$500,000. Seller is equally owned by H. Curtis Williams, president, and H. Gene Artrip. They also own 40% of WPRT-AM-FM Prestonsburg, Ky. Buyer also owns WSJO(AM) Jonesboro, Tenn. Action Nov. 3.

WPQZ(AM) Clarksburg, W. Va. (1400 khz, 1 kw-D, 250 kw-N)—Granted assignment of license from The Gilcom Corp. of West Virginia to Radio Two for \$387,500. Seller is owned by Edward T. Giller, who also owns WFBG-AM-FM Altoona, Pa., and WEIR(AM) Weirton, W. Va. Giller is applicant for WLEE(AM) Richmond, Va. Buyer is owned by Jack T. Cloyd (90%) and his son, J. Michael Cloyd (10%). They also own WKKW(FM) Clarksburg. Action Nov. 9.

[CP] KLWY(TV) Cheyenne, Wyo. (ch. 27; 4,270 kw vis., 427 kw aur.; HAAT: 760 ft.)—Granted assignment of license from The Chrysostom Corp. to Heart of Wyoming Television Inc. for \$125,000. Seller is headed by Daniel M. Burke, president. It also owns KCWY-TV Casper, KOWY(TV) Lander and KWWY(TV) Rock Springs, all Wyoming. Buyer is principally owned by A.J. Stanton Jr., president, who owns 50% of applicant for new TV at Casper. Action Nov. 7.

In contest

Rulings

Stuttgart, Ark.—Review Board denied appeal by Rice-land Communications Inc., applicant for new FM at Stutt-

gart, from order dismissing its app. and granting the competing app. of Chudy Broadcasting Corp. (BC 82-633-4). MO&O adopted Nov. 6.

Clovis, Calif.—Review Board granted app. of North Star Communications for new TV on ch. 43 at Clovis and denied competing app. of San Joaquin Television Improvement Corp. for same facilities. (BC 82-552-3). Decision adopted Nov. 6.

Oildale, Calif. (KMAP Inc. et al.)—ALJ Thomas B. Fitzpatrick granted settlement agreements; dismissed app. of KMAP Inc. and Steven Rodriguez Macias; granted app. of KB Enterprises for new FM at Oildale, and terminated proceeding. (MM 83-178-80). MO&O adopted Nov. 8.

Rancho Mirage and San Marcos, Calif. (Central Pacific Broadcasting Corp. and Radio 1210 Inc.)—Granted motion for summary decision by Central Pacific; resolved financial qualification and environment impact issues in its favor, and granted its app. to operate on 1200 khz in Rancho Mirage. (MM 83-785; 787). Summary decision adopted Nov. 2.

Rancho Mirage, San Jacinto and San Marcos, Calif.—Review Board denied appeal by Radio 1210 Inc., successor in interest to North County Broadcasters, from MO&O by ALJ Walter C. Miller released Sept. 27 in which he stated that North County's app. could not be granted without hearing due to serious character question regarding one of its principals. Miller had granted settlement agreement between North County and another applicant. (MM 83-785-87). Adopted Nov. 9.

Riverbank, Calif. (Riverbank Broadcasters and Radio Riverbank Inc.)—ALJ Joseph Stimer granted settlement agreement; dismissed app. of Riverbank Broadcasters, granted app. of Radio Riverbank Inc. for new AM in Riverbank, and terminated proceeding. (MM 83-509-10). MO&O adopted Nov. 9.

Hilo and Waimea, Hawaii—Review Board granted settlement agreement; dismissed app. of Alegria II Inc. for new AM on 670 khz at Waimea; granted app. of Hawaii Broadcasting Co. Inc. for authority to change frequency of its AM station, KPUA Hilo, Hawaii, from 970 khz to 670 khz, and terminated proceeding (BC 82-167-8). Order adopted Nov. 10.

East St. Louis, Ill. (Minority Broadcasters of East St. Louis Inc. and Spectrum Telecommunications Corp.)—ALJ Edward J. Kuhlmann granted app. of Minority and denied competing app. of Spectrum. Spectrum had demerit assessed against it for carelessly preparing its app. (BC 82-378, 380). Initial decision issued Nov. 8.

Madill, Okla. (TAP Communications Inc. and Radio Station KMAD)—ALJ Joseph Chackin granted settlement agreement; dismissed app. of TAP; granted app. of KMAD

for new FM at Madill, and terminated proceeding. (MM 83-971-2). MO&O adopted Nov. 9.

Christiansted, V.I. (Virgin Islands Broadcasting Corp. and B and B Partnership)—ALJ Edward J. Kuhlmann granted settlement agreement; dismissed app. of B and B; granted app. of Virgin Islands Broadcasting Corp. for new FM on ch. 262 (100.3 mhz) at Christiansted, and terminated proceeding (MM 83-932-3). MO&O adopted Nov. 7.

Quantico, Va.—Chief, Mass Media Bureau denied petition by Amvideo of Virginia Inc., for waiver of mandatory signal carriage rules and ordered it to begin carrying on its cable system serving Quantico, within 30 days, signal of noncommercial education station WHMM-TV Washington, ch. 32. MO&O adopted Nov. 7.

Casper, Wyo. (Wentronics Inc. and Hi Ho Television)—Commission denied Hi Ho, licensee of TV translator K20AB, ch. 20, Casper, review of staff action granting Wentronics, operator of cable television system serving Casper and neighboring communities, waiver of mandatory signal carriage rules. Action upheld challenge to Hi Ho's signal quality and reliability. MO&O adopted Nov. 8.

Allocations

Proposed

Camden, Ark.—Gary D. Terrell proposed assignment of ch. 237A to Camden; community's second FM service. Site restriction of 5.7 miles south of Camden required. Comments due Jan. 9; reply comments Jan. 24. Address of consultant: Edward M. Johnson and Associates Inc., Onc Regency Square, Suite 450, Knoxville, Tenn. 37915. (MM 83-1231). Adopted Oct. 31.

Grass Valley and Chester, Calif.—Eric R. Hilding requested assignment of class B ch. 256 to Grass Valley; community's second FM assignment. Minimum distance separation requires substitution of ch. 280A for class C ch. 255 at Chester. No app.'s have been filed for ch. 255 at Chester since it was assigned 18 months ago. Comments due Jan. 9; reply comments, Jan. 24. Address: P.O. Box 1300, Freedom, Calif. 95019. (MM 83-1232). Adopted Nov. 2.

Ventura, Calif.—Stephen J. Mewhort proposed assignment of UHF ch. 41 to Ventura; community's second commercial television service. Mexican concurrence must be obtained. Comments due Jan. 9; reply comments, Jan. 24. Address: P.O. Box 843, Clovis, Calif. 93612. (MM 83-1236). Adopted Nov. 2.

Yucaipa, Calif.—Shepherd Communications proposed assignment of ch. 215A to Yucaipa; community's first non-commercial educational FM service. Site restriction of 4.6 miles east of Yucaipa. Mexican concurrence must be obtained. Address of counsel: Donald L. Crosby, Florida National Bank Building, 700 Central Ave., P.O. Drawer 1441, St. Petersburg, Fla. 33731. Comments due Jan. 5; reply comments, Jan. 20. (MM 83-1202). Adopted Oct. 20.

Fort Walton Beach, Fla.—Fort Walton Beach Television Inc. proposed assignment of UHF ch. 17 to Fort Walton Beach; community's third television facility. Comments due Jan. 9; reply comments, Jan. 24. Address: P.O. Box 777, Marianna, Fla. 32446. (MM 83-1235). Adopted Nov. 2.

Roswell, Ga. and Andrews, N.C.—Jess Jimenez requests assignment of ch. 59 to Roswell and substitution of ch. *24 for ch. *59 at Andrews. Address of consultant: A.G. Thiessen, Suite 418, Uptain Building, Chattanooga, Tenn. 37411-4065. Petition will be treated as counterproposal in (MM 83-1135) and statements should be submitted as reply comments, subject to that deadline.

Newton, Iowa—IPBC Inc. proposed assignment of UHF ch. 39 to Newton; community's first television facility. Comments due Jan. 9; reply comments, Jan. 24. Address of counsel: Dominic Monahan, 1225 Connecticut Ave., N.W., Suite 500, Washington, D.C. 20036. (MM 83-1237). Adopted Nov. 2.

Iron River, Mich.—Channel 23 proposed for assignment to Iron River; community's first television service. Petitioner: Iron River Telecasting Company. Address of counsel: Liberman, Sanchez and Bentley, 2000 L St., N.W., Suite 200, Washington, D.C. 20036. Comments due Jan. 5; reply comments, Jan. 20. (MM 83-1204). Adopted Oct. 20.

Stephenson, Mich.—Robert A. Sherman proposed assignment of ch. 257A to Stephenson; community's first FM assignment. Canadian concurrence must be obtained. Comments due Jan. 5; reply comments, Jan. 20. Address: 1039 Division, Port Huron, Mich. 48060. Adopted Oct. 20.

Bloomfield, N.M.—KBRY Inc. proposed assignment of class C ch. 283 to Bloomfield; community's first FM service. Comments due Jan. 9; reply comments, Jan. 24. Address of counsel: Vincent J. Curtis Jr., 1226 Connecticut

Summary of broadcasting as of July 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,723	162	4,885
Commercial FM	3,458	422	3,880
Educational FM	1,101	163	1,264
Total Radio	9,282	747	10,029
FM translators	693	403	1,096
Commercial VHF TV	536	9	545
Commercial UHF TV	321	191	512
Educational UHF TV	112	5	117
Educational UHF TV	171	20	191
Total TV	1,140	225	1,365
VHF LPTV	168	84	252
UHF LPTV	48	69	117
Total LPTV	216	153	369
VHF translators	2,786	235	3,021
UHF translators	1,825	372	2,197
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Ave., N.W., Suite 400, Washington, D.C. 20036. Adopted Nov. 2.

■ Chippewa Falls, Wis.—Bushland Radio Specialties proposed assignment of UHF ch. 48 to Chippewa Falls; community's first television facility. Canadian concurrence must be obtained. Comments due Jan. 9; reply comments, Jan. 24. Address of consultant: Edward M. Johnson and Associates, One Regency Square, #450, Knoxville, Tenn. 37915. (MM 83-1234). Adopted Nov. 2.

Actions

■ San Luis Obispo, Calif.—Granted UHF ch. 33; community's second commercial television allocation. Petitioner William V. Johnson. (MM 83-354). Adopted Nov. 2.

■ Tampa, Fla.—Granted UHF ch. 50; community's fourth commercial television service. Petitioner: Harry C. Powell Jr. (MM 83-267). Adopted Nov. 2.

■ Morehead, Ky., and Bryson City, N.C.—Granted UHF ch. 67; community's first commercial television allocation. Minimum distance separation requires minus carrier offset and change on co-channel at Bryson City from minus to zero. Petitioner: Stanley G. Emert. (MM 83-240). Adopted Nov. 2.

■ New Orleans—Granted UHF ch. 49; community's seventh commercial television service. Petitioner: Millard V. Oakley. (MM 83-245). Adopted Oct. 20.

■ Minneapolis-St. Paul—Granted UHF ch. 45; community's seventh commercial television service. Petitioner: Millard V. Oakley. (MM 83-242). Adopted Oct. 31.

■ Greenville, N.C.—Granted UHF ch. 38; community's third commercial television service. Petitioner: Millard V. Oakley. (MM 83-243). Adopted Oct. 31.

■ McAlester, Okla.—Granted ch. 285A; community's second FM service. Petitioner: Megacom. (MM 83-387).

Adopted Oct. 31.

■ Norman and Oklahoma City, both Oklahoma—Norman granted UHF ch. 46; community's first local television service. Petitioner: Daystar Broadcasting Co. MM 83-591). Oklahoma City granted UHF ch. 62; community's tenth television service. Petitioner: David Allen Crabtree. (MM 83-405). Adopted Oct. 19.

Call letters

Applications

Call	Sought by
	New AM
WXAX	Standard Broadcasting Inc., Lexington, S.C.
	New FM's
*WLB	Montgomery Educational Radio Inc., Montgomery, Ala.
KDBL	Susan K. Hughes, Rifle, Co.
WKMD	Community Broadcast Services of Loogootee Inc., Loogootee, Ind.
WFC	French Camp Radio Inc., Ackerman, Miss.
	New TV's
WQAC	Beacon Broadcasting Inc., Fort Walton Beach, Fla.
WBNA	Word Broadcasting Network Inc., Louisville, Ky.
WGOT	Golden Triangle TV 60 Corp., Merrimack, N.H.

KSUZ-TV	Helen Oman, Abilene, Tex.
KIAB-TV	International American Broadcasting Co. Inc., Garland, Tex.
KUEV-TV	Unity Broadcasting Co. of Washington State Inc., Everett, Wash.

Existing AM's

WGIA	WIEZ Blackshear, Ga.
WVON	WXOL Cicero, Ill.
WCER	WHLT Huntington, Ind.
KNGL	KNEX McPherson, Kan.
WKAZ	WGKV St. Albans, Vt.
KFJZ	KJIM Fort Worth
KLHT	KREM Spokane, Wash.
WLKE	WGZS Waupun, Wis.

Existing FM's

*KCEA	*KWAP Atherton, Calif.
WJRY	WHUJ Huntington, Ind.
KBBE	KNEX-FM McPherson, Kan.
KCAY	KRSL-FM Russell, Kan.
WKLO	WJBL-FM Holland, Mich.
WNSR	WQEA Rogers City, Mich.
KCFX	KIEE Harrisonville, Mo.
KBIT	KOOK-FM Billings, Mont.
WCLN-FM	WRRZ-FM Clinton, N.C.
WQQK	WMAK-FM Hendersonville, Tenn.
WYNU	WKBK-FM Milan, Tenn.
KKMY	KZOM Orange, Tex.
WMGN	WISM-FM Madison, Wis.
WGGQ	WLKE-FM Waupun, Wis.

Grants

Call	Assigned to
	New AM's
WKIJ	Brown Communication, Parrish, Ala.
KIAM	Voice for Christ Ministries Inc., Nenana, Alaska
WJTB	Taylor Broadcasting Co., North Ridgeville, Ohio
KTMI	Michael P. Fontaine, Newport, Wash.
	New FM's
*WAS	Alabama State University, Montgomery, Ala.
*WDCO-FM	Georgia Public Telecommunications Comm., Cochran, Ga.
*WVCT	Victory Training School Corp., Keavy, Ky.
KBXS	Eastern Nevada Broadcasting Inc., Ely, Nev.
KZIA-FM	John Deme, Rio Rancho, N.M.
KZPR	LIB Inc., Minot, N.D.
*KASD-FM	State Board of Directors for ED-TV, Reliance, S.D.
*WVPG	West Virginia Educational Broadcasting Authority, Parkersburg, W.Va.
WCKA	Milliken Investment Company, Sutton, W.Va.
WXCO-FM	Seehafer Broadcasting Co., Wausau, Wis.
	Existing AM's
WYXY	WZNG Cypress Garden, Fla.
KFKF	KRKR Kansas City, Kan.
WZON	WACZ Bangor, Me.
WTCX	WXOX Bay City, Mich.
WGO	WQTK St. Johns, Mich.
WGGR	WMFG Hibbing, Minn.
WRZK	WFBS Spring Lake, N.C.
KHJK	KCLT Lockhart, Tex.
KCUL	KKYR Marshall, Tex.
KGTM	KNIN Wichita Falls, Tex.
	Existing FM's
WRAV	WAMR-FM Venice, Fla.
KJON-FM	KVFM Ogden, Utah
KFKF-FM	KFKF Kansas City, Kan.
WCEM-FM	WESP-FM Cambridge, Md.
WMFG	WMFG-FM Hibbing, Minn.
KKRZ	KQFM Portland, Ore.
WSBG	WVPO-FM Stroudsburg, Pa.
	Existing TV's
KDTU-TV	KDTU Tucson, Ariz.
WDBJ	WDBJ-TV Roanoke, Va.

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RADIO

HELP WANTED MANAGEMENT

Community Club Awards, CCA. 30-year-old Media-merchandising plan, has immediate openings. Additional area sales managers (multi-state territory). Full time, Monday/Friday travel, media sales experience required. Substantial draw against commission. Call/write for personal interview. John C Gilmore, PO Box 151, Westport, CT 06881. Tel: 203-226-3377.

Chief engineer. WSM AM/FM. Knowledge and experience essential. Resume to: General Manager, WSM Radio, P.O. Box 100, Nashville, TN 37202. EOE.

General manager. WTUP/WESE, Tupelo-Baldwyn, Mississippi. #3 market in state. Healthy economy. Call Zane Roden, 601-948-1515. EOE.

West Coast— California growth-oriented broadcasting group seeks experienced GM, with strong sales background. If you are profit-minded, people-oriented, and desire to grow with a strong nucleus of like-minded broadcasters, call 209-222-2027.

The right stuff: have you got it to manage AM/FM combo in highly competitive suburban New York City area? Good salary plus substantial bonus. Track record a must. Resume to Box G-60.

17,500 watt non-commercial FM needs manager/ teacher of broadcasting. Good pay, benefits. Resume and references to Raymond Clarke, Kent County Public Schools, Washington Avenue, Chestertown, MD 21620. 301-778-1595. EOE.

General manager. Today one station, tomorrow two, three the next year, and we are looking for a selling general manager for Washington DC gospel AM. Opportunity for executive broadcast responsibility as corporation acquires additional broadcast properties. Minimum 5-7 years in radio sales; 3-5 years management responsibilities. Resume and salary requirements to James T. McQueen, 3262 Chestnut Street, NW, Washington, DC 20015.

Seeking general manager. Must have proven leadership abilities and experience in all areas of AM & FM station management. We offer top challenge; high growth potential; competitive compensation plan and excellent benefits. Southeastern location. Send resume to Box G-82. EOE.

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

Killer GM needed for contemporary class C, prosperous top 100 Sunbelt mkt. Write Box G-87.

Sales manager. Growing FM seeks goal-oriented leader for highly rated A/C in Lima, Ohio market. Earning potential to \$20K first year. Send resume and salary history to Chris Caggiano, President, WKKI, Celina, OH 45822. EOE/MF.

Manager for new FM in eastern New Mexico competitive market. Strong sales background a must. Equity position available. Box 30523, Midland, TX 79712.

HELP WANTED SALES

Top rated WHBC AM/FM, Canton, Ohio, seeking account executive with major agency and direct selling experience. Cover Ohio, including Cleveland and Columbus. Good compensation and benefit package. EOE. Call Mike Mahone, 216-456-7166.

South Florida. Want successful radio sales professional, preferably satisfied in present radio sales position except for insufficient yearly income due to small market size, depressed area, or both. Our metro (250,000 & fast growing) could solve your financial problem. Strong AM/FM, same formats for years (AM contemporary for 25; FM country for 14.) High ratings 25-54 demo. Only those in fulltime radio sales for at least 3 years need apply. Inquiries strictly confidential. Resume to Box 278, Ft. Myers, FL 33902. EOE.

Immediate opening for account executive with agency and direct selling experience. Good list in great radio market. EOE. Send resume and salary history to: Bill Caridas, WCOL, 195 E. Broad St., Columbus, OH 43215.

Suburban top 50 upstate NY contemporary country seeks aggressive salespersons to join expanding, aggressive station. This opportunity has unbelievable potential! Resume & references to PO Box 374, Planetarium Station, NY, NY 10024.

Ag network radio sales. Fast growing national rep firm seeks salesperson with 2-year minimum in broadcast sales. Growth position, management potential. 40% travel, by air, existing account list, major cities. NW suburban Chicago location. Base + Commission + unique benefits. Will consider print sales background. Send current resume, income requirements to Box G-96. All applicants treated with confidence.

Burns Media's Management Access Network is looking for sales managers: AM & FM facility in growing Rocky Mountain community; FM sales manager for far West Megatrend city. Send resume to Burns Media, 3054 Dona Marta Dr., Studio City, CA 91604. EOE, M/F.

Sales manager. Growing group owner is seeking energetic, aggressive, promotion-minded individual for new FM acquisition in Joliet, IL. Strong salesperson with ability to motivate. Good compensation, benefits, with room to grow. EOE. Send resume, letter, and salary history to: Bob Channick, CHB Venture, P.O. Box 14697, Chicago, IL 60614-0697.

Career-oriented radio account executive. Minimum two years experience for a top position with one of Atlanta's highest rated radio stations. Person must have emphasis on retail development and advertiser marketing needs. EOE. Send resume: Sales, P.O. Box 54577, Atlanta, GA 30379.

Account executive. An opportunity exists for a talented sales professional to join Group W's KOAX-FM in Dallas, Texas. We will be adding a person to our agency sales unit in early 1984. This person must have skills in the use of Arbitron, be aggressive, and demonstrate a desire to win. Send a letter telling about yourself and why you think you're ready for this challenge, along with a resume. to: Jack Sabella, GSM, KOAX-FM, 400 S. Houston St., Dallas, TX. 75202

HELP WANTED ANNOUNCERS

Montana's Superstation is looking for personality-oriented on-air personnel. We are an adult contemporary, 100,000 watt FM station. Please send tape and resume to: Dave Stiili, P.O. Box 3129, Great Falls, MT 59403.

PM drive position open. Great station and benefits. Send tape and resume: WLBR, Box 1270, Lebanon, PA 17042. EOE.

Top Christian station seeks experienced announcer for fulltime evenings. Creative commercial production desired. Adult contemporary Christian format. Send tapes and resume to: Program Manager, WND4, 2407 9th Ave., Huntsville, AL 35805-4198.

Self-starter, professional to work for adult-contemporary FM in central California. Garry Brill, KIQQ, P.O. Drawer "Q", Atascadero, CA 93423.

HELP WANTED TECHNICAL

Sunbelt 50kw AM directional and class C FM needs experienced chief engineer immediately. Good equipment. Room for advancement with group owner. Call Dick Lange, 601-948-1515.

One of America's finest radio groups is looking for hands-on engineer to assist rebuilding state of the AM/FM facility. Total professionals who want to be an important part of our success story send resume immediately to Bill Elliott, Chief Engineer, WAJZ/WKCI, 100 Quinpiac Avenue, North Haven, CT 06473.

Chief engineer—Sunbelt market. If you're tired of snow and cold and quality, you can earn \$25,000 per year + and enjoy a super lifestyle in the Southwest. AM/FM combo seeking state-of-the-art engineer, expert studio maintenance, repair and quality control. Minimum 5 years experience as chief engineer and desire to produce the best on air product possible. New studios on the horizon, so apply now and help build the future. Both stations are successful, old line properties with a history of innovative successful operation. V check all references and require complete work history and references. This is a once in a lifetime opportunity for the right individual. Equal opportunity employer. Write Box G -97.

HELP WANTED NEWS

100,000 watt public radio station (NPR affiliate) see news and public affairs director. Supervises all new public affairs production, including preparation of material for local, state, regional, and network broadcast. Supervises professional and student news staff of 4 BA/BS in communications or related field require Master's preferred. Four years' professional broadcast news experience required. Salary: \$17,879, plus benefits. Non-returnable audition tape encouraged. Deadline: December 2, 1983. Send resume to: Chair, News Search Committee, WUFT-FM, 2104 Weimer Hall, Gainesville, FL 32611. The University of Florida is an equal opportunity/affirmative action employer that encourages applications from minorities and women.

News/talk position for experienced professional. Join a station dedicated to strong local involvement. Send tape/resume to Mike Moran, WALE, Box 208, Fall River MA 02722. An equal opportunity employer.

News person. Min. 1 yr. exp. Mature. West Coast mex market. Resume to Box G-83.

Newscaster/classical enthusiast. 5 AM rewrite, lat music, 5 days. Tampa Bay Concert, WXCR, Box Safety Harbor FL 33572.

HELP WANTED PROGRAMMING PRODUCTION AND OTHERS

Production director. Top easy listening FM in northern New England seeking creativity — the ability to write voice, and produce "ear-catching" commercials; plan an air-shift, and supervise the production of other. Send resume and production samples to: Peter Thin WHOM Radio, Rt. 26, Poland Spring, ME 04274. EOE.

Radio production coordinator. University radio station. Immediate opening, requires two years minimum college, BA preferred, five years minimum experience in radio announcing, audio production, supervision announcers, and production technicians, oversee broadcast operations. Extensive experience with classical music desired. Starting salary \$16,000 annually with generous benefits. Submit letter of application resume and air check to: Frank Roberts, KWSU/KFAI FM, Murrow Center, Washington State University, Pullman, WA 99164-2530, or call 509-335-6626. Closing date for applications is December 9, 1983. WSU is an EEO/affirmative action employer.

Corporate program/production director needed for Christian radio group. Bott Broadcasting Company looking for a proven professional with solid experience. Must be highly motivated, committed to quality, and very creative. Must have ability to manage others at control overall sound of each station. Must be team player and results-oriented. If you're a broadcast professional with talent, creativity, and demonstrated experience, and you desire to be a part of Christian broadcasting, send resume and salary history to: Dick Bott, President, Bott Broadcasting Company, 10841 East 28 Street, Independence MO 64052.

SITUATIONS WANTED MANAGEMENT

General manager who's been in the winner's circle for 20 years managing AM/FM. Successful, highly organized professional with all the basic management skills. Aggressively consistent in producing sales and profits. Looking for an owner who wants a winner. Write Box G-39.

GM: former GM, GSM, national rep, looking for an owner who wants a manager that can sell, not just a senior salesman to manage. I've turned two around. Presently under-employed, looking for another challenge. Box G-49.

Former medium market GM with major market experience looking to move up. Seeking challenge and growth. Bottom-line oriented, great credentials. Write Box G-61.

Experienced manager seeking management position in Phila. and vicinity only. Phone 814-695-2248, or write Mr. L. J. Finfer, P.O. Box 521, Duncansville, PA 16635.

I can sell radio! Experienced CRMC looking for 1st management opportunity. YTD billing \$300K. Medium market preferred. The boss knows about this ad. Fred Gregory, 176 Chapin Pkwy., Buffalo, NY. 14209. 716-881-5663.

Aggressive radio professional seeks general manager position. Southern New England-suburban New York preferred. Station management experience, including selling sales manager and on-air program director. Presently employed. Write Box G-69.

Experienced, versatile, stable! Current "do-all" general manager wants solid, small market. Florida, Southeast, others considered. Outstanding credentials. Write Box G-72.

I need to work 8 days a week. Available soon. A ton of experience. Let's make some money. Call me! Joe, 305-296-6880.

When you've had enough of ineptitude, call someone who hasn't got the word "no" in his vocabulary. I've been trained the right way-from the bottom up. Write Box G-91.

Sales manager/announcer (first phone) seeks general manager position. Sales-oriented/community minded. Ability to train own salespeople. Not a free-loader, expense builder, or drunk—just results! Prefer NY state. Older, mature adult. Write Box G-95.

Experienced 19 year veteran with VP-GM and GSM experience in small, med. and lge. markets interested in a move in the Rocky Mts. or West. Successful turn-arounds, strong collections, good knowledge of FCC, ability to rebuild from scratch. Strong sales background with RAB, Welsh, Jennings, Lontos and International Newspaper Institute. Currently employed. Available for on site interview. Call 303-241-4447.

SITUATIONS WANTED SALES

Mature, experienced 1st phone combo with radio/TV sales. Prefer West or Southwest location. 701-839-6362.

Started as jock. After 2 years of promotions, I'm operations manager, w/abilities in everything from traffic & billing to sales & production. Write Box G-92.

SITUATIONS WANTED ANNOUNCERS

First phone, degree. Radio or TV announcer. Galvin James, 105-52 132nd St., Richmond Hill, NY 11419. 212-659-5264.

C/W, rock oldies announcer available now. Night shift preferred. Ohio, nearby state. Doug, 419-387-7761.

Experienced announcer wants full time air shift immediately. One year experience. Sports background. Ready to go anywhere now! Jon Thomas, 309-659-2318.

Professional sound, articulate, business oriented. Will relocate. George Belmore, 2690 S. 13, Milwaukee, WI 53215. 414-383-1692.

Multi-format programming/announcing experience. Want position in small/medium east Texas market. Call Tony, 214-832-3887; 214-832-4241.

Broadcast school grad. Entry level, excellent DJ, commercial writing, production. Interested sales, go anywhere. Hear audition tape. Keith, 319-355-4212 days; or 319-323-8128.

Great pipes for jock, news, and commercials. B.A. in communications and broadcast training. Prefer Midwest. Any shift. Michael Kielbon, 312-652-8319.

SITUATIONS WANTED TECHNICAL

Looking for a position as a chief engineer in a medium or major market radio station(s). I have 10+ years experience in this chosen field. I believe in and practice professional engineering techniques with technical references to prove it. Contact: Robert King, 3450 Procyon Avenue, Las Vegas, NV 89102. 702-876-5153.

SITUATIONS WANTED NEWS

Writer-producer in network radio newsroom seeks reporter-anchor position outside NY. Major-market on-air experience. Write Box G-29.

Ambitious sportscaster with experience can provide expert PBP in football, baseball, basketball, & hockey, including interview work & sportscasting. If interested, call Mike Kelly, 312-652-2452.

Aggressive, award-winning, major market news director seeks new challenge in larger shop. Box G-41.

Experienced news pro. Reporter, anchor, editor, writer, producer, director. Dedicated, flexible, organizer. Call Steve, 904-769-5350.

Talented sportscaster/news reporter seeks challenging news or sports position. 5 years experience. B.A., journalism. Kevin, 913-827-2383.

Sports/news position sought. Classic basketball PBP; articulate, conversational, & objective. Bob, 201-763-5587 after 4 EST.

Excellent easy listening, soft contemporary announcer seeking long-term commitment with medium/major operation. Mature-voiced; mature-minded. Steve, 516-423-6628, or write Box G-104.

San Francisco Bay newsman with seven years experience; aggressive self-starter committed to quality. Excellent writing, production, ad-lib skills. 415-858-0745, evenings.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Professional radio productions—spots, IDs, promos, as low as \$2. Write Box G-3.

Trained in small market. The can-do man of the station. Copy, production, sales, remotes, even live. Joe, 305-296-6880.

TELEVISION

HELP WANTED MANAGEMENT

General manager: The Board of Directors of Capital Community Broadcasting, Inc., licensee of KTOO (FM) and -TV, is recruiting for a general manager. Description: chief executive officer for public radio and TV stations in Alaska's capital, Juneau, home of 24,000 people. Overall responsibility for budget of \$1.5+ million, staff of 30, numerous volunteers. Salary: DOE. Send resume to: Search Committee, CCBI Board of Directors, 224 Fourth Street, Juneau, AK 99801, 907-586-1670. CCBI is an EEO/AA employer.

General sales mgr-hands-on manager in 150-200th market in SW. If you can demonstrate success in this market, will have opportunity to move up within mkt. or move to top 50 mkt. Excellent salary and benefits with multi-operator. Send resume to P.O. Box 27206, Houston, TX 77027.

Current affairs manager. Responsible for the development, content, and presentation of current affairs programs. Supervises producer/directors, researchers, and other personnel assigned to current affairs activities. Must have a minimum of four years professional journalistic experience of which at least two years is in television. Salary: DOE. Send resume by December 5, 1983. KETC Public Television, Current Affairs Manager, P.O. Box 24130, St. Louis, MO 63130. KETC is an equal opportunity employer, M/F.

TV acquisitions manager: Responsible for development and implementation of programming, acquisitions, and packaging. Minimum three years related experience required. Send resume to: Wendy Wood, WNYC, 1 Centre Street, New York, NY 10007. EOE.

HELP WANTED SALES

Account executive: number 1 VHF station in coastal market is looking for a career oriented achiever with a successful sales track record. Group ownership, benefits and 27K +. Bob Peretic, GSM, c/o WNCT-TV, Box 898, Greenville, NC 27834. EOE.

HELP WANTED TECHNICAL

Transmitter/microwave supervisor or studio maintenance engineer. 3-5 years experience with general license for San Antonio. New Harris VHF transmitter and microwave. Call E. Doren, Director of Engineering, 512-471-4811, or write P.O. Box 7128, Austin, TX 78731. EOE.

Director of engineering: major public television station has opening for experienced engineering manager. Background in maintenance and production. Responsible for large engineering staff. Emphasis on news and production assignments. Minimum five years engineering management experience with proven ability. An equal opportunity employer. Send resume to WETA-TV, PO Box 2626, Washington, DC 20013. Attn: Robert Ruggiero, Vice President, Operations & Engineering.

Maintenance engineer for top market independent station. Strong background in electronic troubleshooting, video system and helical tape essential. Minimum 2 years experience. FCC license preferred. Union shop, excellent benefits. Starting salary to \$40K, depending on experience. Call George Csahanim, 212-233-6240.

F & F Productions is looking for a mobile production maintenance person. The applicant must be able to travel and possess good client relations. The position requires digital and solid state broadcast maintenance background. Familiar with cameras, video tape, switching equipment and audio. Some weekend and holiday work. Competitive salary, liberal overtime and major company benefits. Call or send resume to Mr. Lawrence Nadler, Director of Engineering, F & F Productions, Inc., 10393 Gandy Blvd., St. Petersburg, FL 33702. 813-576-7676. A division of Hubbard Broadcasting, F & F Productions is an equal opportunity employer, M/F.

Assistant chief engineer with growth potential and good technical training for south Texas VHF. EOE. Box G-84.

VHF CBS affiliate seeks assistant chief engineer. Must possess general class FCC license. Resume: Don King, CE, KLBK-TV, Box 1559, Lubbock, TX 79408

Consulting engineer with extensive national practice seeks one or two experienced, qualified engineers. Must be a self-starter and willing to work. Degree required in EE. Must be willing to pursue registration. Career position with unlimited opportunity for growth. No clock-watchers or drifters. References will be required. Salary based on qualifications and performance. Resume to Box G-36.

Production minded engineer with sound technical qualifications and ability to train and supervise operating staff. Texas Gulf Coast VHF. EOE. Box G-86.

Television technician: Minimum 1 year experience in TV camera, video tape decks, and other video equipment repair. Must have diploma from accredited electronic school or field related institution. Full-time position available. Comprehensive benefit package. Apply to: United Cable of Colorado, Attn: Director of Engineering, 6850 South Tucson Way, Englewood, CO 80112. An equal opportunity employer.

HELP WANTED NEWS

News producer. Experienced, innovative producer for dynamic 50's market. This is a position of responsibility. If you stand out from the rest, then send resume today to Box G-46. Equal opportunity employer.

Top 20 west coast market. If you can produce sports and news and have experience at both, we want to hear from you. Writing and on air presentation must be slick. We're a small news operation in a large market and we're offering a showcase for the right person. Send resume to Box G-50. Equal opportunity employer.

News director - small market, group-owned, ABC affiliate, Midwest, seeks current assignment editor or assistant news director to lead large well-equipped news department. Journalism degree and ability to recruit/teach journalists required. Send resume and salary requirements to Box E-44. Equal opportunity employer.

News director — top 60 market network affiliate in the Sunbelt has good opportunity for ND currently in a smaller market who wants to move up or assistant ND in similar size market who's ready for this step. Send resume and career goals, I'm looking for a fresh approach to news and someone still excited about the future of affiliate news operations. All responses will be kept strictly confidential. Resume to Box G-63.

News director: Southeastern network affiliated station. Ability to motivate and direct news staff, plus interact departmentally in a professional manner of primary importance. Inquiries confidential. EOE. Send letter and resume only to Box G-71.

Sports director: looking for experienced only sports director. One of South's best sports areas. If you are motivated, and can bring exciting look to sports, we want you. Minimum 3-5 years. Salary range \$15-18,000. EOE. Resume only to Box G-80.

News producer. Top-notch news producer needed in major market. Applicant should have a minimum of two years news production experience with strong news judgement and state-of-the-art production skills. Please send tape and resume to Doug Cray, Executive Producer, KOCO-TV, P.O. Box 14555, Oklahoma City, OK 73113. An equal opportunity employer.

Ready to move up? Send tapes and resumes to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-0044.

Weeknight anchor for SE medium market VHF. We are the dominant news team in our city and are looking for a dominant partner to join our current strong female anchor. Minimum two years on-air experience required. Resume only to Box G-88.

Executive producer: Responsible for production of 6 & 11 newscasts on dominant medium market midwest station. Applicants should have solid TV news background and familiarity with modern production equipment. Excellent opportunity for small market news director. Resume to Box G-98. EOE.

TV news reporter/producer. University of Florida. Requires a Bachelor's degree and five years experience. Must include at least one year with ENG equipment, on-camera performances, broadcast writing, reporting and producing. Salary \$15,000 - \$20,000, negotiable. Preference given candidates with demonstrated leadership qualities and desire to develop marketing skills required in public relations. Send complete resume by December 8, 1983, to: Mr. George P. Bradley, Employment Manager, 445 Stadium, University of Florida, Gainesville, FL 32611. An AA/EOE.

Prime anchor and meteorologist for medium market northeast. Professional experience. Tape/salary: Television News Talent, Box 9, Delmar, NY 12054-0009.

Weatherperson. Number one station in well known Sunbelt Market is accepting resumes for prime weatherperson. Requirements: Experienced weatherperson, knowledge of Colorgraphic weather system, and personable. Salary - \$25,000. Send resume to Box G-101.

Seeking feature news reporter who specializes in wacky news items. Send resume and tape to Boggs/Baker Productions, 240 Central Park South, New York, NY 10019.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Producer/director. Responsible for the production of commercials, promotion, and live in-house programming. This position requires at least 3 years' experience, plus the ability to work well with crews, agency producers, and clients. Familiarity with CMX editing and digital effects is helpful, creativity is necessary. Tapes and resumes to: Joel Levitt, Production Manager, WPHL-TV, 5001 Wynnefield Ave., Phila., PA 19131. We are an equal opportunity employer.

Production manager - responsibilities include directing the 6 PM and 10 PM news blocks. Great opportunity to work with small, progressive, well-equipped station. Profit sharing, pension plan. EEO employer. Resume to Box G-59.

Clearwater, FL. - The Home Shopping Channel, America's original 24 hour a day shop at home cable TV service, needs show hosts. On air salesmanship and charisma important. Call Richard Speer, 813-461-9495, for details on how to prepare a ¾ VTR to submit with resume. An equal opportunity employer.

Creative services specialist needed to coordinate in-house spot production at WDSU-TV, New Orleans. Solid skills in commercial work necessary—from spot concept to execution to final mix. Send resume to Robert Dicks, Jr., Production Manager, WDSU-TV, 520 Royal St., New Orleans, LA 70130. An equal opportunity employer.

Program director. Independent needs program director. Extensive experience in programming, promotions, and operations necessary. EOE. Resume to Box G-79.

Assistant promotion manager - Major market network affiliate looking for energetic self-starter with hands-on experience. Duties include creating, editing, and producing all on-air promotion. Experience in writing radio and print copy a plus. 2 years experience in promotion minimum. Send resumes only to: Cyndie Reynolds, Promotion Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

Producer/Director. Minimum three years experience desired in 1-inch remote and studio production. Must be able to work as a team member in state of the art public broadcasting facility B.S. or A.S. in telecommunications. Send resume and 3/4-inch demo: Jack Eads, Davis Hall, Vincennes University, Vincennes, IN 47591. Deadline: December 7.

On-line editor wanted for evening staff position at state-of-the-art post production facility in Hollywood. Successful candidate must have at least two years experience working on a fully computerized system with digital effects. Mach One and/or Quantel experience extremely desirable. Excellent salary and benefits offered. Please call Michael Levy, 213-465-3333.

TV program manager: Responsible for day-to-day operations and long range planning for TV programming. Must have experience in acquisitions scheduling and production; budgeting and FCC compliance. At least 5 years experience required. Combination public and commercial experience preferred. Send resume to: Wendy Wood, WNYC, 1 Centre Street, New York, NY 10007. EOE.

Florida Suncoast. Join our growing team in the sun. We are a state-of-the-art production/post-production facility servicing major corporate clients. Strong local base. Our current expansion has created the following openings: **General manager:** Must be sales-oriented and familiar with the daily operation of a videotape facility. Should be able to bring new approaches to the marketing of our services to industrial and commercial clients. Creative production experience preferred. **Editor:** Experienced in computer-assisted editing, type C 1" and digital effects. Good rapport with clients and a solid understanding of the post-production process for corporate shows a must. **Engineer:** Experienced in trouble-shooting and maintenance at the component level. Familiar with digital circuitry and software. If you are a self-starter who enjoys producing quality work in a pleasant environment, apply today! Send resume and salary history in confidence to Box G-102.

Producer/writer. The Chicago Office of a major professional organization is seeking a producer/writer for media programs. Five years hands-on experience in the production of broadcast-quality programs and ability to write creatively for all media required. Experience in live TV production and knowledge of health care management issues are desirable. BA in communications preferred. Responsibilities will include writing and producing media programs for national distribution via satellite and mail order, as well as coordinating all production elements while strictly adhering to budgets and schedules. Position offers a good salary and generous benefits. For prompt, confidential consideration, please submit resume with written production credits and salary considerations to Box G-106. AA/EOE/M,F,H,V

SITUATIONS WANTED MANAGEMENT

You need our general manager, Bill McDonald. We, his staff, have paid for this ad. He is a great general manager. Skills include: budgeting, personnel management, training. He has been an anchor, news director, production manager, local/regional sales manager, program manager, handled FCC matters, and does projections. Station sale makes him available to you. Call him: 512-727-7799; 512-727-8888.

Experienced broadcasting manager seeking management position in the Philadelphia area and vicinity only. Phone 814-695-2248, or write Mr. L. J. Finfer, P.O. Box 521, Dun...ansville, PA 16635.

SITUATIONS WANTED SALES

Aggressive recent SIU-IL grad seeks entry level position in sales/marketing with advancement potential Midwest/Southwest. Deb, 713-484-3560. 12801 Roydon #1601, Houston, TX 77034.

SITUATIONS WANTED TECHNICAL

FCC general license with radar endorsement technician. One year administrative (also some technical) experience at 3 New York City stations. Entry level budget, willing to relocate. Phone 212-837-1616, or write Joe Caruso, 1366 72nd St., B'klyn., NY 11228.

SITUATIONS WANTED NEWS

Sportscaster in medium market looking for a station with a true sports commitment. Call 804-266-1715.

Emphasis local sports - degreed, experienced, tear player. Shoot-edit. Small-medium market. Ken Blanc 213-932-1510.

Female cable reporter, producer, editor, all in one. Now looking to relocate to larger market. Box G-43.

Sports anchor/reporter. Young, experienced and professionally enthusiastic. Seeking full time TV position. Solid, award-winning reporting and PBP background radio and TV. Write Box G-54.

Entry sports-weather. Looks, personality, some TV. Want learning opportunity. VTR available immediately. Brian, 203-227-3819.

Yes, I can: write, produce, and report! Two years net work experience. Dual degree - Broadcast Journalism political science. Hardworking, dedicated, talented, at tractive. Willing to relocate. Call Amy, 212-420-0626

Entry level sports position, anywhere. Experienced radio play by play man with good interview skills seek: reporter/anchor position with small market TV station. Tape and resume available. Call Kerry, 404-284-8490

Veteran sportscaster eager to join operation which justly rewards credibility, leadership, and versatility based on college degree in communications, 11 years professional experience, and overall solid background. Available immediately 203-673-2231.

Ex-photographic fashion-model, ENG experience network internship, aggressive, energetic, dedicated seeks on-air reporting position. Recent NYU Broadcast Journalism grad, honors, awards. Tapes available. Any market. Write Wende Robyn, 233 E. 32 St., NY, NY 10016.

Anchor/reporter. Experienced, attractive newsman in the 007 tradition. Radio announcer-reporter with on camera TV background, newspaperman, former U.S. government advisor. French/Spanish speaker exploring good, long-term possibilities. All market inquiries welcome. Clayton Willis, 3251 Prospect St. NW, Washington, DC 20007. 202-338-3900.

News director/anchor for Texas or nearby state. Heavy background, experience, and talent. 512-657-9685, mornings.

Joyful journalist finds features that accent life's up beat. Powerful producer & promo writer. Currently anchoring small Southern market. Box G-103.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

ENG photographer-editor-videotape operator seeks full-time position. 7 years TV-radio experience. Cal Charles Rakestraw. 615-272-4625.

Cornell University. 1983 BA communications. ¾" 16mm production, editing experience. Excellent sports knowledge, writing skills, voice. Personable. Money no object, will relocate. Kenny, 516-223-4593, 8189.

NYC based promotion specialist seeks permanent or project assignment. Broadcast production, on-air, print: copy & layout, PR and sales professional. 203-453-5719.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Brooklyn College - tenure track position to teach beginning and advanced courses in TV production and direction. Rank and salary dependent upon qualifications. Ph. D. required. Dr. Robert C. Williams, Chairman, Department of Television/Radio, Brooklyn College, Brooklyn, NY 11210.

Radio-TV faculty position, tenure-track or fixed term, available August, 1984. Teaching broadcast fundamentals, R-TV announcing, sales, management; also public speaking. PhD preferred. Rank and salary negotiable. Send resume and 3 letters of recommendation to Chairman, Drama and Speech Dept., ECU, Greenville, NC 27834. Application deadline: Jan. 15, 1984. AA/EEO.

Graduate assistants. Teaching assistants to study for MA in communications for Fall 1984. Monthly stipend. Persons with undergraduate degree in broadcasting or related field, professional experience, and a 3.0 grade point average are invited to apply. Should take Graduate Record Examination in February. Contact Dr. Kenneth Christiansen, Graduate Co-ordinator, Department of Broadcasting, University of Florida, Gainesville, FL 32601. AA/EEO.

Mass communication. Assistant professor position (tenure-track) available September, 1984. Salary to \$26,000, depending on qualifications and experience. Possibility of evening and summer teaching for additional remuneration. Ph. D. and professional experience required. Areas of primary instruction: TV production; TV writing; media criticism; cable TV management; introduction to broadcasting; and radio production. Minorities and women are encouraged to apply. Send curriculum vitae and letters of recommendation by January 13, 1984, to Dr. Irene K. Shipman, Chairperson, Department of Speech and Mass Communication, Towson State University, Baltimore, MD 21204. An equal opportunity/affirmative action employer.

Telecommunication faculty member. Desired areas of interest: comparative (international) systems, TV production and/or broadcast journalism. Other areas of broadcast/cable specializations will also be considered. Qualifications: Ph. D. degree (ABD considered), professional experience, and teaching experience. Position begins in mid August, 1984. Letter of application, vita, letters of recommendation, and other materials should be submitted to Dr. Mitchell E. Shapiro, Chair, Telecommunication Faculty Search Committee, P.O. Box 248127, Department of Communication, University of Miami, Coral Gables, FL 33124. Application deadline is January 20, 1984. AA/EEO.

Two broadcasting faculty positions (both tenure track). One to head sequence and teach television production, programming, and directing. Ph. D. preferred. College teaching and professional experience essential. Some college administration needed. Second position to teach announcing, television production, and be in charge of TV studios. Ph. D. preferred. College teaching and professional experience essential. Rank, salary commensurate with qualifications. Positions open beginning Fall, 1984 (Aug. 17, 1984). Send up-to-date resume, college transcripts, and three current references to: Chairman, Department of Journalism and Radio-TV, Box 2456, Murray State University, Murray, KY 42071. Department has 340 majors in four sequences, 20 graduate students, 11 faculty/staff members, 100,000 watt FM stereo radio station, weekly lab newspaper, yearbook, and full-color TV studios with channel on local cablevision system. An equal opportunity/affirmative action employer.

Faculty positions in telecommunications. The department of telecommunications, Indiana University, anticipates one new position at the rank of assistant professor, tenure track, and one visiting assistant professor, non-tenure track, beginning August 15, 1984. These openings are subject to budget approval. Qualifications: 1. Ph. D. (or near completion) or equivalent thereof. 2. Two or more years college teaching experience desired, but not required. 3. Commitment to research and/or electronic publication. 4. Teaching & research interests in one or more of the following telecommunications areas: management, economics, and advertising; new telecommunications technology; law and policy; broadcast/electronic journalism; common carrier; aesthetics, production; history; international/comparative systems; effects. Applications should include (1) transcripts of graduate level course work, (2) a description of previous teaching experiences and future teaching interests, (3) a description of previous research/electronic publications, (4) plans for future research/electronic publications, and (5) three letters of recommendation submitted directly by references or from recognized placement services. Applications received by January 15, 1984 will be assured of full consideration. Please send your application to: Rolland C. Johnson, Chairman, Department of Telecommunications, Indiana University, Bloomington, IN 47405. Indiana University is an equal opportunity/affirmative action employer.

Fellowships at MIT for science journalists: the Vannevar Bush Fellowship Program is offering eight fellowships with a stipend of \$16,000 each for the academic year 1984-85 in the program in science, technology, and society at MIT. Fellowships are open to science technology freelance writers and employees of news-gathering organizations. Three years experience preferred. Deadline: January 15, 1984. For more information and application, please write: Vannevar Bush Fellowship Program, E51-128, MIT, Cambridge, MA 02139. MIT is an equal opportunity/affirmative action employer.

Lecturer position: radio-TV production and writing. Requirements: Master's degree in production area, two years fulltime college level teaching, and five years professional experience. Mail vita by December 2 to: Dr. Lynne Gross, Vice Chair, Department of Communications, California State University, Fullerton, Fullerton, CA 92634. Affirmative action/EOE.

Graduate assistantships - TV production interns. 12 positions, 25 hours/week. Serve as teaching assistants, crew; work support in research, photography, graphics, traffic, staging/lighting; some producing/directing; work ITV, contract, and air productions. Requires BA and acceptance into Master's program. \$5,000. Possible tuition waiver. Sept. 1984. Dr. Robert C. Williams, Chairman, Dept. of TV/Radio, Brooklyn College, Brooklyn, NY 11210.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

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.

Late model 4k Ram and Rampart. Late model 48-tray mono instacart. Wayne Grabbe, KRSL AM/FM, 913-483-6511.

Looking to purchase studio with or without equipment and/or 1" editing suite. Move-in condition. NYC area. Write Box G-70.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271.

Studio equipment—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—we build new TV stations fast and cost effective. Quality Media, 404-324-1271.

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.

AM transmitters. Gates BC 5P2, 5kw (1963). CSI T2.5-A, 2.5 kw (1980). Gates BC-1G, 1kw (1965). Bauer 707, 1kw (1971). Gates 250 GY & 250 T. M. Cooper, 215-379-6585.

FM transmitters. Harris FM-5H w/MS15 (1974). Collins 831-G2 w/Z2 (1979). CCA 10,000 DS (1973). M. Cooper, 215-379-6585.

Six inch 70 ohm rigid coax in 19.5 lengths. Thirty eight full lengths plus several short pieces and gas barriers are available. Removed from service July this year. 404-964-3764.

Speck SP800C 16 track console; 16 X 8, with patch bay & cabinetry. Used in production of many national syndicated features. Excellent condition. \$4,500. Call Marshall, 800-527-5335.

Chyron III. Factory refurbished - 2 disk drives. Make offer. Call 408-422-3500.

Ikegami HL-79DAL camera. Mint condition. Personal camera. Canon zoom lens with built-in 2X extender. \$25,000. Call Ron, 215-561-7787.

Automation & satellite insert systems. All formats & all commercial cart handling needs. Cetec/Schaffer automation. Special Fall prices. Mark O'Brien, Holt Technical Services, 215-865-3775.

Rent broadcast test gear from the largest inventory in America. Potomac field strength meters & proof of performance systems, Delta operating impedance bridges, Belar modulation monitors, Orban Optimod, Moseley remote control & STL links, Marti RPU equipment. David Green Broadcast Consultants, Box 590, Leesburg, VA 22075. 703-777-8660 or 6500.

Sony BVP 300 camera body with Fujinon 14 to 1 lens. Excellent condition. Best offer. T. Smith, 201-467-5486.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armadillo, 6C, Los Angeles, CA 90025.

DJ's only: Call 213-434-0203 24-hours for weird new thrill!! No GM's, consultants, etc.

RADIO PROGRAMING

Holiday hard sell! Add a voice to your production. William Kaufman, RD #3, Box 570, Palmyra, PA 17078. \$6/spot.

MISCELLANEOUS

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

REGIONAL AFFILIATE MANAGER

Due to rapid growth and expansion, Satellite Music Network is seeking additional sales personnel to call on America's top station owners and managers. If you have first hand experience at the station level, want to be a part of the exciting future of radio, and are willing to travel-this is an outstanding career opportunity for you. We pay a good draw against commission, giving you unlimited financial opportunities. Call 800-527-4892 for details and an appointment.

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Dept. PR., Ann Arbor,
MI 48106

**GENERAL
MANAGER**

California State University, Northridge. Campus radio station. \$2103-2135 per month. Under general direction of the director of broadcasting - KCSN, administers, supervises, provides long range planning and development of the University's public radio station. Formulates budget and fund raising activities. Serves as station liaison. Requires 4 year degree (Master's preferred), 3 years professional radio station management experience, and appropriate FCC license. Apply to Office of Personnel & Employee Relations, 18111 Nordhoff Street, Northridge, CA 91330. An equal opportunity/affirmative action, Title IX and Section 504 (handicapped) employer.

**VICE PRESIDENT-GENERAL
MANAGER: 8 STATION GROUP**

Four AM/FM pairs in attractive northeast/midwest markets need sales-oriented, financially sophisticated chief operating officer to run and build this 27-year-old group. Proven track record of individual and multiple station management a necessity. Your success will determine the speed of addition of new acquisitions. Compensation package geared to generous performance incentives with base commensurate with your experience. Reply with resume and cover letter stating your short and long term goals. All replies confidential. EOE. Write Box G-94.

Help Wanted Technical

**CHIEF
ENGINEER**

Major group broadcaster is now accepting applications for the position of chief engineer for AM/FM combo. Excellent salary and benefits, plus full technical support. Only experienced chief engineers with strong technical as well as administrative skills should apply. Resume to Box G-93. EOE.

Situations Wanted Management

**34-YEAR-OLD
FORMER OWNER**

Former owner, with New York rep experience, seeking general manager position, in medium-small markets. I need a stimulating and challenging situation; you need someone to run your station. Let's get together. Reply Box G-105.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

**Deerhof
Sports Sales**

We are a highly visible, major force in the communications industry with a key position for a dynamic professional to direct our sports sales activities.

We are seeking an articulate, self-starting professional with demonstrated success in high-level broadcast sales. You should have the executive presence to represent us at the corporate level, along with the communications skills vital to senior management negotiations. Ideally, you are a sports enthusiast with a track record in organized sports and/or sports communications, and have the ability to execute fresh new concepts.

If you are a qualified professional seeking the kind of innovative, broad challenges this industry leader has to offer, we are interested in hearing from you. This position commands a top compensation package, with outstanding fringe benefits. Inquire by forwarding resume including salary history and requirements, in strict confidence to:

**Box MBWB 3325
261 Madison Avenue,
New York, New York 10016
An Equal Opportunity Employer M/F**

Help Wanted Management

**PUBLIC INFORMATION
SPECIALIST**

Public broadcasting organization. Initiation and preparation of press releases; media relations; speech writing, legislative testimony, feature articles, newsletter, other corporate materials; preparation and execution of publicity and promotion for specific projects and programs. Salary range: \$28,398 to \$40,863. Cover letter and resume to Ms. Collins/PIS, CPB, 1111 16th Street NW, Washington, DC 20036. Deadline Dec. 5. No calls. EOE/AA/M-F.



Help Wanted Management Continued

EXECUTIVE ASSISTANT

As executive assistant, you will be required to provide diversified staff support to the Director of the Annenberg/CPB Project. Experience with grant-making, including review of applications and oversight of funded projects is required; as well as recent/extensive work experience in education, educational telecommunications or public broadcasting. A college degree is required, Ph. D. preferred. We offer a salary ranging from \$33,432 to \$48,107, and many other excellent benefits. Interested and qualified applicants should forward their resume before close of business December 15, 1983. We are an EOE.



The Annenberg/CPB Project

1111 Sixteenth Street NW
Washington, D.C. 20036

Attn: Ms. M. M. Collins
Personnel Office

Help Wanted Technical Continued

Engineering

ENG FIELD SUPERVISOR

WOR-TV, an RKO station in New Jersey, seeks skilled supervisor to assist in the management and administration of the engineering department

Responsible for all ENG operations and facilities including microwave links, ENG vans, remote bureaus, in-house editing functions and remote surveys as necessary.

Qualified applicants should have TV broadcast technical training plus five years in major market commercial TV news operation. Training should include two or more years of electrical or electronic engineering. In addition, candidates should be experienced in ENG microwave operations and be willing to work flexible hours. Candidates with supervisory or management experience plus FCC general class license strongly preferred.

Salary commensurate with experience. Please send resume including salary history in confidence to:

PERSONNEL DEPARTMENT WOR-TV

1440 Broadway
New York, NY 10018

Equal opportunity employer, M/F/H/Vets.

TELEVISION CAREER OPPORTUNITIES

Get in on the ground floor!

An exciting new TV station in Ontario, CA, will air Jan. 1, 1984, to service the Los Angeles area.

IMMEDIATE OPENINGS

for experienced, qualified professionals in all staff positions, including:

- General Manager
- Broadcast Engineers
- Production Manager
- Operations Manager
- Program Director
- Sales Representatives
- Clerical

Excellent salaries & Comprehensive benefit package. We are an equal opportunity employer. Qualified applicants should send resumes to:

**HBI ACQUISITION
CORPORATION**
18103 SKYPARK SOUTH
SUITE D
IRVINE, CA 92714

Help Wanted Technical

BROADCASTING ENGINEER

KLCS-TV, Channel 58 in Los Angeles is conducting a search for **Broadcasting Engineers**.

To be considered, applicants must have a minimum of three years of experience within the past seven years in a TV broadcasting facility, including responsibility for the operation and maintenance of all technical equipment used in color video production, recording, and transmission, and the maintenance of FCC-required logs and reports. A minimum of one year of the required experience must have included the supervision and training of telecommunications personnel and technical crews and the maintenance of the required logs and performance reports.

The monthly salary range is \$2,495 - 3,109. For more information: call (213) 742-7761. Applications will be accepted until December 9, 1983.



**Los Angeles Unified
School District**
P.O. Box 2298
Los Angeles, CA 90051

Equal Opportunity Employer

Engineering

MANAGER TECHNICAL OPERATIONS

WOR-TV, an RKO station in New Jersey, seeks skilled manager to assist in the management and administration of the engineering department

Responsibilities include assisting in the scheduling and directing of operations and maintenance engineering staffs, purchasing and maintaining technical standards in studio, remote, and transmitter equipment, consistent with sound engineering practices and FCC rules and regulations.

Qualified applicants should have a general class license, strong maintenance background, familiarity with state of the art equipment and operations, proven leadership ability, administrative skills, knowledge of FCC regulations applicable to technical standards and procedures. Knowledge of digital equipment is a must.

Salary commensurate with experience. Please send resume including salary history in confidence to:

PERSONNEL DEPARTMENT WOR-TV

1440 Broadway
New York, NY 10018

Equal opportunity employer, M/F/H/Vets.

NEW INDEPENDENT TV STATION NEW ORLEANS, LA

Growth opportunity. New station, signing on in February, 1984, now interviewing applicants for positions in all departments. Candidates sought for management, as well as technical and clerical support levels. Prefer background in television and/or related communications fields. Should be able to thrive under stress, adversity, fluctuating hours, and a hard-hat construction environment. Send resume and references to:

P.O. Box 50069
New Orleans, LA 70150-0069
EOE, M/F

**For Fast Action Use
BROADCASTING'S Classified Advertising**

Help Wanted Technical Continued

NEW YORK CITY PUBLIC BROADCASTER SEEKS FOLLOWING POSITIONS

TV technical operations manager: manage broadcast and recording operations, production services and technical maintenance. Responsibilities include directing supervisors in staffing and on-air performance in broadcast operations; directing production manager in all aspects of studio production, ENG and EFP; directing staff in maintaining TV tech facilities and equipment plus assisting in final stages of installations. Must be maintenance-oriented and have hands-on experience. Min. 3 years experience as a TV ops mgr. BSEE pref. Salary up to \$38G. TV systems engineer: responsible for project concepts and design, providing detailed engineering for systems and equipment, including supervision of personnel during installation. Must be able to recommend new facility equipment; prepare project budgets. BSEE required plus 3 years experience each: TV project management, TV systems design and equipment installation. Salary up to \$38G. Engineering aide: qualified to prepare routine, but critical functions of engineering dept., eg drafting, equipment spec writing, design scope preparations and purchase order preparations. Requirements include 4 years experience as an engineering technician and drafting. Applicants matriculating towards engineering degree okay. Salary up to \$25G. We are an EOE. Please send resumes to the attention of:

Wendy Wood
WNYC
1 Centre Street
New York, NY 10007
212-669-7711

TV OPERATIONS ENGINEER

Must have Quad tape & camera operation experience. FCC license required. Resume to:

D. BARNETTE
WBRE-TV
62 S. FRANKLIN ST.
WILKES-BARRE, PA 18773

Help Wanted Programing, Production, Others

SFC

Santa Fe Communications is now hiring television professionals to produce portions of a national, daily Catholic television program. We have immediate need for:

**STAFF PRODUCERS
TELEVISION SCRIPTWRITERS
DIRECTOR/CAMERAPERSON
VIDEOTAPE EDITORS
PRODUCTION ASSISTANTS**

Salary and benefits compare favorably with industry standards. Send resumes, demo tapes, and/or script samples to: Santa Fe Communications, Personnel Department, P.O. Box 8034, Ann Arbor, MI 48107. Phone inquiries welcome at 313-665-9354 only **After** a resume has been received.

Medium size Midwest mkt., expanding production in 1984, needs:

**DIRECTORS
ENG OPERATORS/EDITORS
SUPERVISORS**

Send resume to Box G-90.

Help Wanted Programing, Production, Others Continued

PRODUCER FOR NEW DONAHUE-TYPE SHOW

We're looking for that creative producer who can choose just the right guest for a daily, one-personality/one-topic program. The show will be live with a studio audience and the Donahue dynamic. Hosts are already successful in the market. The ideal candidate already has experience producing a similar show and has national booking contacts and immediate availability. Guests will be flown in from all over the country. Please send letter and resume (no tapes) to Steve Edelman, E.P., KSTP-TV, 3415 University Avenue, Minneapolis, MN 55414. Equal opportunity employer, M/F.

PRODUCTION MANAGER

Top ABC affiliate seeking self-starter with proven record of leadership. Prefer previous management experience with working knowledge of union contracts and budget administration. Minimum five years commercial TV directing experience required. Resume to: Don Lundy, Program Director, KGTV, Box 85347, San Diego, CA 92138.

KGTV10

McGraw-Hill Broadcasting Co., Inc.
An Equal Opportunity Employer M/F

TELEVISION ASSOCIATE PRODUCER

Salary \$16,908 to \$24,180 plus liberal benefits. A Pacific NW public television station seeks a professional to act as associate producer for specifically assigned national documentary project; to assist in the research and proposal preparation of these projects and others as assigned; to assist the senior producer for public affairs in the operation of the public affairs unit; to produce local documentary or other programming for this unit as assigned. Minimum qualifications: Bachelor's degree in related field or equivalent combination of education and pertinent work experience, three years experience in television production with verifiable credits pertinent to this position, two years' experience in writing, location shooting, and 3/4 video tape, off-line editing for news or documentaries. Available resume tape or reel of applicable material produced or worked on. Valid drivers license. Deadline for application: postmarked by midnight December 9, 1983. Send resume to: Screening Committee (83-P-16E), KCTS/9, University of Washington, (AC-25), Seattle, WA 98195. We are an equal opportunity affirmative action employer.

Help Wanted News

NEWS ANCHOR & INVESTIGATIVE REPORTER

The Christian Broadcasting Network, Inc., an evangelical Christian television ministry with headquarters in Virginia Beach, VA., has immediate openings in its news department for the following positions: News anchor person with proven on-air television ability to anchor eight 90-second daily/evening newscasts. The degreed candidate must have 3 to 5 years experience, with ability to do investigative research on package stories. Also, investigative reporter to investigate and prepare news related stories for television broadcast. Requires on-camera experience, degree in broadcast journalism, and minimum of 5 years news experience. This position is based in Washington, DC. Send resume, 3/4 inch video cassette of recent work and salary history, in confidence to: Personnel Manager, The Christian Broadcasting Network, Inc., CBN Center, Virginia Beach, VA 23463. CBN is an equal opportunity employer.

Help Wanted News Continued

ECONOMICS REPORTER

The Christian Broadcasting Network, Inc., a Christian television ministry, located in Virginia Beach, VA., has an immediate opening in its news department for a reporter with economic expertise. The degreed candidate must have a minimum of 5 years related experience in analysis of macroeconomics and familiarity with the Wall Street environment. On-camera experience required along with a combination background in economics and journalism. This position is based in Virginia Beach, VA for the present. Send resume, 3/4 inch video cassette of recent work and salary history, in confidence to: Personnel Manager, The Christian Broadcasting Network, Inc., CBN Center, Virginia Beach, VA 23463. CBN is an equal opportunity employer.

TV REPORTER/PRODUCER

Salary \$15,012 to \$22,116 plus liberal benefits. A Pacific NW public television station seeks a professional to assume both producer and on-camera reporter positions of the station's six minute mini-documentary, appearing on evening edition. Requires a high degree of journalistic commitment and integrity, an instinct for the visual requirements of the mini-documentary format, an ability to work both as a self-starter and cooperatively, and a willingness to work irregular hours. Minimum qualifications: Bachelor's degree or equivalent training or work experience, two years' of significant experience in journalism, including experience in broadcasting, documentary magazine, or feature news gathering. Basic knowledge of video production and ability to interview and perform on camera. Valid drivers license. Deadline for application: postmarked by midnight December 9, 1983. Send resume to: Screening Committee (83-P-15E), KCTS/9, University of Washington, (AC-25), Seattle, WA 98195. We are an equal opportunity affirmative action employer.

NETWORK NEWS DIRECTOR

The Christian Broadcasting Network, Inc., a Christian television ministry, is seeking a senior news executive to take charge of all worldwide news activities within CBN. The successful candidate will have a degree in journalism or related field, possibly some print journalism experience, and a minimum of 10 years news experience. Send resume, 3/4 inch video cassette of recent work and salary history, in confidence to: Personnel Manager, The Christian Broadcasting Network, Inc., CBN Center, Virginia Beach, VA 23463. CBN is an equal opportunity employer.

ANCHOR/REPORTER

Washington, DC independent seeking co-anchor for 10PM newscast. Minimum 5 years television reporter/anchor experience. Send tape and resume to: Betty Endicott, News Director, WTTG-TV, 5151 Wisconsin Ave., NW, Washington DC 20016. Equal opportunity employer.

Situations Wanted Management

VERY SUCCESSFUL GM AM/FM/UHF-TV

Turn around success, start up success, UHF a specialty. Impeccable credentials, excellent programmer, recruiter, sales leader. Budget trained, bottom line oriented. Consider any combo AM/FM/TV with good company. Prefer Southeast Call 813-482-4338, or write Bob Ratcliff, 7728 Bass Rd. RR20, Ft. Myers, FL 33908 for resume.

For Fast Action Use BROADCASTING's Classified Advertising

ALLIED FIELDS Help Wanted Management

ADVERTISING MANAGER ELECTRONIC EQUIPMENT

Broadcast Electronics is seeking a creative individual to direct the company's total advertising/promotion program. Position reports to VP Marketing.

Minimum requirements are 1 to 2 years' experience in ad agency or ad department & BS degree, preferably in journalism or broadcasting. A MS in journalism would be a plus. Applicant must possess good writing skills in addition to creativity.

Salary commensurate with experience, education, & abilities. Exceptional benefit package includes profit sharing plan. Excellent working environment in air conditioned, 70,000 sq. ft. modern plant. Good opportunities for advancement.

We are an equal opportunity employer. Please send resume in strict confidence to:

Director of Personnel



BROADCAST ELECTRONICS INC.

4100 N 24th ST. P.O. BOX 3606
QUINCY, IL 62305. (217)224-9600. TELEX: 25-0142

Help Wanted Instruction

CHAIR DEPARTMENT OF JOURNALISM UNIVERSITY OF TEXAS-AUSTIN

The College of Communication at the University of Texas at Austin announces a vacancy in the chair of the department of journalism. The College expects to fill this vacancy no later than August 31, 1984. Applicants for this position should be aware that the college is seeking a departmental chair who will contribute strongly to the college's five-year development plan to bring the college and its four departments of advertising, journalism, radio-television-film, and speech communication into a preeminent position of education and research in communication. Each applicant must have strong academic credentials (earned doctorate preferred) and a substantial professional background, as well as a record of published research and administrative experience. In particular, each applicant must have demonstrable knowledge of new communication technologies and a commitment to pursue the integration of these new technologies into the academic framework. The chair of journalism has responsibility for the administration of a department with 621 undergraduate students, 92 graduate students, 23 faculty members, and 6 staff members. The chair should be a role model for faculty through guidance and example in teaching, research and public service. The chair is expected to work closely with the other college departments, to expand the journalism department's contacts in the professional community, and to enhance the recruitment of outstanding faculty and students. The chair must also be an articulate representative of the university and the college in general, and of the department of journalism in particular. The chair must be able to interact with working journalists, functioning as an intelligent critic of the journalistic media while working effectively with industry representatives. The salary for this position is negotiable. The college seeks applicants from both the communication industry and the academic community. Applicants should provide a complete resume and at least three references. Deadline for applications is Friday, February 3, 1984. Address applications to: Robert C. Jeffrey, Dean College of Communication CMA 4.130 University of Texas-Austin, Austin, TX 78712. The University of Texas at Austin is an equal opportunity employer and encourages women and minorities to apply.

Miscellaneous

FOR SALE

Full-day, individual seminar for broadcast investors, given to you & your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, 551 Fifth Ave., Suite 800, NYC 10176. 212-661-2820.

Radio Programing



IF YOU'RE A DECEMBER SUBSCRIBER TO NEWSMAKER INTERVIEWS

You can have live phone-in interviews with **Tom Bosley, Ernest Borgnine, Donna Mills, Lee Marvin, Leroy Nelms, Gilda Radner, Debbie Reynolds, Vidal Sassoon, Leslie Uggams, Dennis Weaver, & 26 other prestigious leaders** in the field of sports, authors, business & social issues. For more information, write or call:

**NEWSMAKER INTERVIEWS
439 S. LA CIENEGA BLVD.
L.A. CA 90048
213-859-9130**

Employment Service

10,000 RADIO JOBS

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! 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.**

Public Notice

PUBLIC NOTICE

The District of Columbia invites applications for a cable communications system franchise. Applications are to be prepared and submitted in accordance with the Request for Proposals, which can be obtained from the undersigned for a non-refundable fee of \$20. Applicants are also advised to consider special studies and reports prepared by the D.C. Cable TV Design Commission. Proposals, along with a non-refundable \$10,000 application fee, will be accepted until February 16, 1984, at 5:00 P.M. All proposals received will be available for public inspection during normal business hours at the Commission office, located at the address below. For details on the application process, please forward your inquiries to Antonio Ruiz, Executive Director, D.C. Cable Television Design Commission, 916 G Street, NW, Room 409, Washington, DC 20001. 202-727-2546.

AVAILABLE TWO CABLE FRANCHISES

Adjacent Towns of Webb and Inlet, Herkimer and Hamilton Counties, New York State, accepting until 4PM January 20, 1984, common-ownership cable franchise applications serving renowned Adirondack summer/winter sports/resort communities of Thendara, Old Forge, Hollywood Hills, Eagle Bay, Inlet and other contiguous areas. Approximately 36 road miles, 489 all year, 1419 seasonal dwellings plus numerous motels, etc. Request for Franchise Proposals, Webb-Inlet Cable Committee, Box 157, Old Forge, NY 13420.

Public Notice Continued

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Thursday, December 8, 1983, at 9a.m. in the Board Room of NPR, 2025 M Street, NW, Washington DC. Subject to amendment, the agenda includes: Chairman's Report, President's Report, committee reports on Development, Finance, Governance, Membership, Programming and Technology/Distribution. For further information concerning these meetings, please contact Gayle D. Nelson, Assistant Board Secretary. 202-822-2044.

PUBLIC NOTICE

The Executive Committee of Public Broadcasting Service will meet at 9:30 a.m. on December 7, 1983, at the PBS offices, 475 L'Enfant Plaza, SW, Wash. DC 20024, to receive reports from officers and committees of the Board.

Wanted To Buy Stations

WANT AM, FM, OR COMBO

Southern half of California, Nevada, Arizona. Qualified buyer. FULL PRICE - will pay full price for your property if you're willing to sell on flexible terms (little or no money down). Write Box G-99.

For Sale Stations

Profitable AM/FM combo in MW single station mkt. college town. Real estate owned. 5/2 x cash flow. \$650,000 cash. Call Bob Thorburn. 404-458-9226



CHAPMAN ASSOCIATES*
nationwide mergers & acquisitions

**Horton
& Associates**



MEDIA BROKERS/APPRISERS

\$825,000

This is a reasonable, and negotiable, asking price for a fine AM in an East/North-Central metro market. Real estate included and attractive terms are available. Contact Keith Horton at Elmira office.

Woodland Park • Box 948 • Elmira, N.Y. 14902
607-733-7138

CENTRAL PA AM FOR SALE

1KW AM, single station market. Best equipment, great bottom line & staff! Super opportunity for owner/operator. \$675,000. 30% down, plus good terms; or \$575,000, cash. You have to see this one to believe it!! Write Box E-157

**For Fast Action Use
BROADCASTING'S
Classified Advertising**



Wilkins and Associates Media Brokers

MI	FM	\$310,000	20%
LA	AM/FM	\$350,000	15%
NJ	AM	\$600,000	30%
IL	FM	\$250,000	15%
AL	AM	\$360,000	20%
KY	FM	\$50,000	downpayment
OR	AM	\$35,000	downpayment
CO	FM	\$30,000	downpayment
MS	AM	\$30,000	downpayment
NC	AM	\$7,500	downpayment

P. O. Box 1714
Spartanburg, SC 29304 803/585-4638

AM/FM in picturesque Rocky Mtn. region. Single station market. Asking \$325,000, with good terms. Call Greg Merrill. 801-753-8090.



CHAPMAN ASSOCIATES*

nationwide mergers & acquisitions

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

SMALL MARKET AM/FM

Class IV—class A. Owned land and good studio building. Has been under absentee ownership and needs owner-manager. \$295,000, with \$75,000 cash down, good terms on the balance.

8 DRISCOLL DR., ST. ALBANS, VT 05478.
802-524-5963. OR GEORGE WILDEY:
207-947-6083; 207-827-5581.

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing in Sunbelt Broadcast Properties"
5050 Poplar • Suite 1135 • Memphis, TN 38157

ABSENTEE OWNER

Medium market Southeast 1 kw
AM daytimer. Excellent facilities.
Write Box G-66.

W. John Grandy

BROADCASTING BROKER
1029 PACIFIC STREET
SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 • RESIDENCE 805-544-4502

For Sale Stations Continued



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

WDLV-AM/WIOZ-FM, Pinehurst/Southern Pines, North Carolina, are being acquired (subject to FCC approval) by Morris Properties, Inc., for \$1,040,000. We are pleased to have served as broker in this transaction.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252
809 Corey Creek - El Paso, Texas 79912 915-581-1038

H.B. La Rue, Media Broker

RADIO • TV • CATV • APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

AM/FM—Coastal California metro mkt. Opportunity for growth \$2,200,000 on terms. Call Corky Cartwright, 303-740-2224.



CHAPMAN ASSOCIATES*

nationwide mergers & acquisitions

BUY CONTROLLING INTEREST

in an upper Midwest 5000 watt daytime station with a class C CP - making money. Absentee owner pursuing other interests. \$70,000 down, balance of \$280,000 at reasonable terms to qualified buyer. Write Box G-51.

JAMAR RICE CO.

Media Brokerage & Appraisals

William R. Rice
William W. Jamar
(512) 327-9570

950 West Lake High Dr. Suite #103 Austin, TX 78746

Dan Hayslett

& Associates, Inc.

dh Media Brokers
RADIO, TV, and CATV
(214) 691-2076

11311 N. Central Expressway • Dallas, Texas

LEASE TV STATION

Immediate profit potential. TV station for lease or lease with option. Large market LPTV station. Favorable terms. Staff & equipment in place. Reply Box G-100.

The White House Fellowships



A unique opportunity
for outstanding Americans
early in their careers to
work for a year at
the highest levels of
the Federal Government

For more information:
The President's Commission on
White House Fellowships
712 Jackson Place, N.W.
Washington, D.C. 20503
(202) 395-4522

For Fast Action Use BROADCASTING'S Classified Advertising

WALKER MEDIA AND MANAGEMENT, INC.

Unusual RCC opportunity. \$1.6 million. Generous terms. Please contact:

JOHN F. HURLBUT
P.O. BOX 2264
ARLINGTON, VA 22202
703-521-4777



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION				CONTACT			
NC	Metro	FM	\$6,500K	Cash	Bill Chapman	(404) 458-9226	
NY	Major	FM	\$2,000K	Cash	Warren Gregory	(203) 364-5659	
NC	Small	AM/FM	\$1,600K	\$500K	Mitt Younts	(804) 355-8702	
CO	Medium	AM/FM	\$1,550K	\$375K	David LaFrance	(303) 534-3040	
MD	Medium	AM/FM	\$1,375K	Terms	Mitt Younts	(804) 355-8702	
TX	Medium	AM/FM	\$1,300K	\$350K	Bill Whitley	(214) 680-2807	
MO	Small	AM/FM	\$720K	\$125K	Bill Lochman	(816) 254-6899	
NY	Small	FM	\$700K	30%	Jim Mackin	(207) 623-1874	
MT	Medium	FM	\$625K	\$125K	Greg Merrill	(801) 753-8090	
OH	Small	AM/FM	\$550K	\$150K	Ernie Pearce	(615) 373-8315	
TN	Medium	AM	\$275K	Cash	Ernie Pearce	(615) 373-8315	

To buy or sell, for appraisals or financing, contact Janice Blake, Media Administrator, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226

THE HOLT CORPORATION

FM & AM—NORTHEAST

TWO WINNING FORMATS AND A STRONG CASH FLOW IN VERY ATTRACTIVE MARKET. EXCELLENT REAL ESTATE. CALL BERNIE FUHRMANN TO DISCUSS THE DETAILS.

Westgate Mall □ Bethlehem, Pa. 18017
 215-865-3775

AM/FM combo class C-FM. Small market. Texas. Asking \$200,000. with \$50,000 down and \$150,000 on terms. Call Bill Whitley, 214-680-2807



CHAPMAN ASSOCIATES®
 nationwide mergers & acquisitions

EXCELLENT OPPORTUNITY

FL \$700,000; WV AM/FM \$850,000; KY AM/FM \$1.6 million; IN AM/FM \$500,000-terms available.

803-585-4638.

SAN FRANCISCO MARKET!

"Giant" AM daytimer serving entire metro area! \$2.1 million cash. 415-668-9340 24 hours or write to broker. Box G-89.

CENTRAL OHIO CLASS A

Columbus suburban, small but well equipped & maintained. Priced less 2x gross, \$425K cash. Financials first letter. WWWJ, Box 373, Johnstown, OH 43031.

RETIREMENT FORCES

immediate sale of very profitable AM/fulltime and class C FM in western Kentucky growth and resort area. Suitable for absentee group or individual. Valuable real estate included. Price \$1,750,000, which is about 8 times annual cash flow. Liberal terms to qualified buyer. Send inquiries to Box G-77.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International
 300 North Zeeb Road,
 Dept. P.R., Ann Arbor,
 MI 48106

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—any copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number),

c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments). per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Media

Norman Knight, president, Knight Quality Group Stations, Boston, named chairman of



N. Knight



S. Knight

board and chief executive officer. **Scott Knight**, VP, succeeds his father.

General managers named VP's, Katz Broadcasting Co.: **Hugh Barr**, WSYR(AM)-WYYY(FM) Syracuse, N.Y.; **Garry Eaves**, WDBO(AM) Orlando, Fla., and **Bob Longwell**, WWKA(FM) Orlando.

Gary Allen, general sales manager, KYKZ(FM) Lake Charles, La., joins KLOU(AM)-KBIU(FM) there as general manager.

Harold Poole, senior VP, Gilmore Broadcast-

ing, Kalamazoo, Mich.-based owner of two AM's, one FM and three TV's, elected executive VP.

Max Andrews, general manager, KAUF-TV Wichita Falls, Tex., joins KTVV(TV) Austin, Tex., as president and general manager.

Paul Wachsmith, general manager, KBFM(FM) Edinburg, Tex., joins WCOL(AM)-WXGT(FM) Columbus, Ohio, in same capacity.

Elected VP's, WRGB(TV) Schenectady, N.Y.: **David Lynch**, station manager; **Charles King**, manager, operations, and **Paul Martin**, manager, business affairs.

Cephas Bowles, program manager, KUAT-FM Tucson, Ariz., named assistant general manager and director of radio programming and production.

Timothy Dorsey, station manager, KHTR(FM) St. Louis, named station manager of co-owned KMOX(AM) there. **Robert Fulstone**, general sales manager, KMOX, succeeds Dorsey.

Lyle Kneeskern, director of engineering, northern Ohio systems, Continental Cablevision, Findlay, Ohio, named VP, general manager, Continental Cablevision of Ohio and Continental Cablevision of Northeast Ohio.

Scott May, host, *Morning Journal*, WFGL(AM) Fitchburg, Mass., named operations director.

John E. Harr, speechwriter and consultant, ABC-TV, New York, named VP, presentations and special projects.

Joseph Dossena, manager, financial forecasting, NBC, New York, named director, financial forecasting, NBC Finance there.

Jeffrey Given, from TIAA-CREF, New York insurance company, joins NBC there as editor, internal communications, responsible for monthly in-house magazine, *Inside NBC*.

Michael Plouf, corporate VP, Gulf & Western, New York, joins LIN Broadcasting there as VP, corporate development and treasurer.

John Hamm, senior project accountant, defunct ABC-Westinghouse Satellite News Channel, Stamford, Conn., joins Westinghouse's KDKA(AM)-WPNT(FM) and KDKA-TV, all Pittsburgh, as assistant controller.

Robert Block, director of cable merchandising, American Cable Connection, Denver, joins Daniels & Associates there as national sales manager.

William Morrisette, business manager, WNCT-AM-FM Greenville, N.C., joins co-owned WNCT-TV there in same capacity.

Marketing

Peter H. Dailey, U.S. ambassador to Ireland and adviser to President Reagan, has resigned his diplomatic post to join The Interpublic Group of Companies, New York, effective Jan. 16, as vice chairman of its board of directors. Interpublic is parent of McCann-

Erickson, Marschalk Campbell-Ewald and SSC&B; Lintas advertising agencies.

Penelope Queen, senior VP, research director, and **William Warner**, senior VP, creative director, Dancer Fitzgerald Sample, New York, named to board of directors.

Craig Middleton, director of marketing Young & Rubicam, New York, named executive VP, Y&R USA.

Daniel Visneaskus, director of audit services Young & Rubicam, New York, named VP.



Tompkins

Alison Tompkins buying supervisor Ogilvy & Mather New York, named director of local broadcast.

Bob Beukema, senior buyer, network cable specialist, Campbell Mithun, Minneapolis joins Tatham, Laird & Kudner, Chicago, a broadcast buying su-

pervisor. **Robert Carstens**, media planner D'Arcy-MacManus & Masius, Chicago joins TL&K there in same capacity.

Glenn Scheuer, art director, BBDO, New York, joins NHS/Issues and Images there as senior art director.

Dan Schechner, from Mil-Mor Advertising Richmond, Va., joins Siddall, Matus & Coughter there as VP, media director. **Lisa Caperton**, media buyer, SM&C, named media manager-planner.

Susan Brazell, from TeleRep, New York joins Katz Independent Television there as VP, national sales manager, swords team **Mike Marshall**, manager, St. Louis office Katz Radio, named divisional VP.

Appointments, N W Ayer, New York: **Elaine Charney**, VP, group head, Cunningham & Walsh, to art director-supervisor; **Irv Klein**, art director, Drossman, Yustein, Clowes, New York, to same capacity, and **Jamie Seltzer** copy supervisor, Altschiller, Reitzfeld, New York, to creative supervisor.

Doug Crain, promotion assistant, KTUL-TV Tulsa, Okla., joins Brown, Boyd & Associates there as broadcast producer.

Vern Hughes, copywriter, Lawler Ballard Advertising, Cincinnati, joins Fahlgren & Ferriss there as associate creative director.

Michael Feltz, research analyst, Petry Television, New York, named group research manager.

Appointed sales team managers, Blair Television, New York: **Kristin Long**, assistant manager, CBS/green team; **Ellen Glantz**, assistant manager, independent/red team; **Dennis McGlone**, assistant manager, ABC/blue team **Steven Schwarz**, member of NBC/blue sales team, and **Armand Grez**, manager, NBC/gold team, to CBS/red team.

Janis Maria Gevantman, from WXON(TV) De-

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oit, joins Katz Independent Television, New York, as member of anchors sales team.

Ann Willis, sales assistant, CBS-FM National sales, Detroit, joins CBS-owned WBBM-FM Chicago as director of marketing and research.

George Wallace, from University of Arizona, Tucson, joins KAIR(AM)-KJYK(FM) there as general sales manager.

Timothy Spinder, regional sales manager, WOAC-TV Canton, Ohio, named general sales manager. Bill Stallings, from WTIG(AM) Mason, Ohio, joins WOAC-TV as account executive.

Valter Berry Jr., sales manager, WAPI-AM-FM Birmingham, Ala., named general sales manager.

Dod Bacon, national sales manager, KBTB(TV) Denver, named VP, sales. Craig Dubow, account executive, KBTB, succeeds Bacon.

Jeffrey Cash, national sales manager, Outlet Broadcasting's KSAT-TV San Antonio, Tex., joins co-owned WCMH-TV Columbus, Ohio, as general sales manager.

Terry Cutshaw, account executive, WCCR(AM)-KNEY(FM) Pierre, S.D., named sales manager.

Joe Randall, from Diablo Direct Mail, Concord, Calif., joins KWUN(AM) there as sales manager.

John Ferguson, local sales manager and senior account executive, KOKH-TV Oklahoma City, joins KAUT(TV) there as local sales manager. Hudson Shubert, consultant to KAUT, named senior account executive.

Joe Rappaport, graphic artist, CBS, New York, joins KWGN-TV Denver as art director.

William Conklin, national sales manager, delects Reuters Radio Network, New York, joins Mutual Broadcasting there as account executive.

Scott Blumenthal, VP, Petty Advertising, Indianapolis, and Robin Moore, account executive, WNDE(AM)-WFBQ(FM) Indianapolis, join WISH-TV there as local account executives.

Michael Barg, from WXXA-TV Albany, N.Y., joins WEEI(AM) Boston as account executive.

Lancy Tyrolt, recent graduate, Eastern Illinois University, Charleston, Ill., joins WPMB(AM)-KRV(FM) Vandalia, Ill., as account executive.

Ana White, continuity director, WPFB-AM-FM Middleton, Ohio, named account executive.



De Jean

David De Jean, director of videotex services, Times Mirror Videotex Services, Costa Mesa, Calif., joins The Games Network, Los Angeles, as chief operating officer.

Jeff Bewkes, VP, corporate planning, HBO, New York, assumes additional responsibilities as treasurer.

Curt Viebranz, director of budgeting and financial planning, HBO, named assistant treasurer.

Jay Schwab, executive VP, director of sales and marketing, United Audio Products, New York, joins CBS/Fox Video there as VP, sales.

Donna DeVarona, president, Women's Sports Foundation, New York, and former ABC sports commentator, joins ABC Sports, New York, as commentator and assistant to ABC Sports president, Rooney Arledge.

Jerry Levy, president, Shadow Traffic, Union, N.J.-based supplier of traffic information to radio stations, named chairman.

Roy Schwartz, executive VP, Shadow Traffic, succeeds Levy.

Wendy Phillips, manager, station sales, Lexington Broadcasting Services, New York, and Bobbi Marcus, manager, West sales, LBS, Los Angeles, named VPs.

Mark Blaszkiewicz, senior project director, Nordhaus Research, Detroit, joins Disney Channel, Burbank, Calif., as senior market research analyst.

Appointments, C-SPAN, Washington: Pamela Fleming, programing director, to director of special projects; Barry Katz, field producer, to assistant director of programing, and Alex McGehee, freelance producer, Washington, to associate producer.

William Smith, account executive, KABC-TV Los Angeles, joins MCA TV there as sales executive, Western division.

Mike Arnold, chief engineer, Scene Three, Nashville film and television production company, named executive VP.

Chris Carrell, regional manager, sales and marketing, ABC Watermark, Los Angeles, joins Drake-Chenault, Canoga Park, Calif., as director of station relations, radio special features division.

Richard Howell, marketing services manager, Pentax Corp., Denver, joins Sports Time Cable Network, St. Louis, as affiliate marketing manager.

Dave Roberts, manager of market research, CBS-FM owned stations and program director of CBS's KRQR(FM) San Francisco, joins RKO Radio Networks, New York, as VP, director of programing. John Russell, air personality, KRQR(FM) San Francisco, named program director.

Dave Graichen, program director, KIOC(FM) Orange, Tex., joins KBIU(FM) Lake Charles, La., in same capacity.

Don Wells, production manager, KOMU-TV Columbia, Mo., joins WEAR-TV Pensacola,

Fla., in same capacity.

Brian Johnson, production assistant, WOAC(TV) Canton, Ohio, named production manager.

Charles Tomaras, on-air personality and writer, noncommercial WPLU-FM Tacoma, Wash., named jazz director.

Mike McCoy, afternoon personality and music director, KFMY(FM) Salt Lake City, joins WNCI(FM) Columbus, Ohio, as afternoon air personality.

News and Public Affairs



Boggs

Richard Boggs, national sales manager, broadcast services, and director of group broadcast sales, United Press International, New York, named VP and general manager, UPI Radio Network there.

Paula Baird, VP, broadcast sales, United Press International,

New York, named senior VP, broadcast services.

Donald J. Decker, manager, news operations, WRGB(TV) Schenectady, N.Y., named VP, news.

Ron Miller, news director, Jefferson-Pilot Broadcasting's WWBT(TV) Richmond, Va.,

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Programing

Regional directors named regional VPs, JSA Network, Glen Rock, N.J.: Dan Lawlor, Eastern region, New York; John Silvestri, Midwest region, Chicago, and Stuart De Lima, Western region, Los Angeles.

Harry Kostroff, executive production manager, MGM/United Artists, Los Angeles, joins Home Box Office Film Licensing there as VP, production management.

Joseph Schling, director, human resources, Viacom International, New York, joins Showtime/The Movie Channel there as VP, human resources.

joins Jefferson-Pilot's WBTB(TV) Charlotte, N.C., in same capacity.

Jim Hattendorf, executive producer, ABC's KABC-TV Los Angeles, joins co-owned WLS-TV Chicago as assistant news director.

J. Burt, news director, KROE-AM-FM Sheridan, Wyo., joins WLBK(AM)-WDEK(FM) DeKalb, Ill., in same capacity. **Bob Beck**, sports director, KROE-AM-FM, succeeds Burt.

Tom Hauff, news director, WXFL(TV) Tampa-St. Petersburg, Fla., joins WCPX-TV Orlando, Fla., in same capacity.

Steve Dagers, weekends and fill-in anchor, WBYG(FM) Kankakee, Ill., named news director.

Appointments, WJLA-TV Washington: **Louisa Hart**, freelance producer, to associate producer, *Newscope 7*; **Prenella Neely**, producer, WMAR-TV Baltimore, to assignment editor and associate producer; **Stephanie Zaharoudis**, associate producer, defunct Satellite News Channel, Washington, to night assignment editor, and **Gary Reals**, from WDM-TV Washington, to reporter.

Clay Wright, producer, KCBD-TV Lubbock, Tex., joins KAMR-TV Amarillo, Tex., as assignment editor and executive producer.

Glenn Rinker, from WPLG(TV) Miami, joins WCPX-TV Orlando, Fla., as anchor.

Jerry Hayes, noon news anchor, WHNT-TV Huntsville, Ala., named evening news co-anchor.

Beverly Burke, from WTVD(TV) Raleigh-Durham, N.C., joins WJZ-TV Baltimore as anchor-reporter.

Denise D'Ascenzo, noon co-anchor, WKW-TV Cleveland, named 6 and 11 p.m. co-anchor.

James Newman, from ABC-Group W's defunct Satellite News Channel, joins Group W's KFWB(AM) Los Angeles as financial reporter.

Cathy Ray, 6 and 11 p.m. co-anchor, WNDU-TV South Bend, Ind., joins WJAR-TV Providence, R.I., as health and medicine reporter.

Steve Baskerville, weather anchor, KYW-TV Philadelphia, joins *CBS Early Morning News*, CBS, New York, in same capacity.

Kirk Selby, news photographer, KRDO(TV) Colorado Springs, named chief photographer.

Technology

Reed Phillips Jr., director, Office of Information Resources Management, U.S. Department of Interior, Washington, joins ABC there as VP, systems engineering.

Joseph Preschutti, director of engineering, C-COR Electronics, State College, Pa., named VP, engineering.

John Roe, systems analyst, Colony Communications, Providence, R.I., named systems and programming manager, responsible for supervising data processing staff and for new in-house computer system.

Ben Everett, from RCA, New York, joins Hitachi Denshi, America, Ltd., Woodbury, N.Y., as national sales manager, broadcast and professional division.



McLucas



Alper



Day

Changes at Comsat. Communications Satellite Corp., Washington, has created a new top-level position—executive vice president and chief strategic officer—"to improve... [its] ability to organize and articulate its strategic business activities." Filling the post will be John L. McLucas, president of Comsat World Systems Division, the unit that includes the lucrative Intelsat and Inmarsat businesses. McLucas will be succeeded by Joel R. Alper, executive vice president of the division. In his new capacity, McLucas will be responsible for strategic planning, corporate outreach, marketing and relations with the International Telecommunications Union. Corporate Affairs and Corporate Development Departments will report to McLucas.

In a related move, Comsat also announced, Stephen M.D. Day will take over Corporate Development, replacing George Billings, who is leaving to become vice president and general manager of Washington/Baltimore Cellular Telephone Co., which has been authorized by the FCC to build and operate a cellular radio system in the Washington-Baltimore area. Its owners include the Washington Post Co. and Metromedia.

Robert Galvin, VP, program production operations, operations and technical services, NBC, New York, named VP, production operations planning.

Tom BonDurant, chief engineer, WOKX(AM)-WGLD-FM High Point, N.C., named director of engineering for parent, Mann Media.

Tom Bohannon, chief engineer, WKIX(AM)-WYYD(FM) Raleigh, N.C., joins WDBO(AM)-WWKA(FM) Orlando, Fla., in same capacity.

Promotion and PR

Marvin Sibulkin, retired Pentagon technical adviser to television and motion picture industries, joins Drake-Chenault, Los Angeles, as director of public relations and advertising.

Stu Ginsburg, director, public relations, Showtime, New York, named VP, press and public relations, Showtime/The Movie Channel there.

Jan DuPlain, public relations consultant, joins noncommercial WETA-TV Washington as manager of local press and community relations.

Esty Russell, from KCST-TV San Diego, joins KWGN-TV Denver as on-air promotion director.

Allied Fields

Larry Kaufman, director of market research, Warner Amex Satellite Entertainment Co., New York, joins Opinion Research Corp., Princeton, N.J., as VP, research consultant, creating and implementing studies in cable and new video technologies.

Janice Obuchowski, legal assistant to Chairman Mark Fowler, FCC, Washington, named assistant for international communications, coordinating all international activities of commission.

David Hurlbut, president and general manager, WYER-AM-FM Mt. Carmel, Ill., joins Walker Media & Management there as Midwest representative.

Deaths

Robert C. Mayo, 70, retired director of new programming sales, CBS, New York, and former managing director, CBS Europe and CBS Ltd., London, died of cancer Nov. 22 at a North Shore University hospital, Manhasset, N.Y. He is survived by his wife, Barbara, two sons and daughter.

Michael Conrad, 58, television actor and two-time Emmy winner for his role as Sgt. Phillip Freemason Esterhaus on NBC's *Hill Street Blues*, died of cancer Nov. 22 at Kenneth Norris Jr. Cancer hospital, Los Angeles. His other television credits included his first role, *Wagon Train*, and continuing roles in *Delvecchio* and daytime series, *The Edge of Night*. Conrad had filmed 10 segments of 1983-84 season of *Hill Street*, four of which have yet to air. He is survived by his wife, Sima.

John Gibson, 56, international sales manager, Angenieux, Geneva-based manufacturer of video broadcast products, died in crash of Gulf Air jet Sept. 23 at Abu Dhabi, United Arab Republic airport. Gibson had previously been sales manager, Africa and the Middle East, for RCA. He is survived by his wife Dorothy, and three children.

Fred Brooks, 48, special projects director on early morning news anchor, WBRZ(TV) Baton Rouge, died of lung cancer Nov. 16 at Jackson Madison County hospital, Jackson, Tenn. He is survived by his wife, Dornanne, son and daughter.

Chalmers Stromberg, 62, former manager of facilities development, WCPX-TV Orlando Fla. (formerly WDBO-TV) and chief engineer WDBO-AM-FM-TV there, died of heart attack Nov. 8 at Orlando Regional hospital. He is survived by his wife, Marianne.

Christensen: a leader who follows the troops

At his desk, next to the American flag and a pair of pencils, is a plaque bearing a quotation from G.K. Chesterton: "I have seen the truth and it makes no sense." At the desk, Bruce Christensen, president of the National Association of Public Television Stations, puts it this way: "Everyone has their own version of how things ought to be done."

The man who is just completing his second year at the helm of NAPTS—"Public Broadcasting Service's sister organization"—represents public television's legislative, regulatory and planning interests in Washington in his own way. With 170 member licenses representing diverse interests, NAPTS is "as much an education program as it is a lobbying activity," Christensen says. "We try and let the Congress and the administration know what public television can accomplish and is accomplishing and what it could do if it had a little money."

On the Christensen desk is a second plaque: "Where did they go? I must hasten to find them—for I am their leader." To Christensen this is not the message of an addled Ed Piper, but a reflection of his own role. The idea that anyone can lead public broadcasting doesn't exist. We have to try and find it where the licensees are and get in front. You have to have the appearance of being a leader, but in fact what you are trying to do is find out where they want to go... what it is they would like from Congress in terms of authorizations and programs."

Christensen's call to service goes back to his days as a young Mormon missionary in Brazil. It was there, while on a two-year mission distributing Mormon Tabernacle Choir programs for the Church of Christ of the Latter Day Saints, that Christensen met Arch Madsen, president of Bonneville International Corp., the broadcasting organization owned by the church. Christensen said Madsen encouraged him to get into broadcasting and told him to look him up when he got back to Utah. Christensen did just that: he went in and talked to him and got a job with Bonneville's KSL-AM-TV Salt Lake City as a reporter. As Madsen recalls, it was Christensen's "enthusiasm and interest in people" that made him stand out.

From there Christensen went on to become a sports writer and producer for WGN-TV Chicago, statehouse correspondent at SL, and eventually, general manager of KUER(FM)-KUED(TV) at the University of Utah at Salt Lake City, just prior to being appointed by the PBS board of trustees for the top spot at NAPTS.

"There is no such thing as 'public broadcasting,'" he says. Christensen, who was a member of the board of directors of PBS from 1979 to 1982, says public broadcasting is a group of people trying to do their best



Bruce Leroy Christensen—president, National Association of Public Television Stations, Washington; b. April 26, 1943, Ogden, Utah; BA, journalism, University of Utah, Salt Lake City, 1968; MS, journalism, Northwestern University, Evanston, Ill., 1969; news reporter, KSL-AM-TV Salt Lake City, 1965-68; weekend sports writer, WGN-AM-TV Chicago, 1968-69; statehouse correspondent, KSL-AM-TV Salt Lake City, 1969-70; assistant to director of university relations, Brigham Young University, Provo, Utah, 1970-72; director, broadcast services, Brigham Young University and general manager, KBYU-FM-TV Provo, 1972-79; adjunct associate professor, department of communication, University of Utah, Salt Lake City, 1980-81; general manager, KUER(FM)-KUED(TV) Salt Lake City, 1979 to January 1982; director of media services, University of Utah, Salt Lake City, August 1981 to January 1982; present position since February 1982; m. Barbara Lucelle Decker, 1965; children—Jennifer, 15; Heather, 14; Holly, 9, and Jesse, 4.

for their local community," with decisions in Washington differing from procedures and needs in Baltimore, Salt Lake City or Chicago, he says. It is "truly a cooperative communications process. And it's so democratic that it's almost chaotic." Thus the local needs outweigh the national in the final analysis.

With the present administration's proposed funding cuts, the job takes on added dimensions as alternative funding methods become a necessity.

Christensen, who was a member of the Temporary Commission on Alternative Financing for Public Telecommunications, a congressional committee that recommended enhanced underwriting and continued prohibition of advertising (BROADCASTING, Sept. 26)—favors advertising on public television—with certain limitations. According to

Christensen, "advertising could be one of the important funding sources for public broadcasting if you had a strong commitment from the federal government that advertising was only a portion of the funding base."

He doesn't, however, see the advent of advertising on public television as simply a question of time. He says that one thing that may occur first is additional experiments to look for a connection between advertising on public television and loss of state revenue, for example. Aside from a hesitant public station network, Christensen says opposition from the commercial television sector would necessitate a "fight in Congress... that would be monumental." More needs to be done, he says, before public television "steps off the precipice."

Despite a potential altercation between PBS and the commercial systems over the advertising issue, Christensen sees both sectors as different but compatible. "If it were not for the information commercial broadcasting can provide to the country... the entertainment and release and escapism—a mixture of all that—it would make our job that much more difficult." Public broadcasting provides "the entertainment or the information or a place to go" if commercial broadcasting is found wanting, he says.

He says he was drawn to public broadcasting because of his journalism background which includes bachelor and master degrees in the craft. "It seemed to be the place where journalistic work—documentaries, long-form public affairs programs, gavel-to-gavel coverage that I was interested in the public seeing—was available. It just seemed to be a good place for journalists to look to find a niche."

Christensen is 40, clean-cut, and with the calm and easy manner of one comfortable with himself. He lives in a Washington suburb with his wife and four children. He has a passion for photography, and says he misses his home state of Utah, a state "so varied," with some areas "almost other-worldly looking—very, very distinctive." However, he and his family have used the time in Washington to "catch up on history," with visits to Williamsburg, Harper's Ferry and Gettysburg.

Asked if he had ever considered a career as a foreign correspondent, given his journalism experience and knowledge of Spanish and Portuguese, he says he once had the chance to be a field producer at ABC and "get into the hard news side," but decided he didn't want to "spend all that time on the road." He looked instead for a job that would give him more time with his family, to keep him "a little closer to home."

At this point he laughs, adding, "Although I can't frankly say that I haven't probably spent as much time on the road doing what I'm doing as I would if I had taken that job."

Independent KTVT(TV) Fort Worth last week purchased **141 episodes** of 20th Century-Fox Television's **Fall Guy**, now in its second season on ABC-TV and set to begin its syndication run in 1986. Reports of price paid range from \$36,000 to \$42,000 per title, outstripping \$33,750 per title paid month ago by rival independent KTXA(TV) Fort Worth for MCA-TV's *Magnum P.I.* (BROADCASTING, Nov. 7). In another sale said to have outstripped *Magnum* in price, ABC affiliate WFAA-TV Dallas has purchased Victory Television's *Hill Street Blues*, reportedly for \$34,000 per title. In that deal, stations bidding were given ceiling price of \$34,000 and told that if more than one bid came in at that level, bidding would be opened again. Use of ceiling is said to have been employed as insurance against winning station's being caught with commitment for extraordinarily high price. Sales of **Fall Guy** were also closed last week in **Los Angeles**, where **KW-TV is said to have paid close to \$100,000 per episode**, outbidding rival independent KCOP(TV) but coming in under syndicator's reported asking price of \$110,000. In New York, where asking price is said to have been \$100,000 per title, WPIX(TV) closed deal for undisclosed price. Deals for *Magnum P.I.* were closed last week in Cincinnati; Portland, Ore.; New Orleans, and Huntsville, Ala., bringing total number of markets closed to date to 30.

Averages of **Nielsen Home Video Index show that HBO's ratings and shares have declined for first 10 months of 1983** compared to same period in 1982 for total day, prime time, late night and daytime periods. Within HBO households, average total day (24 hour) ratings from January to October 1983 declined 19% to 4.4 from 5.4 in 1982, while share slipped 3% to 13 from 16. In daytime, average rating declined 17% from 3.5 for first 10 months of 1982 to 2.9 for same period this year; share dropped 3% from 12 to nine. Average prime time rating declined 15% from 11.6 to 9.9, while share also slipped 3% from 18 to 15. Late night average ratings fell 15% from 7.3 to 6.2, and average share inched downward 2% from 19 to 17. Declines occurred despite increased levels of HBO penetration.

FCC's fiscal 1984 authorization (see page 32) included **two amendments that should make it easier for broadcasters to do business.** First makes it easier for FCC to reject frivolous petitions to deny aimed at applications for modifications of licenses or construction permits. Under amendment, petitioners must make specific allegations "raising a substantial and material question of fact" to get hearing. Under status quo, FCC had to grant petitioner hearing upon request. Second makes clear that owners of station combinations grandfathered when FCC adopted regional concentration rules—which prohibit ownership of more than three stations within 100 miles if contours of any two overlap—can retain that grandfathered status after major modifications involving power increases, transmitter moves or increases in antenna height. Under current rules, broadcaster would lose grandfathered status with those major changes. Even with amendment, broadcaster would lose grandfathered status with change of frequency or station class.

According to senior VP and legal counsel for Public Broadcasting Service, Lawrence A. Horn, PBS "has not had time to study the language" of amendment to **FCC authorization measure affecting \$125,000 interest-free loan to PBS President Lawrence Grossman** (see story, page 32). PBS will consult with board, Horn said.

NBC News has hired executive recruiting firm, Joe Sullivan & Associates, New York, to find additional VP for news division. Duties are as yet undefined, but person would be among those to be considered as successor to news president Reuven Frank when Frank, who is almost 63, decides to retire. Tom Pettit, currently Frank's number-two man, has not been ruled out as successor. Among those in-house who have been mentioned as possible successors are Arthur Watson, president, NBC Sports; Ray Lockhart and Tom Wolvien, New York-based news VP's; Bob McFarland, Washington bureau chief and VP, news. Sources also say that David Burke, vice president, and assistant to president, ABC News, has been approached about joining NBC News. At deadline, Burke could not be reached for comment.

FCC last week ruled that divested **Bell operating companies have to offer enhanced services** and customer premises equipment through structurally separate entities. Regional operating companies **also will have to offer cellular radio services** through their subsidiaries.

NBC's Tuesday night (Nov. 22) **final episode of Kennedy capt highest ratings in mini-series—24.3/37**, compared to ABC's 27 and CBS's 12.8/20 for comparable period, according to Nielsen National Television Index. Entire seven-hour mini-series averaged 18.5/28. NBC said estimated 75 million viewed all or part of program. Monday's (Nov. 21) broadcast gave NBC 22.3/34 to have Monday prime time win at 19.6/30, compared to *ABC Monday Night Football* at 18.3/27, and regular lineup on CBS at 16. First part of *Kennedy* fared poorly on Sunday, up against *A The Day After* (see pages 26, 54).

National spot radio advertising for October climbed 9.3% to \$69,643,000, with **year-to-date up 11%**, to \$580,589,000, according to Radio Expenditure Reports Inc. (RER) which relies on financial data supplied confidentially by 14 leading rep firms.

Christine Craft has lost another round in her sex-discrimination suit against Metromedia Inc., which owned KMBC-TV Kansas City when she left station rather than accept demotion from anchor reporter in August 1981. U.S. District Judge Joseph E. Stever denied Craft's request for delay in retrial of her suit charging Metromedia with fraud. He also rejected her request for new trial on two other counts in her suit. Stevens on Oct. 31 threw out award of \$500,000 on fraud count, and ordered new trial on issue to begin on Jan. 4, in Joplin Mo., before 12-person jury would be sequestered. He also rejected jury's advisory opinion that he find Metromedia guilty of sex discrimination, and affirmed its ruling that Metromedia was not guilty of violating equal pay law (BROADCASTING, Nov. 7). **Craft's attorneys filed motions for trial on all three counts, and for delay in its start.**

FCC has affirmed Review Board decision granting Gross Television Inc. renewals for WJIM-AM-FM Lansing, Mich. It also affirmed

Sex suit. *The FCC is reviewing a sexual harassment complaint filed with the commission by Leslie McRay, 38, who has alleged in a \$10-million lawsuit that she was denied a job at KDOC-TV Anaheim, Calif., because she refused to provide sexual favors to the station's general manager, Michael Volpe. The FCC will not renew the UHF station's license until the commission rules on the complaint, made in an Oct. 28 letter to the agency. The letter from McRay's attorney, Laurence Ring, protests KDOC-TV's renewal on the grounds of "moral unfitness."*

McRay's suit, filed in U.S. District Court in Los Angeles on Nov. 14, seeks \$10 million in punitive damages, \$18,000 in actual damages and unspecified special damages against Volpe and the station's owner, Golden Orange Broadcasting Co. The suit charges the station and Volpe with sex discrimination, intentional infliction of mental distress, assault and breach of contract. McRay, a former model, worked with the station briefly last May.

Kdoc-TV attorney Tom Sheridan told reporters that the station board of directors turned down a job application from McRay but would not give the reason, although he confirmed she worked during May "as an independent contractor." Sheridan said it was his understanding that Volpe "denies the charges" made by McRay. Golden Orange Broadcasting chairman Pat Boone downplayed the significance of the suit, telling the Los Angeles Times last week he believes McRay is being used by unnamed others "to throw a monkey wrench in our dealings with the FCC." He acknowledged receiving offers from groups interested in buying KDOC-TV, but insisted it is not up for sale.

Kdoc-TV signed on the air Oct. 1, 1982, after a 14-year effort to obtain the channel 56 license.

rd's decision granting Gross two-year renewal for **WJIM-TV** there. Commissioner Henry Rivera dissented to renewal for **WJIM-TV**. According to Rivera, record "amply demonstrated" that Gross had "repeatedly" clipped network commercials without advising network. He also said record demonstrated that Gross had "failed to take any significant remedial action until faced with the sudden prospect that its misconduct would be revealed, and further deliberately misrepresented its clipping practices in response to official inquiry." In press release, Gross said Rivera had ignored earlier FCC decisions requiring "meaningful remedial steps" because of the weight in considering alleged violations of FCC rules. Rivera also said Rivera's dissent "ignores earlier commission decisions holding that sanctions short of nonrenewal are appropriate for violations of the commission's clipping rule."

□
Court of Appeals in Washington has held that **FM station that already duplicates programming of co-owned AM is still entitled to renewal expectancy**. Three-judge panel issued opinion, in 2-1 decision, in affirming FCC's renewal of license of **WABZ(FM)** Albemarle, N.C., under common ownership with **WWWX(AM)**, in face of challenge by competing applicant, **Victor Broadcasting Inc.** Majority held that commission was correct in holding that independent programming **FM** did provide—31 minutes daily, or 180 hours year—was "superior" and constituted acceptable service. Combined with the fact that, "as with all proposals, uncertainty exists" as to whether Victor's promises would be kept, court added, commission was justified in granting **WABZ** strong renewal expectancy. If commission did not act unreasonably, court added, when it concluded that expectancy outweighed preferences given Victor integration of ownership and management and "slight credit" for comparative coverage, particularly since it also gave Victor moderate comparative demerit for numerous reporting violations. Opinion was written by Judge **Abner Mikva** and joined by **Ray Nichols**, senior district judge for Idaho. Judge **Malcolm Wilkey** added stinging dissent, in which he said majority opinion was not only wrong and indefensible; there was no reasonable defense offered," and added: "Painstaking and explicit balancing on the issues that have been fixed to operate only in the incumbent's favor is no balancing at all."

□
 Move calculated to "strengthen programming," **Oak Media Corp.** announced multiyear licensing agreement with **Sportsvision** of Chicago that gives Oak's **ON TV** exclusive over-the-air subscription television rights to more than 200 live and/or local sports events produced by **Sportsvision**. **ON TV's** Chicago STV service has estimated 110,000 subscribers. Those subscribers will begin receiving **Sportsvision** as part of their \$22.95 monthly fee in January. The service, created in May 1982 by Illinois partnership, had previously been available on separate STV service for \$21 per month. In another development, **Ritter** named **Kenneth Papagan** VP, promoting, for **Oak Media**. **Papagan** was head of production and creative services for **Oak**.

□
FCC has granted **Best Broadcasting Co.** licensee of **KJLN(AM)**, and licensee of new **FM**, both in **Farwell, Tex.**, permission to construct a **UHF station** in that market. Although FCC rules generally prohibit applications that would result in common ownership of radio and TV stations in same market, commission will examine applications for **UHF's** on case-by-case basis. FCC noted that no other parties had applied for channel and it appeared that operation of TV station would be feasible only with savings coming from joint operation with radio stations. FCC granted **Metromedia** permission to buy **UHF station KNBN-TV Dallas**, where it also owns **WJLN(AM)**, earlier this month (**BROADCASTING**, Nov. 14).

□
Victor Broadcasting's WTBS(TV) Atlanta has contracted with **Procter & Gamble** for production of 13 half-hour episodes of **Down to Earth**, a musical sitcom set to premiere on superstation next April. Now program is slated to run Saturday at 7:35 p.m. **NYT**. **Procter & Gamble** currently sponsors production of daytime serial on **WTBS**, **Ma Catlins**, which premiered last April.



Minority assistance. "Getting into the Business of Broadcast Ownership," was the topic of a one-day seminar sponsored by the **Broadcast Capital Fund (BROADCASTCAP)** in Chicago. **BROADCASTCAP** is a private, nonprofit venture capital company established by the **National Association of Broadcasters** to help minorities acquire broadcast properties. Pictured are (l-r): **John Oxendine**, **BROADCASTCAP** president; **Tom Gammon**, vice president of **Gammon & Ninowski**, Washington-based media brokerage firm; **Kenneth O. Harris**, vice president of finance and administration, **BROADCASTCAP**; **John Pomeroy**, **Dow, Lohnes & Albertson**, Washington; **Dwight Ellis**, **NAB** vice president for minority and special services, and **William Kennard**, assistant general counsel, **NAB**.

□
Telepictures has sold **Buffalo Bill**, **NBC** comedy series scheduled to reappear on network in early part of next year, to **TF 1 Network in France**, **Channel 4 Television in United Kingdom** and **Network 10 in Australia**. **Telepictures** holds worldwide rights to **Buffalo Bill**, which is produced by **Stampede Productions**. Twenty-six episodes are now available, **Telepictures** said, with more coming after show returns to air. **Buffalo Bill** will begin broadcasting in France mid- or early December.

□
 Nominations of **Harry O'Connor** and **James T. Hackett** to board of directors of **Corporation for Public Broadcasting**, were passed by Senate before it adjourned Nov. 18. However, nomination of **William Lee Hanley** to same position was held up on floor by opposition of Senator **Lowell Weicker** (R-Conn.).

□
ABC, CBS, NBC, Metromedia and **WPXI(TV)** **New York** have asked **FCC** to reject request by **Long Island Coalition for Fair Broadcasting** to move **VHF channel from city to Long Island**. "Long Island is not a community as that term is used in Section 307(b) of the Communications Act and Long Island may not be assigned a television channel," **Metromedia** said.

□
CBS Entertainment has appointed **Ogilvy & Mather** as its agency and will compensate O&M on fee basis, rather than on billings placed. Previously, creative work on account was performed by various agencies, with **Doyle Dane Bernbach**, **Los Angeles**, handling media placement. **Ogilvy's** **New York** office has been performing part of creative assignment but agency will now operate on full-service basis. O&M's **Los Angeles** branch will handle coordination of account and advertising placement. **CBS's** expenditures were not disclosed.

□
 As expected, **Harlan Rosenzweig** has been named president of **Group W Satellite Communications** (**BROADCASTING**, Oct. 17). **Rosenzweig** had been acting president of **GWSC** since departure of **Jonathan Hayes** in October, after announced shutdown of **SNC** and cut back plans for its multiregional cable sports network. **Rosenzweig** had been executive VP of **GWSC** since February, and prior to that was VP/chief counsel, **Westinghouse Broadcasting & Cable Inc.**

Editorials

Rushing to an exit

Long before election night 1984, broadcasters and the Congress are headed for a confrontation over the projection of election results. Projections particularly trouble Representative Al Swift (D-Wash.), who is convinced that voting is discouraged in his home state if, while polls are still open in his Pacific time zone, outcomes are credibly predicted on the strength of exit polling there and elsewhere and of counted results in earlier time zones.

Swift has introduced a House resolution calling on broadcasters voluntarily to refrain from exit polling and projections (BROADCASTING, Nov. 21). If voluntary compliance fails, he says, harsher measures will be instituted.

From Swift's point of view, those harsher measures might just as well be considered now. It is unrealistic to expect broadcasters to lock up their computers and their cameras until the last vote in Bellingham is in. But what harsher measures may Swift have in mind?

Well, back home the state of Washington has passed a law prohibiting interviews within 300 feet of polling places, a practical deterrent to exit polling. So far the law has come under no legal test (see "Closed Circuit," page 7). Could a law be passed to prohibit projections? Swift himself sees First Amendment complications there.

One solution advanced over the years by chief executives of all three major television network organizations is the establishment of common closing hours for voting precincts across the nation. Swift objects to that; he says it would cause upheavals and additional expense in the election process and, anyway, projections based on exit polls would defeat its purpose.

It's just possible that this dispute is getting out of proportion. Broadcasters have been projecting election results for more than 20 years. If there had been discernible effects on voter turnout, surely they would have been tracked by now, but Swift can point to only one study, made in 1980, that tends to support his assumptions. As Swift noted when he introduced his resolution, the projection of election returns has become an emotional issue. Hardly grounds on which to write a law.

No, not another rerun

The general news media paid little attention last week to a petition urging the Federal Trade Commission to ban, among other practices, all broadcast advertising for alcoholic beverages. Broadcasters may hope the story fades even farther from the national screen, but they shouldn't count on it. To anyone who remembers the Washington of the 1960's, the parallel between the petition filed with the FTC last week and the onset of the campaign that led to the outlawing of cigarette advertising on radio and television is immediately apparent.

Last week's petition to the FTC came from 28 organizations ranging from Action for Children's Television, Peggy Charren's stage name, to Women for Sobriety, a group unknown to this page. Also petitioning as an individual was Nicholas Johnson, the former flower child of the FCC who may, for all that is known here, be in a guru rest home somewhere.

It is tempting to dismiss the FTC petitioners as just another band of earnest losers, but then the name, John Banzhaf III, flashes across the old Trans-Lux. Nobody had ever heard of him or paid him any mind when he first filed the complaint that led the FCC in 1967 to decree that broadcasters who carried cigarette

commercials must also carry messages telling people not to smoke. That, of course, was not enough. Within three years, the cigarette manufacturers had devised the ploy of a legislative ban on the broadcast advertising of cigarettes in exchange for the freedom—then threatened in the Congress—to continue their other advertising and the unrestricted sale of cigarettes.

There is more. Counsel to the Senate Commerce Committee in 1970 when the anticigarette members cut their deal with the cigarette companies and proclaimed the imminent end of lung cancer once cigarette commercials went off the air was, write it down, Michael Pertschuk.

It was Pertschuk, Jimmy Carter's choice for chairman of the FTC, who presided over the FTC's attempt, aborted by the Congress, to remove or neutralize the advertising in children's television programming. He has been deposed as chairman but remains a member of the FTC. It is denied that he had anything to do with the petition on alcohol advertising, but the record shows that he was aware of its preparation. In a dissent to an FTC decision closing an investigation into the promotional activities of Anheuser-Busch and Somerset Importers, Pertschuk wrote way back on July 30, 1982: "I understand that the Center for Science in the Public Interest is preparing a petition . . . that will add to the evidence that the advertising practices in question are prevalent in the industry." He was prescient. It was the center that recruited the petitioners and prepared the document that was filed last week.

Nowhere in the petition is there a shred of evidence that broadcast advertising for beer and wine causes anyone to drink, but that fundamental defect gives the petitioners no pause. The prohibition against broadcast advertising for cigarettes, the petition notes, was adopted "even though a proven cause-and-effect relationship between broadcast advertising and cigarette consumption and various health hazards was not demonstrated." The crazy logic of this petition holds: "When there is a close association between advertising and the use of a product that ravages the public health, legislative and regulatory bodies may justifiably take actions that advance the public health, even absent a showing of cause and effect."

As in the cigarette experience, reason cannot be counted on to prevail when the issue is alcoholic beverage advertising. Surely broadcasters will know how to head this off before the parade forms.



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Twenty-two unemployed men and women in the Sioux City area recently got a very special opportunity to present their job qualifications. Through its "Hire One Now" program, developed in conjunction with Job Service of Iowa, KMEG-TV provided free studio time so each person could tape his or her own 30-second announcement. The station then aired each one several times. As a result, 42 interviews were granted and 7 people found work. In addition, Job Service noted that KMEG-TV's efforts stimulated calls from a number of employers looking for candidates to fill positions other than just those sought on the air.

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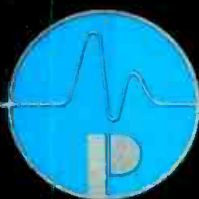
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