

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Jan 2

## THE WINNING TEAM IN '84



Wishing you a happy and prosperous 1984.



**KSTP-TV**

**EYEWITNESS NEWS**  
Minneapolis/St. Paul

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

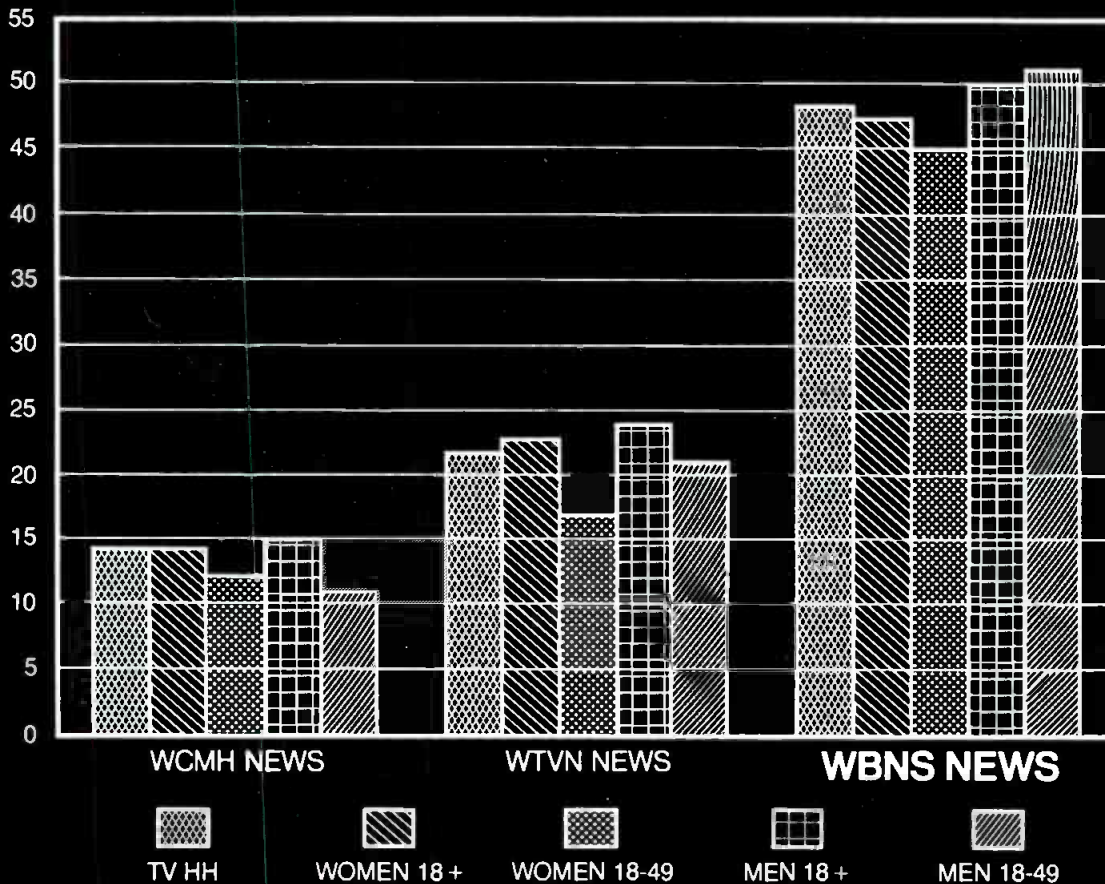
36112 LIBRARY  
SERIAL ACQ SECTION  
AL 36112  
DEC/85

53rd Year 1984

ANNUAL DOUBLE ISSUE  
perspective on 1984

# #1 IN AMERICA!\*

SHARE



## EYEWITNESS NEWS

WEEKNIGHTS AT 6PM



**WBNS 10<sup>TV</sup>**  
COLUMBUS, OHIO

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

\*Audience estimates subject to qualifications given  
in the May, 1983 Nielsen Local Market Report.  
National rankings based on published report in the  
September, 1983 issue of "TV/Radio Age."  
Mon-Fri. average, HH Shares, Top 50 Television Markets.



JOE FLAHERTY



CATHERINE O'HARA



JOHN CANDY



MARTIN SHORT

**“SCTV is the funniest show on the air  
and maybe the best too.”**

**—TIME**

ANDREA MARTIN

EUGENE LEVY

DAVE THOMAS & RICK MORANIS



# SCTV Network

**156  
HALF-HOURS  
FOR FALL '84**

**NOW AVAILABLE WORLDWIDE**

“Uproariously funny”—**CHICAGO SUN TIMES**

“Funny, fresh and frisky”—**DALLAS TIMES HERALD**

“Laugh for laugh, the biggest howl on TV”—**LOS ANGELES TIMES**

“Extraordinary staging and writing—and a cast that is the most versatile  
and brilliant comedy group ever to operate on TV”—**SAN FRANCISCO EXAMINER**



**OUTSTANDING  
WRITING  
1982 & 1983**



**BLAIR ENTERTAINMENT**

1290 Avenue of the Americas • New York, NY 10104 • (212) 603-5990

# NO GAMBLE.

Feeling tense, irritable, unsure  
of how to program those problem time periods?

Tired of taking chances and risks?

Do your instincts tell you TV viewers are newsed-out,  
informationed-out, talked-out, bummed-out and craving  
NEW 1ST RUN ENTERTAINMENT?

**ROLL THE DICE AND COME UP A WINNER!**

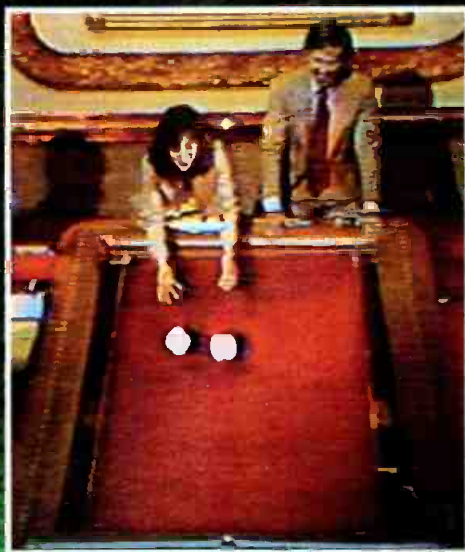


Orion Entertainment  
is pleased to introduce the new game in town.  
With a proven concept and a legacy of rating success  
on NBC daytime, "The New High Rollers" will  
maximize your chance of success.  
*Access, early fringe, daytime... anytime.*

# THE NEW HIGH ROLLERS

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

**CASH! PRIZES!**



**EXCITEMENT! FUN! THRILLS!**

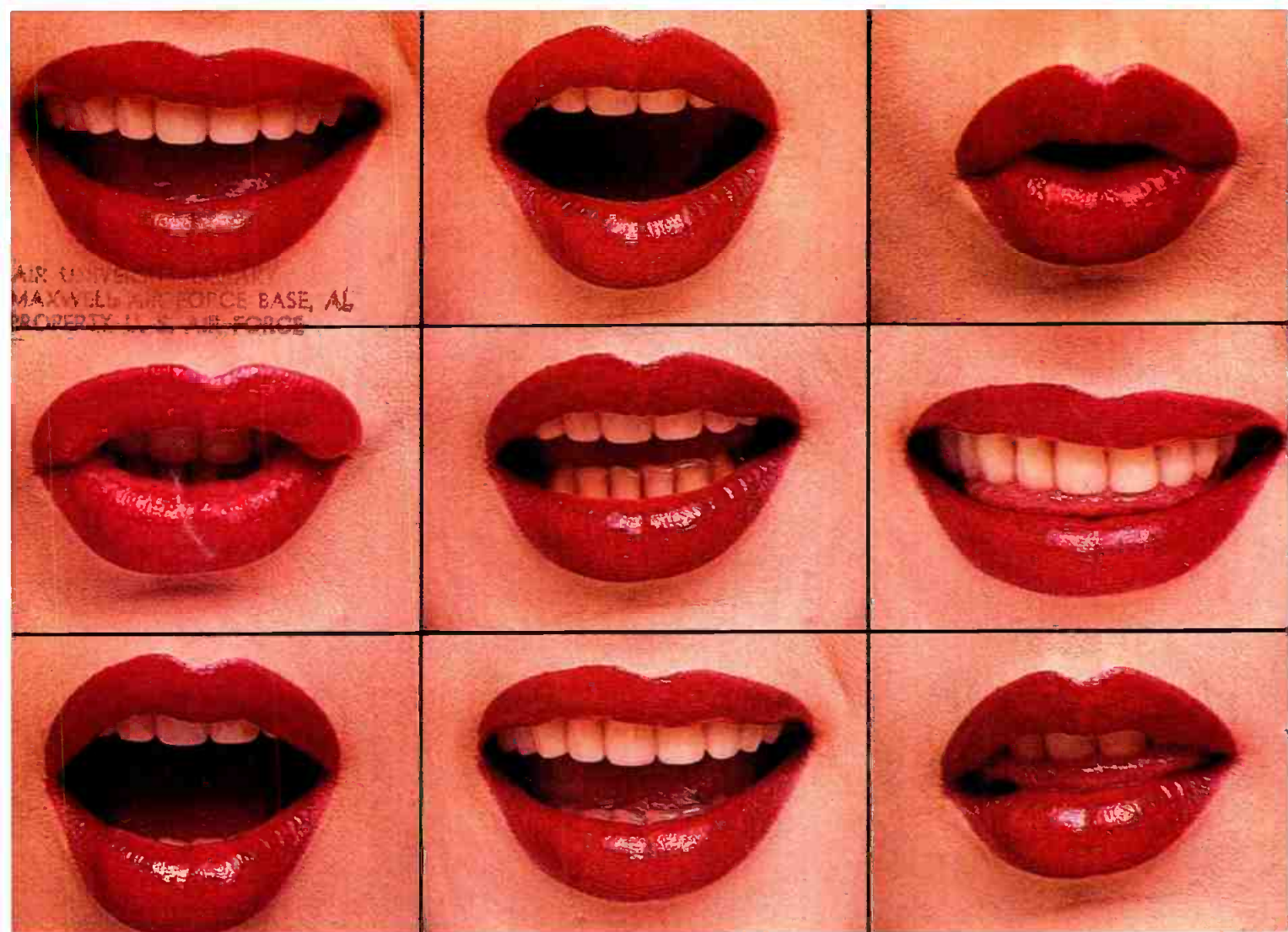
**ORION**

NEW YORK  
(212) 758-5100

LOS ANGELES  
(213) 557-8700

CHICAGO  
(312) 346-9142

ATLANTA  
(404) 434-6158



# "HEY! ISN'T THAT YOU-KNOW-WHO?"

Well, not quite. You see, the people who appear on the new, comedy-music series, *Puttin' On The Hits*, are really ordinary folk from everyday life who mimic and lip-sync the hit recordings of some of today's top artists—re-creating in spectacular fashion the make-up, the hairstyles, the costumes...every movement and every gesture of their favorite performers. Nothing is spared to create the illusion of the real thing!

It's fast, outrageous, wildly funny and totally unpredictable! Just imagine, hilarious put-ons of Michael Jackson, Kenny Rogers & Dolly Parton, Diana Ross, John

Travolta and Stray Cats...so ingenious you can barely tell them from the originals!

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

*Puttin' On The Hits* is a perfect way to reach big audiences of young adults, teens and kids—week after week! You gotta see it to believe how good it can be!

## PUTTIN' ON THE HITS

A Chris Bearde Production in association with the dick clark company, inc.

26 Originals + 26 Repeats. Available Fall 1984.

### MCA TV

CALL US TODAY AT (212) 605-2751.  
SCREENINGS AT INTV, BILTMORE HOTEL.

# Broadcasting Jan 2

## ANNUAL DOUBLE ISSUE □

### A look back at 1983 and a look ahead to 1984 □

**CASE CLOSED** □ FCC ends children's television rulemaking. It says broadcasters still have to serve programming needs of children, but leaves implementation to the licensee's discretion. **PAGE 35.**

**SIX-GUN SHOWDOWN** □ General William Westmoreland and CBS unleash mounds of documents in multimillion-dollar libel case. **PAGE 36.**

**HOLD THAT LINE** □ NFL football ratings are significantly down. Network officials cite poorer matchups among reasons for decline. **PAGE 37.**

**EXPERT LOOK** □ Observers believe Showtime-Paramount deal will make pay cable industry more competitive. **PAGE 38.**

**STARTUP TALKS** □ STC announces cooperative agreements with CBS, Alcoa-NEC and Toshiba to help Comsat subsidiary launch DBS service. **PAGE 39.**

**SET FOR LAUNCH** □ Microband Corp. of America readies to provide "wireless cable" systems later this year. **PAGE 40.**

**PULL OUT** □ U.S. decides to leave UNESCO organization. **PAGE 42.**

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

**ENTERTAINMENT 1984** □ A host of off-network programming, increasing competition for network viewers and co-productions in cable are

foreseen for 1984. Radio continues changeover to satellite delivery. **PAGE 54.**

**ADVERTISING 1984** □ Major agency executives see double-digit year ahead boosted by Olympics time sales. **PAGE 62.**

**JOURNALISM 1984** □ Election and Olympics year challenges electronic journalists this year. **PAGE 64.**

**TECHNOLOGY 1984** □ Direct broadcast satellites, multichannel television and stereophonic TV sound to come to fruition. **PAGE 66.**

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

**HISTORY 1983** □ A look at the year that was in the Fifth Estate. **PAGE 73.**

**MGM BID** □ Majority owner Kerkorian makes bid to take company private. **PAGE 78.**

**TURNAROUND** □ NBC hires Frank Magid & Associates for unnamed projects; consulting firm's contract with ABC ends. **PAGE 78.**

**ONE-TWO PUNCH** □ Representatives Tom Tauke and Billy Tauzin are very much their own men, but they have combined to lead the fight for broadcast deregulation in the House. **PAGE 110-111.**

#### INDEX TO DEPARTMENTS

Business .....	78	Datebook .....	28	In Brief .....	112	Riding Gain .....	76
Business Briefly .....	14	Editorials .....	114	Law & Regulation .....	83	Stock Index .....	84
Cablecastings .....	10	Fates & Fortunes .....	106	The Media .....	79	Where Things Stand .....	26
Changing Hands .....	80	Fifth Estater .....	110	Monday Memo .....	22		
Closed Circuit .....	9	For the Record .....	89	Programing .....	30		

*Broadcasting* (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$60, two years \$115, three years \$160. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$170 yearly for special delivery. \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$75. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm. full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

**INDEX TO ADVERTISERS** ADM Technology, Inc. Fourth Cover □ ALM! Television Productions 51 □ American Chiropractic Association 11 □ The American Legion 85 □ ASCAP 55 □ Blackburn & Co., Inc. 80 □ Blair Entertainment 3 □ Blair Television 49, 57 □ Chapman Associates 83 □ Classified Ads 97-105 □ Colbert Television Sales 15, 44-45 □ Columbia Pictures Television 12-13 □ Continental Electronics 34 □ Eastman Radio 61 □ Embassy Telecommunications 19, 20-21 □ The Ted Heppburn Co. 81 □ King Features Entertainment 27 □ KSTP-TV Front Cover □ The LTV Corp. 18 □ MCATV 6, 8, 23, 32-33 □ Metromedia Producers 58-59 □ Motorola 77 □ NBC Television 31 □ National Telefilm Associates Inc. 29, 63 □ Orion Entertainment 4-5 □ Paramount Television Domestic Distribution 24-25 □ Professional Cards 95 □ Services Directory 94 □ TeleRep Inc. 43 □ 3M 52-53 □ Tility Tower Co. 46 □ Warner Bros. Television Distribution 16-17 □ WBNS-TV Second Cover □ WGME Third Cover □ Wilbur Awards 14

# VOYAGERS

#1 CHILDREN...

#4 TEENS

VIEWERS-PER-SET  
IN ALL OF PRIME TIME  
NETWORK TELEVISION!



This kind of audience composition translates into enormous syndication success for *Voyagers*—a fascinating combination of science-fiction, fantasy and action-adventure that parallels the smash syndication successes of such youth-appeal series as *Buck Rogers*, *Battlestar Galactica* and *Star Trek* and the advertiser-supported *Hardy Boys/Nancy Drew Mysteries*. *Voyagers* is an ideal way to zero-in on children, teens and young adults!

In each episode, Jon-Erik Hexum—currently one of TV's hottest stars (*Making of a Male Model*)—

and Meeno Peluce, as two youthful time travelers, zoom back into the past and into breathtaking adventures that include battling gladiators in ancient Rome, rescuing President Lincoln from a rebel prisoner-of-war camp, plotting Lawrence of Arabia's escape from death

at the hands of the Turks, and thrilling encounters with Marco Polo, Babe Ruth, Robin Hood, Billy The Kid, Cleopatra and others.

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

## Voyagers

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

Plus! When you sign on for *Voyagers*, we'll add 10 hour episodes of *Those Amazing Animals* for telecasting during the summer months—giving you a full year of exciting youth-oriented programming that can play in access!

### MCA TV

INTV Biltmore Hotel/Suite 6357  
Ask for the *Voyagers* tape.

© 1983 UNIVERSAL CITY STUDIOS INC. ALL RIGHTS RESERVED.  
SOURCE: NTV FULL SEASON AVERAGES SEPT. '82/APRIL '83



## Exclusive suds

Justice Department inquiry into arrangements under which major television networks sell individual beer companies exclusive rights to advertising time on live sports programs appears aimed at beer companies, rather than networks. Inquiry, still in early stages, was reportedly sparked by complaint of Stroh Brewing Co. that it cannot buy advertising time on various live sports programs because of networks' exclusivity contracts with Anheuser-Busch Inc. and Miller Brewing Co. Justice Department's antitrust division has queried three networks and Stroh's, as well as two companies it named, in connection with that complaint.

However, although inference initially drawn was that Justice was focusing on networks, indications last week were that beer companies are target. Question of interest to Justice Department, apparently, is whether beer companies are buying up all time on sports shows to prevent advertising of competitors' wares.

## On the block?

Warner Amex Communications Chairman Drew Lewis hasn't been bluffing with numerous statements about pulling up stakes in major cities if local governments don't make concessions in initial franchise agreements allowing cable company to make what he believes to be reasonable profits. Warner Amex has been negotiating for several months with Tele-Communications Inc. about possible joint venture to run systems in and around Pittsburgh as alternative to sale of city system which W-A owns. System may be worth close to \$200 million.

It's also understood that Warner has talked to Viacom about possible joint venture or purchase of W-A's Milwaukee franchise, still in pre-construction phase, although those discussions are said not to have come as far along as ones with TCI. Daniels and Associates is brokering talks with TCI concerning Pittsburgh system.

## Radio erosion

Major finding of commissioned radio listening study by Burkhart/Abrams/Michaels/Douglas & Associates, Atlanta-based program consultancy firm, reveals that average cume audience erosion for commercial radio stations programming in all major formats in 1983 averaged 11%. This decline for stations could lead to drop in their 12-plus shares, noted Kent

Burkhart, company chairman. Study, which was designed to determine cume erosion of various formats, was conducted last November and December by Owen Leach, Santa Fe-based marketing research firm.

## In the trenches

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

## Search begins

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

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

## Room at the top

Jerry Holley of Stauffer Communications and chairman of National Association of Broadcasters television board may not seek re-election. Holley is apparently

considering stepping aside if others are interested in post. If Holley takes himself out of contention, that would leave TV vice chairman Bill Turner of Forward Communications as leading candidate.

## Acquisition-minded

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

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

## Squareonesville

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

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

## Warner layoffs

Warner Amex wouldn't officially comment last week on reports that the company was gearing up for another wave of employee cut-backs. Published reports said that about one-quarter of Warner Amex's nearly 4,000 employees were scheduled to be terminated. Warner Amex issued a terse statement acknowledging it was "reassessing our systems and staffing needs." But a well-placed source indicated that "several hundred" employees, mostly at the system level, would be let go, and that with attrition the number of positions would be reduced by close to 1,000. At the corporate level, source said, cuts would be "fairly minimal"—probably less than 100. The source said that the impending cuts represented essentially a streamlining of operations as the company moved from a construction phase to an operational phase. Source added that reductions would be occurring principally in sales, programming and management of installation and maintenance. The source assured that customer service "would not be

touched." Separately, a spokesman for Warner Amex's Pittsburgh system said that 32 employees, mostly in the programming department, had been laid off last Dec. 2. The impending cuts would be the third wave to hit Warner Amex in less than a year, but would dwarf anything that has happened previously. Shortly after the arrival of Chairman Drew Lewis at the beginning of last year, 50 employees were terminated at the company's headquarters in New York. Subsequently in May, another 57 employees, including seven vice presidents, were let go. Further reductions have pushed the number of laid off employees at Warner Amex to nearly 500 in 1983.

## Turner skepticism

Turner Broadcasting System's research department said it had "serious reservations" about the rating comparisons used by The Nashville Network in analyzing a late October viewing coincidental TNN had commissioned. The coincidental survey showed that viewership of TNN programming in prime time scored a 2.7 rating and a 5 share

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



**Cable law: A to Z.** Former FCC Chairman Charles D. Ferris and two associates have produced what the publisher calls "the first comprehensive treatise on the regulation of cable television and other video technologies." "Cable Television Law: A Video Communications Practice Guide" provides an analysis of federal, state and local regulation of cable television, as well as a history and analysis of broadcasting law, and an explanation of FCC regulation of satellite and terrestrial video programming delivery to cable systems. The \$210, three-volume work also includes material on cable copyright and signal carriage, the First Amendment and cable, municipal franchising and the effort of states to regulate cable's two-way services as public utilities. Ferris's co-authors are Frank Lloyd and Thomas Casey, who served with him at the commission and are now associated with him in the Boston-based law firm of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, which has an office in Washington. The work, which is in a loose-leaf format and will be updated, is available from Matthew Bender & Co. Inc., 235 East 45th Street, New York, 10017.

## Cox-Queens deal

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

## Valley management

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

## Nashville signings

The Nashville Network has signed a licensing agreement with Broadcast Music Inc., providing access to the material of the largest music licensing organization in the world. The Nashville Network, which spotlights country music and personalities

started its operations in March 1983 and serves more than 1,300 cable systems, reaching more than 11 million subscribers.

### Leonard returns

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

### Purchase fallout

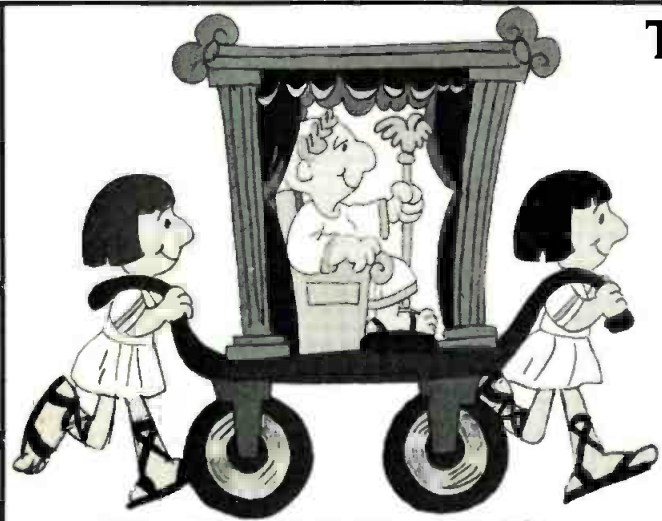
Warner Communications Inc. cautioned Rupert Murdoch that his recently purchased interests in WCI jeopardize cable franchise agreements that Warner's 50% owned subsidiary, Warner Amex Cable, has for New York and Boston. The franchise agreements forbid franchises to be 5% or more controlled or beneficially owned by an entity that has newspaper or magazine interests in the franchise area. Murdoch owns the *New York Post*, the *Village Voice* and *New York* magazine in New York, and the Boston *Herald*. The information came to light in a filing made with the Securities and Exchange Commission on Dec. 13, which reported that representatives from both parties had



**Multimedia presentation.** The cable, broadcast and print media can cooperate. C-SPAN, the public affairs cable network, simulcast Mutual Broadcasting's *Larry King Show*, on Dec. 22, which featured three newspapermen. On hand for the cablecast-broadcast were (l-r) host Larry King (with back to camera), David Broder, *The Washington Post*; Hedrick Smith, *The New York Times*, and Jack Nelson, *The Los Angeles Times*.

met at the behest of WCI. The filing also reported that Murdoch's News International purchased an additional 133,400 shares of WCI to boost the interest in the company to 7%. The purchases were made in eight separate lots between Dec. 2 and Dec. 7 for a total of \$3,143,865. Earlier, Murdoch's The News Corp. Ltd. acquired 4,412,000 shares,

or 6.7%, of WCI for \$98.1 million ("In Brief," Dec. 12, 1983). In addition to cautioning Murdoch representatives that interests in excess of 5% imperil cable franchise agreements, the filing said WCI representatives noted that the action might adversely affect WCI's relationship with some of its "creative personnel."



# BACK TO THE WHEEL"

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

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

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

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

**FREE**

**60 Second And 30 Second Radio And Television Spots**

TO: American Chiropractic Association  
1916 Wilson Blvd./Arlington, Virginia 22201

83-3

Please send me copies of public service spots for: "Back To The Wheel"

- Television (One 60 sec. & one 30 sec.)
  - Filmed Spots
  - 3/4" Videocassette
- Radio (Five 60 sec. & five 30 sec. taped spots)

I understand the spots will be sent without cost or obligation.

Public Service Director \_\_\_\_\_

Station \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_



# HART TO HART

## SOLD: 42 MARKETS!

### Including all of the top 10!

NEW YORK  
LOS ANGELES  
CHICAGO  
PHILADELPHIA  
SAN FRANCISCO  
BOSTON  
DETROIT  
WASHINGTON, D.C.  
CLEVELAND  
DALLAS  
HOUSTON  
PITTSBURGH  
MIAMI  
MINNEAPOLIS  
TAMPA  
ST. LOUIS  
DENVER  
SACRAMENTO  
INDIANAPOLIS  
HARTFORD  
PHOENIX

WOR-TV  
KHJ-TV  
WBBM-TV  
WCAU-TV  
KTZO  
WSBK-TV  
WJBK-TV  
WRC-TV  
WKYC-TV  
KNBN-TV  
KTXH  
KDKA-TV  
WCKT  
KMSP-TV  
WTSP-TV  
KMOX-TV  
KWGN-TV  
KQVR  
WRTV  
WVIT  
KPHO-TV

SAN DIEGO  
KANSAS CITY  
MILWAUKEE  
ORLANDO  
NEW ORLEANS  
MEMPHIS  
ALBANY, N.Y.  
LITTLE ROCK  
SHREVEPORT  
TOLEDO  
JACKSONVILLE  
FRESNO  
SYRACUSE  
SANTA FE  
ROCHESTER, N.Y.  
AUSTIN  
LAS VEGAS  
RENO  
CHICO-REDDING  
MEDFORD  
GLENWOOD SPRINGS, CO.

KCST-TV  
KCTV  
WITI-TV  
WOFL  
WGNO-TV  
WMC-TV  
WNYT  
KARK-TV  
KSLA-TV  
WTVG  
WJXT  
KSEE  
WTVH  
KSAF-TV  
WHEC-TV  
KVUE-TV  
KLAS-TV  
KAME-TV  
KRCR-TV  
KOBI  
KCWS

A RONA II and Spelling / Goldberg Production  
in association with



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

## TV ONLY

**Tree Top Inc.** □ Apple juice will be spotlighted in five-week campaign beginning today (Jan. 2) in 15 markets. Commercials will air in day, early and late fringe, prime access and prime time. Target: women, 25-54. Agency: McCann-Erickson, Seattle.

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

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

## Religious Public Relations Council

announces

### the 1984 National WILBUR AWARDS

for journalism  
radio-TV, cable,  
public relations, multi-media  
programs

*recognizing special  
achievement in the  
communication of  
religious values*

30 local and  
national categories

**Entry deadline: February 15, 1984**

FOR ENTRY FORMS:



Martin J. Neeb  
WILBUR AWARDS

Box 71, Tacoma, WA 98447-0003

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

**Stouffers** □ Frozen food entrees and frozen pizza will be spotlighted in 61 and 68 markets respectively. Campaigns begin Jan. 9 for four weeks in all dayparts, excluding prime time for pizza. Target: women, 18-49. Agency: Creamer Inc., Pittsburgh.

**Tasty Baking Co.** □ Tastykake snack food will be highlighted in six-week campaign to begin Jan. 9. Spots will air in 10 markets in day and prime time. Target: women, 25-54. Agency: Weightman Inc., Philadelphia.

**Van de Kamp** □ First-quarter flight promoting Mexican and Chinese Classics, frozen dinner entrees, will begin Jan. 16 and conclude March 25. Spots will air in 25 markets in day, early and late fringe and prime access. Target: adults, 18-49. Agency: Dilorio, Wergeles Inc., New York.

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

## RADIO ONLY

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

**Hanes Hosiery** □ L'eggs products will be highlighted in three-week flight beginning in mid-January in 20 markets. Spots will run in all dayparts. Target: women, 18-49. Agency: Dancer Fitzgerald Sample, New York.

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

## Rep Report

To Christal Co.: WKIX(AM)-WYYF(FM) Raleigh, N.C., and WGLD-FM High Point, N.C., both from Blair Radio.

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

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

KNAN(FM) Monroe, La.: To P/W Radio from Frederick W. Smith.

in a.m. drive, day, p.m. drive and weekends. Target: adults, 35-54. Agency: Ogilvy & Mather, Chicago.

## RADIO AND TV

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

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

**Trans South** □ Financial services will be promoted in two-week flight beginning today (Jan. 2) in Tennessee, Virginia, North Carolina, South Carolina, Florida, Georgia and Alabama markets. Radio flight will air in 6 a.m.-7 p.m. daypart and TV buy will air in prime and prime access. Target: men, 25-49. Agency: Loeffler Marley Mountjoy, Charlotte, N.C.

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

**INTER**  **ACTER™**

You have to play it to believe it! Interactive TV in which your viewers control video game action on the screen from their home by telephone.

From Barry & Enright.

Play with us at The

Biltmore during INTV,

January 14-18. Call today

for a private demonstration appointment.

(213) 277-7751.



**COLBERT TELEVISION SALES**

1888 Century Park East • Los Angeles, California 90067 • (213) 277-7751  
441 Lexington Avenue • New York, New York 10017 • (212) 687-4840  
3155 Roswell Road, N.E. • Atlanta, Georgia 30305 • (404) 239-0300

**Warner Bros.**, for more than  
two decades, has consistently  
supplied the greatest number  
and the most important  
features for syndication.



Volume 24 continues  
the tradition and the new  
era of commitment to  
supply you with the best.

Warner Bros. Television Distribution



A Warner Communications Company

# Ninety seconds of humor and humanity every weekday in '84!

## Mark Shields... On the Campaign Trail

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

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

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

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

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

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



Public Affairs Satellite System, Inc.



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

**Pacific Bell** □ Business use will be emphasized in campaign beginning today (Jan. 2) and running through

March 25 in four California markets: San Diego, Sacramento, San Francisco and Los Angeles. TV spots will air in fringe and prime times and in sports programs and in drive times on radio. Target: adults, 25-54. Agency: Foote, Cone & Belding, San Francisco.

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

## Advantage



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



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

**HERE  
ARE  
THE  
FACTS**

**me**



***Congratulations!***

**WNEW** • New York — Metromedia  
**KTTV** • Los Angeles — Metromedia  
**WGN** • Chicago — Tribune



Available  
Now - For  
Fall 1986.

153 Half Hours

# the Facts of Life



DISTRIBUTED EXCLUSIVELY THROUGH  
 EMBASSY TELECOMMUNICATIONS  
1901 Avenue of the Stars, Los Angeles, CA 90067 • (213) 553-3600

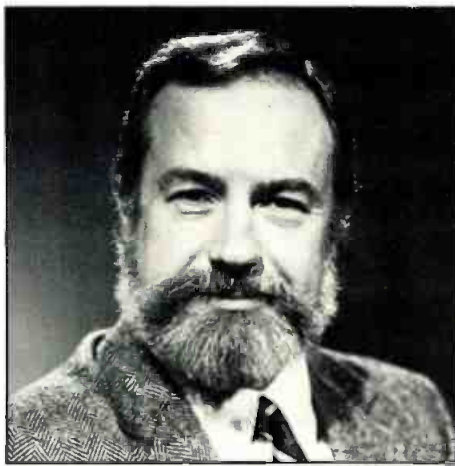
A broadcast news and regulation commentary from Bruce C. McGorrill, executive VP, Maine Broadcasting System.

## A case for keeping the rule of seven's

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

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

Historically, the government's need to reach the populace has—for the most part—been obvious and justified. Traditional uses include the President's State of the Union address and cabinet members' press conferences on subjects of national importance, including wartime briefings. Presidential press conferences and fireside chats have been greeted with the courtesy due the office and with minimal abuse by the office holder. The lack of a government network, such as the CBC or BBC, has not bothered our executive or legislative branches enough to change the "rules." Nor have broadcasters given government reason to change the system. There has been no "wall of opposition" too formidable for government to penetrate. Why? Because 7-7-7 created an industry fractionalized in number and localized in interest. Admittedly, the limitations are arbitrary, but the net effect has been to foster a diversification of broadcast ownership that rallies in time of national interest but continually reflects the local, regional and/or cultural interests that exist by the hundreds in this country. Although the networks provide a technical conduit, the final decision to air is in the hands of the license holder—by logic and by law. We have seen a balance evolve. Government has been circumspect



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

in requesting clearance and stations have been thoughtful and courteous in agreeing.

The FCC has been very up-front in its desire to do away with 7-7-7. There have been almost no voices saying "no" and very few saying "let's moderate the rule." The thrust is to eliminate all numerical restrictions on ownership. Those with the largest industry voice, the major market/group operators, are very forthright in wanting no restrictions on their station ownership growth. With the profits from major market television they have tried cable, cable networks and program syndication—none of which compare to station ownership for profitability. Imagine where unlimited ownership could lead, and what the government's response could be 20 years from now.

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

And it is only logical that when we know how to run a profitable operation we expand in the areas we know best. Newspapers today are run increasingly by a small number of chain operators. But the newspaper indus-

try is not one into which government can legislate admittance, while broadcasting is. To some, bigger is better. The argument is made that expanded groups would be a source of programing, and that is undoubtedly true. But groups are doing that now, with some success. Until now, the problem has been not so much funding and ideas, but "deliverance." The cost of coast-to-coast transmission put the risk too high. Today the "satellite solution" has broken that barrier. Ideas brought to the marketplace can be aired nationwide simultaneously.

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

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

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

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

If you agree, the time to act is growing short. The elimination of the 7-7-7 rule may set in motion a new set of dynamics involving the government, broadcasters and the public.

# ADVERTISER-SUPPORTED PROGRAMMING YOU CAN COUNT ON!

COMING BACK FOR A  
FOURTH SEASON!



## HARDY BOYS/ NANCY DREW MYSTERIES

After three incredibly successful seasons in syndication, we're bringing this ABC network series back for a well-deserved fourth! Shaun Cassidy, Parker Stevenson and Pamela Sue Martin star!

SECOND SEASON...ALL  
NEWLY-RELEASED EPISODES!



© 1984 UNIVERSAL CITY STUDIOS INC. ALL RIGHTS RESERVED

## SWITCH HITS

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

AVAILABLE FALL 1984

FOR MORE INFORMATION, CALL (212) 605-2751, TODAY!

# MCA TV

VISIT US AT INTV, BILTMORE HOTEL

# Record-Breakers! Specials In Pa

## SUPERSTAR POWER FOR THE SWEEPS!

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

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

Mel Brooks

Burt Reynolds

Dudley Moore

Mr. T

# STARS

WITH DAVID STEINBERG

Sally Field

Jane Seymour

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

# We Produce





# Where Things Stand

A quarterly status report on the unfinished business of electronic communications.

Copyright 1984 Broadcasting Publications Inc. May be quoted with credit.

**AM-FM allocations.** FCC has approved plan that will reduce protection to clear channel stations and allow addition of 125 more unlimited-time AM stations on clear and adjacent channels (BROADCASTING, May 29, 1980). About 200 clear channel applications are on file or have been designated for hearing. In 1982, FCC stopped accepting applications for unlimited stations so it could complete negotiations with Canada over future use of clears. FCC already has approved new U.S.-Canada agreement, but agreement is awaiting signatures of Department of State and Canadian government (BROADCASTING, Nov. 21, 1983). FCC also has amended rules to permit it to accept applications for new and improved daytime-only stations within nighttime service area of Class I-A stations on clear channels. Petitions for reconsideration were denied earlier this year (BROADCASTING, April 4, 1983). FCC has received about 150 applications.

On another front, FCC approved lion's share of thatck 80-90, move that could lead to creation of more than 1,000 new commercial FM stations (BROADCASTING, May 30, 1983). Decision created three new classes of stations and permits certain classes to operate on channels previously restricted to other classes. Petitions for new stations won't be accepted until commission completes omnibus rulemaking proposing, on its own, about 500 to 600 amendments to table of allocations. That rulemaking isn't expected to be issued this month. Report and order isn't expected until fall. Under FCC game plan, all petitions for FM table amendments—and applications for new FM's and FM modifications—received on or before last Dec. 16 were to be entered into database used to generate new allocations and protected (BROADCASTING, Dec. 12, 1983). All petitions and applications filed after Dec. 16 that are in conflict with one proposed in omnibus proceeding, or with counterproposal to one of those, will be considered along with other counterproposals. Those that aren't in conflict will be processed as usual after counterproposals have been received. But petitions for rulemaking filed after FCC adopts notice of proposed rulemaking in omnibus proceeding will only be accepted if they conflict with proposal in omnibus proceeding.

FCC also voted to permit AM daytimers to increase their hours of operation (BROADCASTING, Sept. 12, 1983). U.S. already has reached agreement with Canada that permits implementation of part of plan (BROADCASTING, Nov. 21, 1983), and AM daytimers already have received permission to begin post-sunset operation, even though Canada and U.S. haven't formally signed new agreement (BROADCASTING, Dec. 5, 1983). When fully implemented—assuming agreement also is reached with Mexico—commission's rules will permit dozen stations operating east of dominant I-A outlets to begin their broadcast day at 6 a.m. Some two dozen operating west of dominant station and outside its service area will also be permitted to start at 6 a.m. local time, regardless of time of sunrise at

dominant station. Two hundred daytimers operating on Canadian clears will be allowed to start their broadcast day at 6 a.m. And 2,000 stations—all but 406 of existing daytimers—will be able to operate for up to two-hours after sunset with up to 500 w.

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

□

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

FCC's action was contrary to wishes of most broadcasters and receiver manufacturers, which feared marketplace approach would kill AM stereo or at least delay its introduction. Four system proponents—Harris, Kahn/Hazeltine, Motorola and Magnavox—are now waging battle for marketplace acceptance. Belar Electronics, fifth system proponent, has dropped out. Kahn system, first to win type-acceptance, was first on air, in July 1982—at KDKA Pittsburgh and KTSA San Antonio, Tex. (BROADCASTING, Aug. 2, 1982). Stations broadcasting with other systems followed. Harris, which has 65 stations on the air, more than any of the other proponents, suffered setback in August. Charging that Harris exciter was not properly type-accepted, FCC ordered Harris stations to pull plugs on their exciters and told Harris to stop marketing units. But after Harris refiled for type acceptance and some preliminary testing of exciter, FCC gave stations permission to switch back into stereo mode while type-acceptance testing continued.

Prospect of two or more of four systems coexisting in marketplace for number of years was raised with introduction of multisystem receivers capable of decoding all systems. In August, Sony began shipping portable AM stereo/FM stereo portable radio (SRF-A100) with multisystem capability and with retail price of \$89.95.

**Cable copyright.** Future of cable copyright legislation in 98th Congress continues to appear dim since compromise copyright bill (H.R. 5949) died during close of 97th Congress (BROADCASTING, Dec. 6, 13, 1982). No efforts were made in 1983 in House or Senate to introduce similar legislation or to pull compromise together. Nor does it appear likely to occur this year. Instead, cable industry's attention will reportedly stay focused on ruling by Copyright Royalty Tribunal that increased rates cable operators must pay for distant broadcasting signals. Increase took effect March 15, 1983. Impact of rate hike on MSO's, however, doesn't appear as severe as originally predicted by industry (BROADCASTING, March 21, 1983).

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

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

In Senate, Dennis DeConcini (D-Ariz.) introduced measure, S.1270, that would exempt cable systems from paying higher compulsory license fees ordered by CRT for carrying what bill calls "national cable broadcast networks"—superstations that pay for national rights to their programming.

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

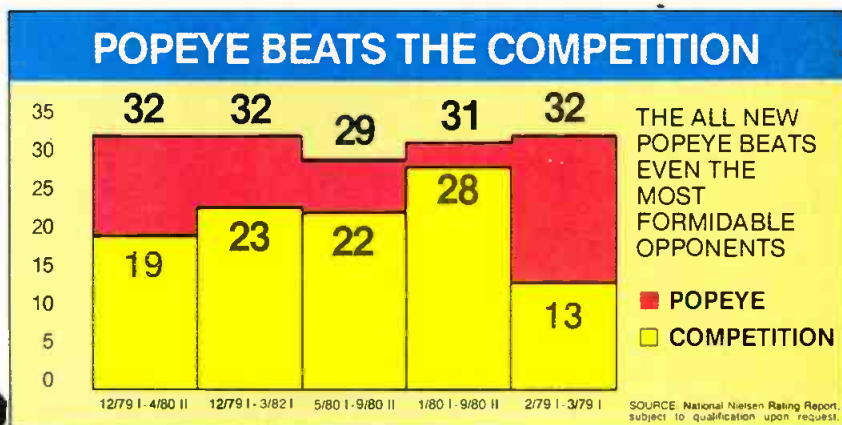
In other CRT action, tribunal's decision on distribution of 1980 royalty fees is being appealed by National Association of Broadcasters and other parties in U.S. Court of Appeals. Issue is still pending before court. Discussions of distribution of royalty fees for 1981 drew to close last August. All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

□

**Cable regulation.** House Telecommunications Subcommittee approved cable deregulation bill (H.R. 4103), despite attempts by some members to delay action. Bill is based on, but in some instances is strikingly different from, one passed by Senate, has been referred to parent Energy and Commerce Committee. (Senate approved its cable bill, S.66, by vote of 87-9 in June after long debate and despite stiff resistance against measure from AT&T and some big cities [BROADCASTING, June 20, 1983]). Same

*Continued on page 85*

# DON'T BE BULLIED BY THE COMPETITION



Popeye received a larger average share than each of these popular cartoon shows when he ran against them in the 5 seasons it was on network (1978-79 to 1982-83). In fact, Popeye beat *all* his network competition in this period 74% of the time! With *The All New Popeye* in your corner, you can't help but come out a winner.

**ALL NEW**



**King Features Entertainment**

A subsidiary of The Hearst Corporation

235 East 45th St., New York, N.Y. 10017 Phone: 212-682-5600 Telex: 7105812391  
London Phone: (01) 434-1852 Telex: 266570 Los Angeles Phone: (818) 889-2047

1983 King Features Syndicate, Inc. Worldwide Rights Reserved

## This week

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

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

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

**Jan. 8-10**—*California Broadcasters Association* mid-

■ Indicates new or revised listing

winter convention. Keynote speaker: FCC Chairman Mark Fowler. Speakers also include radio talk show host Larry King and Mutual Broadcasting System President Martin Rubenstein. Sheraton Plaza hotel, Palm Springs, Calif.

**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.

## Also in January

**Jan. 9**—Deadline for entries in George Foster Peabody Awards for public service by radio and TV, sponsored by *University of Georgia, School of Journalism and Mass Communications*. Information: (404) 542-3785.

**Jan. 9**—Deadline for entries in *Sigma Delta Chi* Distinguished Service Awards for outstanding achievements

in journalism. Information: SDX, 840 North Lake Shore Drive, Suite 801W, Chicago, 60611.

**Jan. 10**—*New York Market Radio Broadcasters Association* radio sales seminar. Grand Hyatt hotel, New York. Information: (212) 935-3995.

**Jan. 10**—*New York chapter, American Women in Radio and Television*, seminar, "Advertising Trends Projections." Clairol headquarters, 345 Park Avenue, New York.

**Jan. 11**—*Illinois Broadcasters Association* board of directors meeting. Springfield Hilton, Springfield, Ill.

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

**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: AAWRT, (202) 296-0009.

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

**Jan. 16**—Deadline for entries in JC Penney-University of Missouri Television Awards for Community Leadership, sponsored by *School of Journalism, University of Missouri-Columbia* and *JC Penney Co.* Information: (314) 882-7771.

**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.

**Jan. 17**—*Southern California Cable Association* meeting. Speaker: Ron Castell, Satellite Television Corp. Airport Hilton, Los Angeles.

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

**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.

## Major Meetings

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**May 30-June 2**—*American Women in Radio and Television* annual convention. Palmer House, Chicago. Future conventions: May 7-11, 1985, New

York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

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

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

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

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

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

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

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

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

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

**Nov. 18-21**—*AMIP '84, American Market for International Programs*, second annual program marketplace, organized by Perard Associates with MIDEV and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach.

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

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

**Jan. 23-27**—MIDEM '84, international record and music publishing market and international radio program market. Palais des Festivals, Cannes, France. Information: Harvey Seslowsky, Perard Associates, 100 Lafayette Drive, Syosset, N.Y., 11791; (516) 364-3686.

**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, Hears/ABC/Macom Entertainment Services (H/A/E/S). Copacabana, New York.

**Jan. 25**—New Jersey Broadcasters Association semi-annual sales seminar. Holiday Inn, North Brunswick, N.J.

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

**Jan. 28-31**—Radio Advertising Bureau's managing sales conference. Speakers include John Naisbitt, author of *Megatrends*; Dr. Norman Vincent Peale, author and lecturer, and Richard DeVos, co-chairman, Mutual Broadcasting System, and president, Arway Corp. Amfac 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. 30**—Deadline for reply comments on FCC proposed rulemaking on use of aural subcarrier in TV baseband. FCC, Washington.

**Jan. 31**—Deadline for entries in 16th annual Robert F. Kennedy Journalism Awards for outstanding coverage of the problems of the disadvantaged, sponsored by Robert F. Kennedy Memorial. Information: Caroline Croft, (202) 628-1300; 1031 31st Street, N.W., Washington 20007.

## February

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

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

## Errata

SSC&B Inc., New York, is agency for Bannigan's Tavern & Restaurant, not NW Ayer, as reported in "Business Briefly," in Dec. 12 issue.

□

Guam Radio Services Inc.'s application for new FM at Agana, Guam, incorrectly reported as dismissed in Dec. 5, "For the Record," was granted. Correct information is reported this week on page 89.

□

Awards given by International Film & TV Festival in advertising category were grand awards, not gold, as stated in Dec. 12 issue.

**Feb. 2**—International Radio and Television Society newsmaker luncheon, featuring three network entertainment division presidents: Brandon Tartikoff, NBC; Bud Grant, CBS, and Lewis Erlich, ABC. Waldorf-Astoria, New York.

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

**Feb. 5**—Deadline for entries in "Mark of Excellence" contest, recognizing student reporters, editors, broadcasters, cartoonists and photographers, sponsored by Society of Professional Journalists, Sigma Delta Chi. Information: Virginia Holcomb, 840 North Lake Shore Drive, Suite 801W, Chicago, 60611; (312) 649-0224.

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

■ **Feb. 6-7**—Michigan Association of Broadcasters winter conference. Harley hotel, Lansing.

**Feb. 7**—West Virginia Broadcasters Association sales seminar. Sheraton-Lakeview Resort, Morgantown, W. Va.

**Feb. 7**—New York chapter, American Women in Radio and Television, seminar, "Computers and the Communications Field." Clairol headquarters, 345 Park Avenue, New York.

**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. 8**—West Virginia Broadcasters Association sales seminar. Charleston Marriott, Charleston, W. Va.

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

**Feb. 10-11**—18th annual Society of Motion Picture and Television Engineers television conference. Theme: "Image Quality—A Time for Decisions." Queen Elizabeth hotel, Montreal. Information: (914) 472-6606.

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

**Feb. 15**—Deadline for entries in Broadcasters Promotion Association's International Gold Medallion Awards competition, recognizing "excellence in the marketing of electronic communications." Information: Dr. Hayes Anderson, Department of Telecommunications and Film, San Diego State University, San Diego 92182; (619) 265-6570.

**Feb. 15**—Deadline for entries in Vanguard Awards, for "programs presenting positive nonstereotypical portrayals of women," sponsored by Women in Communications. Information: (512) 346-9875.

**Feb. 15**—Deadline for entries in Wilbur Awards, honoring excellence in "presentation of religious values by radio and television stations and producers, sponsored by Religious Public Relations Council. Information: Martin Neeb, Pacific Lutheran University, Tacoma, Wash., 98447.

**Feb. 15**—Deadline for entries in 11th Athens International Film/Video Festivals, sponsored by Athens Center for Film and Video and supported by grants from National Endowment for the Arts, Ohio Arts Council and Ohio University College of Fine Arts. Information: (614) 594-6888.

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

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

**Feb. 23-26**—Technology Entertainment Design (T.E.D.) Communications Conference. Keynote speaker: Frank Stanton, President Emeritus of CBS Inc. Participants include Steve Sohmer, senior VP, NBC Entertainment, and Carl Spielvogel, chairman and chief

executive officer, Backer & Spielvogel Advertising. Monterey Conference Center, Monterey, Calif. Information: Judi Skalsky, (213) 854-6307.

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

## March

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

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

**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 14-16**—Arkansas Cable TV Association annu-



## Bud Groskopf

President of  
**NTA**

wishes you a  
successful 1984.

Visit with Bud at NATPE '84  
NTA Exhibit, 404 Post Street

National Telefilm Associates, Inc.  
12636 Beatrice Street, P.O. Box 66930  
Los Angeles, California 90066-0930  
Telephone: (213) 306-4040  
Telex/Twx: 910 343 7417

al convention and trade show. Excelsior hotel, Little Rock, Ark. Information: Floyd White, (501) 898-2626.

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

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

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

**March 27-28**—LPTV West '84, West Coast conference and exposition for low-power TV, sponsored by *National Institute for Low Power Television*. Disneyland hotel, Anaheim, Calif. Information: John Reilly, (212) 966-7526, or Don DeKoker, (203) 852-0500.

**March 28**—*International Radio and Television Soci-*

*ety "newsmaker" luncheon.* Speaker: Grant Tinker, chairman and chief executive officer, NBC. Waldorf-Astoria, New York.

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

## April

■ **April 1**—Deadline for entries for *Radio-Television News Directors Association* awards. Entries can be sent to RTNDA President Dean Mell, KHQ Inc., South 4202 Regal, Spokane, Wash. 99203.

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

# Open Mike

## Gone overboard

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

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

Let's not be caught up in the deregulation fervor unless it truly benefits our industry. Not all of the proposals and actions taken to date are in either our or the public's interest.—*Bob Greenlee, president, KADE(AM)-KBCO(FM) Boulder, Colo.*

## Two more for the bandwagon

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

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

The big task we face is educating the public on the merits of AM stereo, so that the multisystem sets can survive and prosper. What we need is a dedicated industry dialogue on AM stereo, perhaps at the National Association of Broadcasters convention, to exchange ideas and pool our thoughts on promotion and advertising to help perpetuate the credibility of our brand new medium. Let's go out and promote multisystem with the radio manufacturers, the car dealers and whoever else wants to "listen."

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

Fred Walker made his point well. However, I wish he had put as much heat on the AM broadcasters as on the manufacturers. FM's went stereo long before car radios did and it's not likely to be a lot different with AM stereo. Auto dealers can't sell AM stereo car radio to a buyer who doesn't have a wide choice of AM stereo to tune in.

It should be obvious to more broadcasters that stereo is what is needed for AM to achieve maximum potential success in the competition with FM for audience shares.

But broadcast investors clearly are reluctant when it comes to long-term versus short-term gain. Over the years they become accustomed to relatively low capital investment for attractive returns. That's got to change or they'll be causing their own future red-ink ledger sheets. For AM's to stay alive and healthy, they've got to bite the bullet and install it. When listeners are missing something because they don't have it, then they'll buy it.

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

## Fed up

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

## Broadcasting Publications Inc.

Founder and Editor  
Sol Tishoff (1904-1982)

Lawrence B. Tishoff, president  
Donald V. West, vice president  
David N. Whitcombe, vice president  
Jerome H. Heckman, secretary  
Philippe E. Boucher, assistant treasurer

# The Fifth Estate Broadcasting

1735 DeSales Street, N.W., Washington 20036  
Phone: 202-638-1022

Lawrence B. Tishoff, publisher.

## Editorial

Donald V. West, managing editor  
Leonard Zeldenberg, chief correspondent  
Mark K. Miller, senior news editor  
Kira Greene, assistant to the managing editor  
Harry Jessell, associate editor  
Doug Halonen, Matt Stump, Kim McAvoy, assistant editors  
John Eggerton, staff writer  
Anthony Sanders, systems manager  
Susan Dillon, Marcia Klein, Geoff Folsie, Jeanne A. Omohundro, research assistants  
Senior Editorial Consultants  
Edwin H. James (Washington)  
Rufus Crater (New York)

## Editorial Consultants

Frederick M. Fitzgerald (Washington)  
Rocco Famighetti (New York)  
Broadcasting ■ Cablecasting  
Yearbook  
Mark Jeschke, manager  
Joseph A. Esser, associate editor  
Daniel L. Martucci, production assistant

## Advertising

Washington  
Gene Edwards, director of sales and marketing  
John Andre, sales manager (equipment and engineering)  
Doris Kelly, sales service manager  
Christopher Moseley, classified advertising manager  
New York  
David Berlyn, senior sales manager  
Charles Mohr, Ruth Windsor, sales managers  
Hollywood  
Tim Thomatz, sales manager  
Circulation  
Kwentin K. Keenan, circulation manager  
Patricia Waldron, Sandra Jenkins, Debra De Zarn, Joseph Kolthoff, Chris McGirr

## Production

Harry Stevens, production manager  
Don Gallo, production assistant  
Administration  
David N. Whitcombe, vice president/operations  
Philippe E. Boucher, controller  
Albert Anderson  
Irving C. Miller, financial consultant  
Debra Shapiro, secretary to the publisher  
Wendy J. Liebmann

Corporate Relations  
Patricia A. Vance, director

## Bureaus

New York: 630 Third Avenue, 10017.  
Phone: 212-599-2830.  
Kathy Haley, bureau news manager  
Stephen McClellan, assistant editor  
Vincent M. Ditingo, senior editor: radio  
John Lippman, staff writer  
Marie Leonard, Mona Gartner, advertising assistants  
Hollywood: 1680 North Vine Street, 90028.  
Phone: 213-463-3148.  
Richard Mahler, correspondent  
Tim Thomatz, Western sales manager  
Sandra Klausner, editorial-advertising assistant





**ABP** American Business Press Inc.

Founded 1931. Broadcasting-Teletesting \* Introduced in 1946. Television \* acquired in 1961. Cablecasting \* introduced in 1972. Reg. U.S. Patent Office. Copyright 1984 by Broadcasting Publications Inc.

**TELEVISION. Cablecasting.**

**Fargo-Valley City, ND.**

**Affiliations**  
**SWITCHED**  
**Audiences didn't.**

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

**BE THERE**

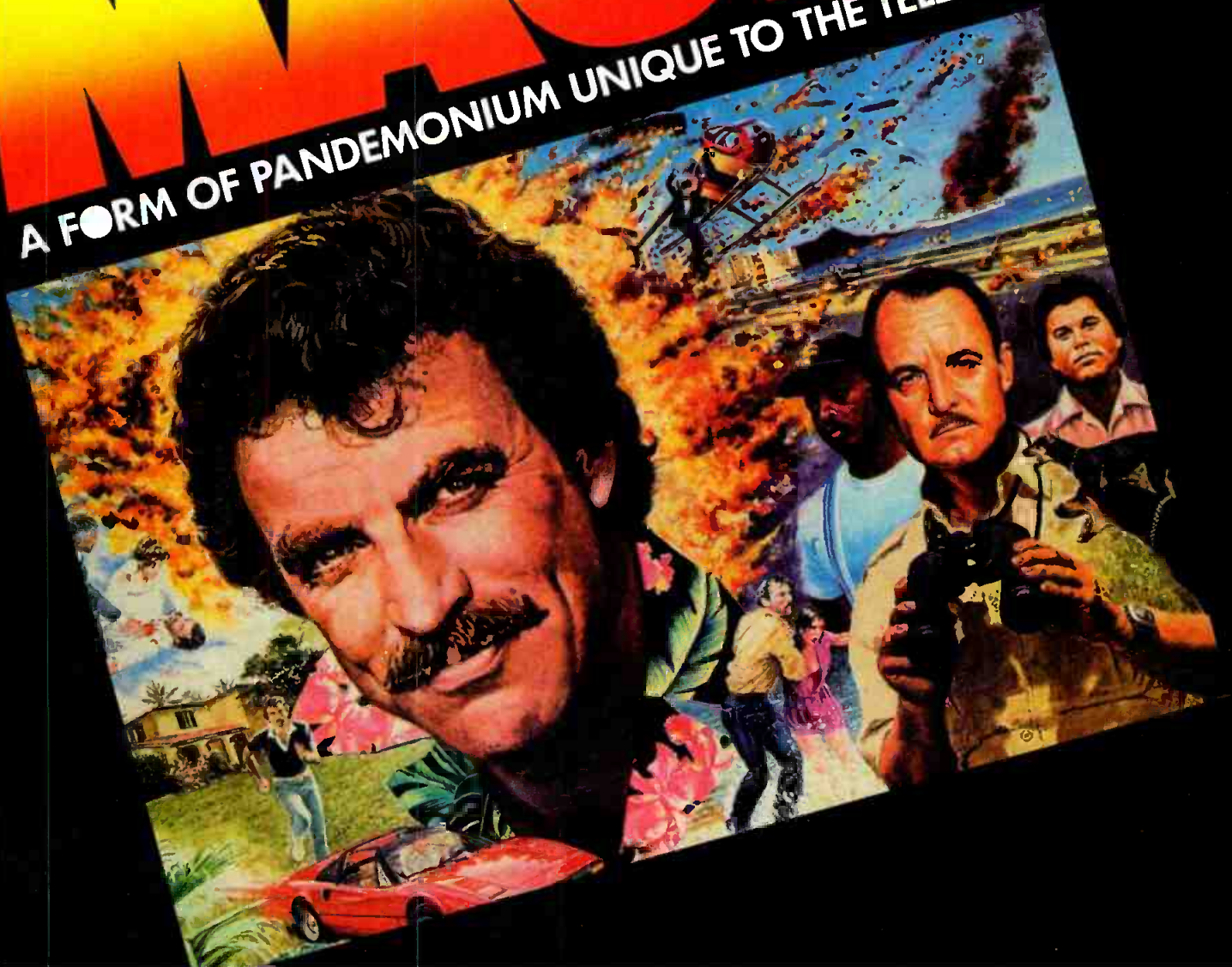


\* NSI Shares-Source: May, 1983, Fargo-Valley City, ND  
 Nov., 1983, Fargo-Valley City, ND  
 Share Change: May, '83 VS Nov., '83

\*\*WDAY+ includes WDAZ-Devil's Lake, ND

# MAGNUM

A FORM OF PANDEMONIUM UNIQUE TO THE TELEVISION BUSINESS





# MAGNUM

63 Magnummarkets...  
with more to come!

New York  
Los Angeles  
Chicago  
San Francisco  
Boston  
Detroit  
Washington, D.C.  
Cleveland  
Dallas / Ft. Worth  
Houston  
Pittsburgh  
Miami  
Minneapolis  
Atlanta  
Tampa / St. Petersburg  
Denver  
Baltimore  
Sacramento  
Portland  
Indianapolis

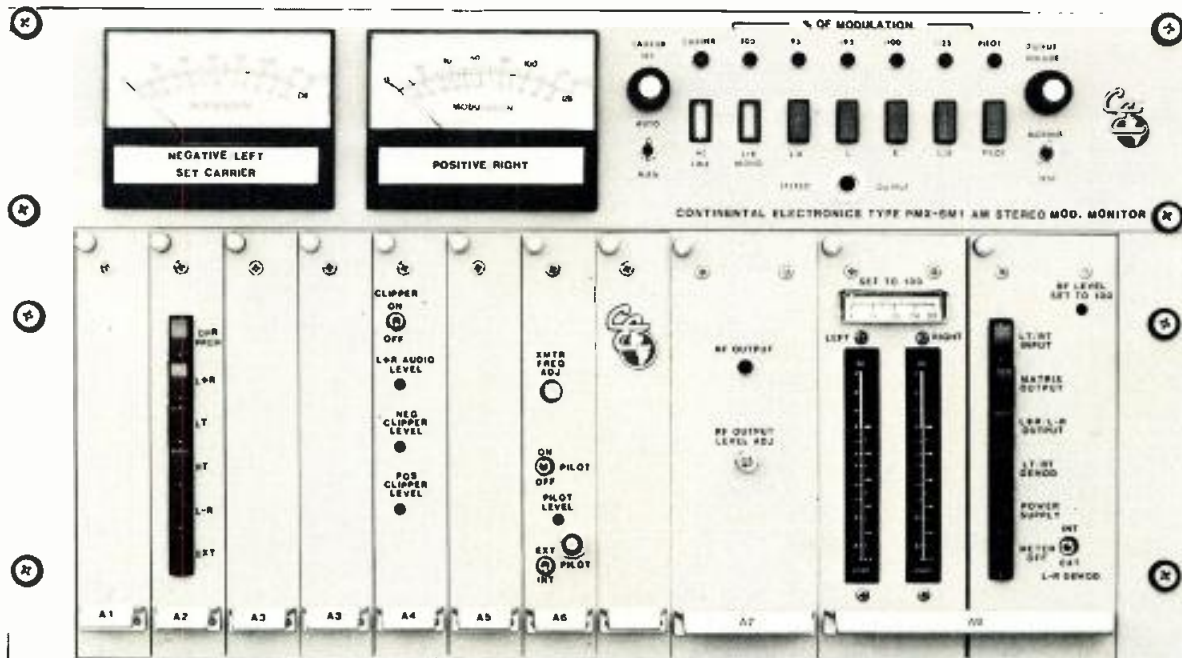
Hartford  
Phoenix  
San Diego  
Kansas City  
Cincinnati  
Milwaukee  
Nashville  
Charlotte  
Buffalo  
Orlando  
New Orleans  
Columbus, Ohio  
Memphis  
Grand Rapids  
Raleigh  
Oklahoma City  
Providence  
Louisville  
San Antonio  
Norfolk  
Birmingham  
Greensboro

Albany  
Little Rock  
Shreveport  
Tulsa  
Mobile  
Fresno  
West Palm Beach  
Syracuse  
Albuquerque  
Jacksonville  
Green Bay  
Rochester  
Lexington  
Honolulu  
Huntsville  
Las Vegas  
Augusta  
Savannah  
Columbus, Georgia  
Montgomery  
Boise

**MAGNUM**  
**MCA TV**

INTV Biltmore Hotel / Suite 6357

# Your winning combination for AM Stereo



## Is AM Stereo ready to move up?

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

### Which system is #1?

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

## Hearing is believing.

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

### The Winning Combination

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

We've built a world-wide reputation for high-quality AM transmitters that offer unmatched

on-air reliability with complete transparency.

Ultimately, the day-to-day operation of your AM Stereo System will depend upon equipment and service.

We stand on our track record of providing the best of both.

If you're considering AM Stereo, or if you just want more facts, give us a call. You can't lose.

Continental Electronics Mfg. Co.  
PO Box 270879 Dallas, Texas 75227.  
Phone: (214) 381-7161

*Continental Electronics*

© 1983 Continental Electronics Mfg. Co./5452



# Broadcasting Jan 2

Vol. 106 No. 1

TOP OF THE WEEK

## FCC strikes the flag on children's TV

**Rivera takes lone stand in favor of maintaining broadcast responsibility; majority contends other media in marketplace lessen nation's reliance on over-air stations but there's still ambiguous suggestion that broadcasters may not vacate field entirely**

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

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

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

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

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

In its order—which William Johnson, deputy chief, Mass Media Bureau, de-

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

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



Rivera

Rivera, however, called the decision a "rape" of the FCC's 1974 policy statement on the issue, which said broadcasters were obligated to provide programming designed especially for children, to schedule those throughout the week, to develop more educational and informational programs, and to air programs directed at specific age groups. "This is a sad day for children in this country," Rivera said. "The report and order that will be adopted by my colleagues today writes the epitaph of the FCC's involvement in children's television. . . . In sum, the residual duty of the FCC is hollow to the core." Rivera said he prefers marketplace reliance to regulation "whenever regulatory objectives can be obtained. This is simply not one of those situations," he said. "Children are

not effective players in the commercial television marketplace. . . ."

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

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

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

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

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

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

The Court of Appeals in Washington had directed the FCC to act on the proceeding before last year's end. □

## Westmoreland, CBS blitz media and court with documents in 'Vietnam Deception' lawsuit

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

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

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

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

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

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

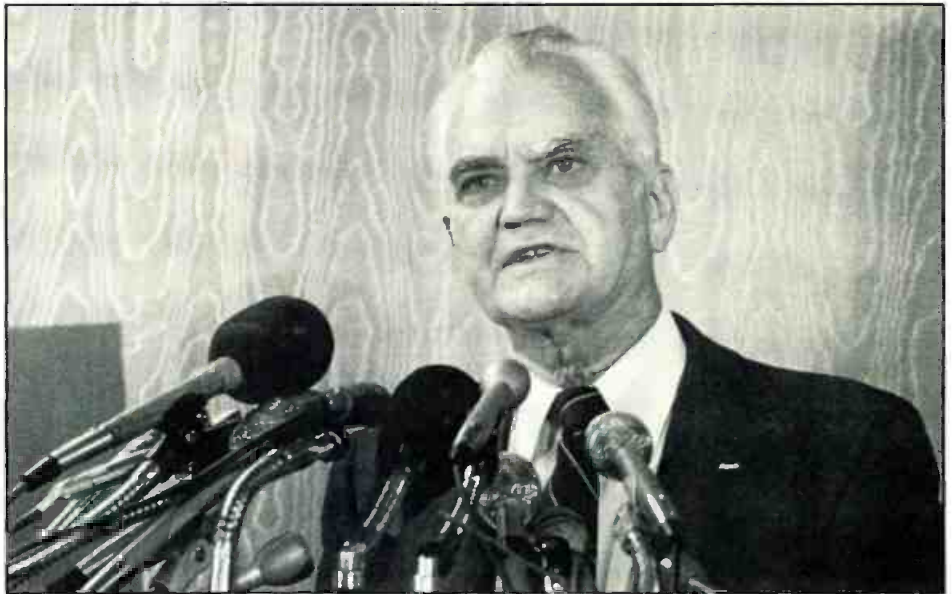
Speaking for CBS at the subsequent news conference, John Scanlon, a public relations consultant, said, "The management of CBS News fully supports the content of the documentary." And the lawyer defending CBS against the suit, David Boies, of the New

York firm of Cravath, Swain & Moore, said that if the documentary discussed matters for which Westmoreland could be court-martialed, "that is all the more reason for a press inquiry."

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

is break Westmoreland." Crile, who attended the news conference, was asked to explain the remark. "It was a long, careful memorandum that set forth the dispute on the enemy troop strength figures." Crile said he wanted to be sure Wallace presented Westmoreland "with the enormous bulk of the evidence so he could address the question and not avoid it."

Another Crile memorandum to Wallace has nothing to do with the preparation of the documentary but, rather, with Crile's reaction to the manner in which CBS News executive Burton Benjamin was conducting the inquiry that Van Gordon Sauter, then president of CBS News, had ordered following the *TV Guide* article accusing CBS of "smearing" Westmoreland in the documentary. Crile expressed concern that CBS was not "acting in its own best interest." It's "a simple question" of whether CBS believes in the "substantive points" made in the broadcast. "Forget process," he said. The Benjamin Report, which CBS turned over to Westmoreland only after being ordered to do so by the court, discussed 11 "principal flaws" in the program, and said there was "an im-



Westmoreland

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

Westmoreland also made public a memorandum the documentary's producer, George Crile, had written to Mike Wallace, who served as correspondent on the show, that suggested, at least, a determination to bring Westmoreland down. Drafted as an instruction to Wallace on the approach to be taken in his interview with Westmoreland, the memorandum said, "Now all you have to do

balance" in the handling of what it referred to as the historic and controversial subject.

As for the "substantive points," CBS accumulated considerable support for them from those who provided the network with affidavits. Richard D. Kovar, a former CIA officer who served in Vietnam during the 1960's and who now prepares President Reagan's *Daily Brief*, a digest of current foreign intelligence, wrote, "I believe the CBS documentary was a great service to the intelligence process—a process which was served so poorly by the CIA and the military alike during the period prior to the Tet Offensive of 1968." It was a thesis of the documentary that, because the U.S. military in Saigon had published figures of enemy troop strength demonstrably too low, the U.S. public and



Boies

government were unprepared for the ferocity of the Communist offensive. "Indeed," Kovar added, "I believe that CBS should rebroadcast the documentary in prime time on each anniversary of the Tet Offensive so that no intelligence analyst, soldier or citizen who watches it will ever let anything like it happen again."

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

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

To Westmoreland, in his opening statement, the conflict regarding estimates of enemy troop strength were of a piece with the "extensive, sometimes bitter, disputes [that]

are an inherent part of intelligence gatherings." Then he added: "We know now, and believe we will be able to demonstrate, how CBS deliberately chose to metamorphose this intelligence debate into a conspiracy. But disagreement among intelligence analysts is neither new nor the stuff of treason."

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

## NFL ratings down, but observers see no cause for concern

**Network officials believe drop is only temporary; poor matchups cited**

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

College football games during the regular

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

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

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

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

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

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

At ABC, despite the record low ratings in 1983 for *Monday Night Football*, the current

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

Network executives also argued that exciting matchups late in the season produced good numbers—CBS's Dallas-Washington game three weeks ago, for example, scored a 23.4 rating, while two late season Monday night games on ABC produced ratings in the low 20's—significantly better than the 18.1

season average. One question that might be posed however, is whether football as a network program vehicle may be headed in the same direction as baseball—generating marginal interest among fans and advertisers in the regular season, with real enthusiasm reserved for post-season play.

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

While affiliates are aware of the declines their networks have been experiencing, they generally appear to believe the game has a

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

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

## Showtime/Movie Channel and Paramount: power through partnership

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

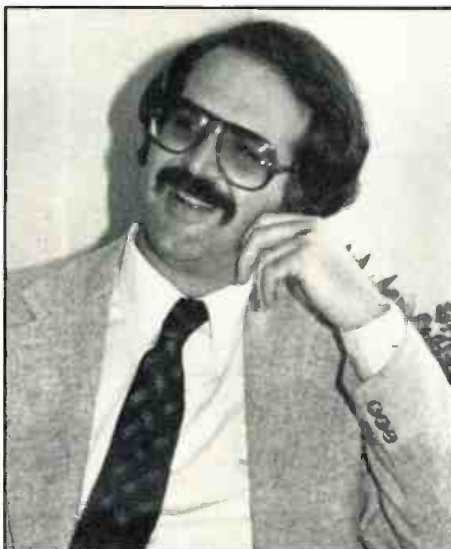
Cable executives and analysts who follow the medium were exceptionally upbeat last week in discussing the possible impact that the exclusive five-year licensing agreement between Paramount Pictures and Showtime/The Movie Channel Inc. may have on the industry ("In Brief," Dec. 19, 1983). Not that the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

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

The closest thing to a negative response to the Paramount-Showtime/TMC deal came from HBO, which has been described since



Weinblatt



Frank

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

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

Exclusive output deals with movie studios are not new to the industry, as evidenced by HBO's agreements with Columbia, Orion and the newly formed Tri-Star Pictures (with partners CBS and Columbia) and Silver Screen, a limited partnership established earlier this year. Deals with the first two studios may give HBO about 20 exclusive titles a year, compared to the 15 a year that

## STC lines up some partners

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

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

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

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

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

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

The "memorandum of understanding" signed by CBS and Comsat contains no "deadline" for CBS to act, Rosenfield said. But CBS will try to make up its mind on whether to join Comsat in the DBS business

Showtime/TMC will collect from the Paramount deal. And when the latter two begin rolling out product this year, HBO can count on another two dozen or so exclusive films annually. It also has exclusive licensing agreements with independent film producers such as ITC Entertainment, Polygram and New World, so that when it's all added up, HBO will have the exclusive rights to more than 60 films annually in the coming years, and maybe more.

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

The deal with Paramount, said Weinblatt, provides greater ability to differentiate his two services from others in the industry. "And that's good for everybody in the business. . . . Subscribers, operators and the pay services."

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

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

There are those who believe this deal may signal the start of a transformation of the pay cable industry to an exclusive medium. Among those: Rich MacDonald, a media analyst with First Boston Corp. "But the big issue is trying to make [a deal], and who will get the leverage [the studios or the pay services] and at what prices they will be done." Twentieth Century-Fox, Warner Bros., MCA's Universal and MGM/UA are the major studios yet to align themselves exclusively with a pay service.

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

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

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

by July 1, he said. The FCC authorized CBS in late 1982 to construct a three-channel HDTV DBS system, but George Schweitzer, vice president, communications, CBS/Broadcast Group, said CBS would not pursue the business by itself.

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

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

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

The service, which will be broadcast over Satellite Business Systems' SBS IV, will permit STC to gain operational experience and crack the DBS market prior to the launch of its own two high-power DBS satellites in 1986. Once they are in orbit, STC will be able to increase the number of channels to six and extend its coverage area to encompass the entire eastern half of the country.

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

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

In addition to giving ANCOM an temporary exclusive franchise, Fraser said, STC has agreed to purchase a minimum

## Movement afoot on MCTV front

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

number of earth stations from ANCOM each month. "And if they want to increase the monthly supply," he said, "they have to give us appropriate lead time."

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

ANCOM will divide the job of manufacturing the DBS earth stations between its two parents. Alcoa will produce aluminum off-set-feed dish antennas in three widths (35 inches, 29 inches and 23 inches) at its Stolle Corp. subsidiary in Sidney, Ohio, he said, while NEC manufactures the addressable receiver/descramblers in Japan. If ANCOM can achieve "the manufacturing economies" it believes it can, Fraser said, it should be able to produce DBS earth stations for retail sale at between \$400 and \$500.

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

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

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

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

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

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

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

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

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

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

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

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

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

Microband is the leading MDS common carrier in the country, leasing single-channel MDS facilities to pay television programmers in about 70 markets. To facilitate its entry

into MCTV, Microband hopes to form joint ventures with some of its successful MDS tenants. Such partnerships would put Microband into the business quickly and relatively inexpensively, Franco said. It would allow Microband to take advantage of the single-channel programmers' proficiency in marketing and consumer service and build on their "imbedded costs" and existing subscriber bases, he said.

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

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

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

Single-channel MDS has traditionally been an unscrambled service, but Microband plans to scramble and to make each of its converter/descramblers addressable. The scrambling will frustrate the growing number of MDS pirates, while the addressability facilitates subscriber management. Franco admits that addressable converter/descramblers for 2 ghz broadcasting are still "unproved," but adds that the technology is "no different" from that used in cable and that the boxes should be ready in time to meet Microband's timetable.

Gerald Mattison, president of Marquee Television Network Inc., which provides single-channel MDS service (HBO) to some 41,000 subscribers in the Washington area, confirmed that Marquee has "gone through a number of exchanges with Microband and has gotten down to the short strokes." However, a joint venture with Microband is just one of several possibilities it is considering, he said. Marquee, for instance, may decide to sublease the ITFS capacity from Microband service, combine it with additional ca-



capacity available for lease from Washington-area universities and offer an MCTV service on its own, he said. "Microband looks real world and I'm looking to make a deal real soon," Mattison said. "It's just a matter of making a deal that is good for both of us."

Microband's lease with NUA will run for five years, beginning no more than 30 days after the transmitters are operating. Microband has the option to renew the lease for two additional five-year terms. If Microband decides not to renew or if it and NUA can't renegotiate to extend the lease beyond 15 years, Microband will continue to operate the transmitters for 18 months, giving both parties time to make alternative arrangements.

Although Microband will buy the transmission equipment, it will lease it to NUA for an annual nominal payment of \$1. Microband will be entitled to the tax breaks that derive from owning the equipment—depreciation and investment tax credits.

NUA retains the right to prevent Microband from broadcasting "any program which is obscene as defined by the laws of the United States" or which would violate state laws. For its part, Microband promises not to broadcast programming that would place NUA's "reputation in the community in jeopardy."

Microband also promised it would operate the ITFS systems "in such a fashion as to assure that the operation of the ITFS channels does not create or increase interference with existing ITFS licensees."

To lease the ITFS time, the contract said, Microband will pay NUA a monthly "subscriber fee" of 10 cents for each home Microband serves or \$1,000, whichever is more. There is one important exception to

the rule. Microband may keep subscriber fees in excess of \$1,000 each month until its capital investment in the ITFS system is recovered.

The Microband-NUA arrangement has already run into problems. Existing ITFS broadcasters in Dallas and Chicago have asked the FCC to deny the NUA applications, charging that the proposed NUA facilities would interfere with them and that NUA is not a "bona fide" ITFS applicant. The Association for Higher Education of North Texas challenged NUA's claim that it would broadcast programming to the administrative office of the Dallas and Duncanville, Tex., school districts. "Representatives of [the] . . . districts have stated that none of the school districts has any intention of participating in the instructional television system proposed by NUA." The "true purpose" of NUA, the AHE suggested, is not to promote educational and instructional programming but "to establish a Microband [MCTV] network before competition in the newly allocated [four-channel MDS service] has a chance to develop." In addition to charging interference, the Illinois Institute of Technology said the NUA application for Chicago would serve the city's public school, but "the application includes no evidence of an agreement between NUA and the Chicago Public School System."

The Washington law firm of Crowell & Moring, which represents AHE, ITT and other ITFS licensees, is taking a leading role in opposing Microband-NUA and others with similar plans. In a letter to FCC Chairman Mark Fowler, dated Dec. 19, the firm called on the FCC not to make any more grants for "multi-market ITFS applications without careful determination of the bona

fides of, need for, and feasibility of, the claimed ITFS purpose. . . . the commission should insure that each application evidences a substantial instructional purpose and that this purpose will in fact be carried out."

Crowell & Moring said that granting the multi-market ITFS application corrupts the new rules, which reallocated eight ITFS channels (two sets of four channels) from ITFS to MDS expressly for MCTV. The granting of the applications, it said, will "have the practical effect of sanctioning the development of more than two four-channel . . . systems in each market, thus countering the FCC's finding that two such systems per market is reasonable. Further, it appears that the commission may be opening the door to eight-channel, 12-channel or even more channel commercial . . . wireless cable systems. There is strong evidence that some major [four-channel] MDS applicants intend to combine leased channels and, if they are lucky, channels obtained through lottery, into large capacity [MCTV] systems which can compete directly with—and possibly displace—cable television. Were this to occur, it would be most wasteful of our nation's scarce spectrum resource."

Crowell & Moring has been monitoring the activities of NUA and two organizations, it claims, have similar intentions—the Northern Arizona University Foundation and the Instructional Telecommunications Foundation. According to the law firm's count, NUA has filed applications in 31 markets, including nine of the top 10. NAUF has filed in 24 markets, including 20 of the top 50, and ITF has filed in 17 markets, including 12 in the top 25.

In response to the ITT petition to deny in

## CBS scores a double victory over Christmas

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

For the week ended Dec. 18, CBS had eight of the top 10 programs and ended with an average Nielsen rating/share of 18.5/29, two-and-a-half rating points ahead of ABC's 16.0/25 and more than three-and-a-half points above NBC's 14.9/23. CBS won Monday, Thursday, Friday and Sunday nights, while ABC won Wednesday and Saturday and NBC took Tuesday.

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

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

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

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

was 52d.

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

The week ended Dec. 25 brought new life to languishing football ratings. ABC's final *Monday Night Football* game of the season, Dallas vs. San Francisco on Dec. 19, produced the series' highest rating in the season—23.6/39, making it the week's fourth highest rated broadcast. (The year's previous high for *Monday Night Football* was 22.2/40, set by the first game, Washington vs. Dallas, on Sept. 5).

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

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

The season-to-date ratings through Dec. 25: CBS 18.2/29, ABC 17.2/27 and NBC 15.0/24.

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

## U.S. vows to leave UNESCO

Increasingly over the years, UNESCO has become a source of concern to the U.S. The United Nations Educational, Scientific and Cultural Organization seemed to have broken from the moorings tying it to endeavors in those areas and to have become politicized, bureaucratized and unduly expensive. The last was of particular concern since the U.S. pays 25% of the UNESCO budget. UNESCO's apparent interest in legitimizing government regulation of the press added to the U.S. sense of aggravation and frustration. Last week, it all boiled over in a letter in which Secretary of State George Shultz notified UNESCO Director General Amadou-Mahtar M'Bow in Paris that the U.S. will withdraw from the agency effective Dec. 31, 1984.

The letter, which follows a six-month examination of UNESCO by the State Department, says the decision to withdraw is "inescapable" in view of the manner in which UNESCO is constituted and governs itself. Shultz also sought to make clear the U.S. has not given up on the kinds of projects UNESCO was designed to undertake. He said the U.S.'s \$50-million contribution to the organization would be used to finance programs in line with the original UNESCO goals.

The one-year notice of withdrawal was in accordance with UNESCO rules. And observers noted that the U.S. could change its mind on withdrawal if its notification had the effect of persuading the organization to change its ways. Indeed, even after a withdrawal the U.S. could reverse direction. The U.S. followed that course in leaving the International Labor Organization and then returning to it after it had made changes in its operations the U.S. considered necessary.

U.S. officials have long complained that UNESCO—an organization it helped establish as a means of aiding in the development of science and education in the service of the nations of the world—now provides a political forum in which Third World and Soviet bloc nations attack the U.S. A State Department spokesman said UNESCO "had extraneously politicized virtually every subject it deals with." The U.S. also made clear its dismay when UNESCO increased its budget 10% for the next two years, to \$389 million, at a time when the budget line was being held at other international organizations. The UNESCO budget was eventually reduced \$15 million, but the U.S. still opposed the \$374.4 million figure as too high—the

## TV counterattack on public safety radio

The Association of Maximum Service Telecasters and five other TV-related organizations went to bat last week in an attempt to divert public safety radio's demands for new spectrum space—at the expense of UHF television. The AMST et al tactic: an FCC rulemaking that would endorse the so-called "Hatfield Plan" for moving public safety communications into a new narrowband part of the spectrum and create new networking arrangements so that users could share frequencies rather than occupying them alone.

AMST's five co-sponsors: the National Association of Broadcasters, the Corporation for Public Broadcasting, the National Association of Public Television Stations, the Association of Independent Television Stations and NBC. Those six organizations, along with ABC and CBS, commissioned the Hatfield report (BROADCASTING, Aug. 22, 1983).

The effort to devise a plan that would avoid taking away UHF spectrum was made more urgent by the FCC's 1983 authorization bill, which instructed the Private Radio Bureau to get on with a study of present and future needs for that service. At least one caution was appended to that injunction: that the bureau "consider the ability of developing technologies and advanced management and coordination techniques to meet public safety communications needs as alternatives to potentially disruptive spectrum reallocations." The language was supplied by Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee.

The Hatfield Plan—named for Dale N. Hatfield Associates, a Boulder, Colo., consulting firm—has three main elements. First is the use of narrowband transmission systems in conjunction with computer-controlled trunking techniques to increase by 10 times or more the capacity of public safety spectrum in the land mobile 150 mhz band. Second is the consolidation of scattered public safety operations into a frequency band accessible by a single radio (trunked systems). Third is the development of organizational structures (Radio Communication Districts) that facilitate sharing of public safety communications resources while preserving individual agency autonomy. The plan's authors contend that its implementation would provide enough spectrum utilization to satisfy public safety radio's requirements for the next 20 years, expanding present capacity of the 150 mhz band from 250 to 870 channels and further expanding that area to 2,870 channels with near-term improvements and ultimately to 6,020 channels.

only nation to vote "no," at UNESCO's executive board meeting, in September.

Efforts to restrict press freedom through the imposition of a New World Information Order was a source of particular concern among the media in the U.S. and its allies in Western Europe and Japan. Over the years, they vigorously opposed proposals they viewed as encouraging restrictions on the press—the licensing of journalists and establishing a code of ethics for them, among others. Ironically, in view of last week's development, those efforts were bearing some fruit. The 21st UNESCO general conference, in Belgrade, in October 1980, dealing with press issues, was regarded by the State Department as "largely a success" (BROADCASTING, Nov. 3, 1980). However, that assessment was made despite the conference's adoption of some resolutions the U.S. and its allies regarded as running contrary to the interests of a free press.

It was against that background that U.S. media representatives who had fought for the traditional U.S. position on the press at UNESCO conferences viewed the U.S. decision on UNESCO. Howard Anderson, publisher of the *Omaha World Herald* and chairman of the World Press Freedom Committee, an organization that monitors actions likely to threaten press freedom throughout the world, expressed the hope the notification "sends an important message, which, if heeded, might make such a withdrawal unnecessary." He also said the WPF—

whose name he issued his statement—would continue to oppose in UNESCO any proposals "that threaten press freedom."

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

In any event, the announcement last week marks an abandonment of the policy to which the the State Department continued to cling following the Belgrade conference, in the final months of the Carter administration. The choice confronting the U.S., a State Department official said at the time, has been to fight for free press values within the organization or to leave the field to those who do not share the U.S.'s values. The official added: "We have chosen the former as the only realistic and effective way to defend our interest." □

# TELEREP Now Represents:



**WMAR-TV  
BALTIMORE**



---

2 is the 1 on the move in the nation's  
21st largest ADI television market.

TeleRep Inc. • 875 Third Avenue • New York, N.Y. 10022 • (212) 759-8787  
Offices: Atlanta • Boston • Charlotte • Chicago • Cleveland • Dallas • Detroit • Houston • Los Angeles  
• Memphis • Miami • Minneapolis • New York • Philadelphia • St. Louis • San Francisco • Seattle

Take the worry out of '84 with the best  
punch in the business!



**JACK BARRY**  
Hosts

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

7th  
first-run  
season!

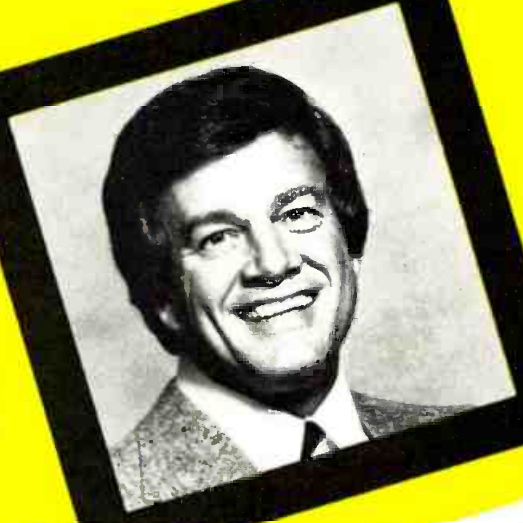
Call your Colbert rep for early availabilities. Or see us at The Biltmore, during INTV, Jan. 14-18.

**CTV** COLBERT TELEVISION SALES

one-two

6th  
first-run  
season!

WINK  
MARTINDALE  
Hosts

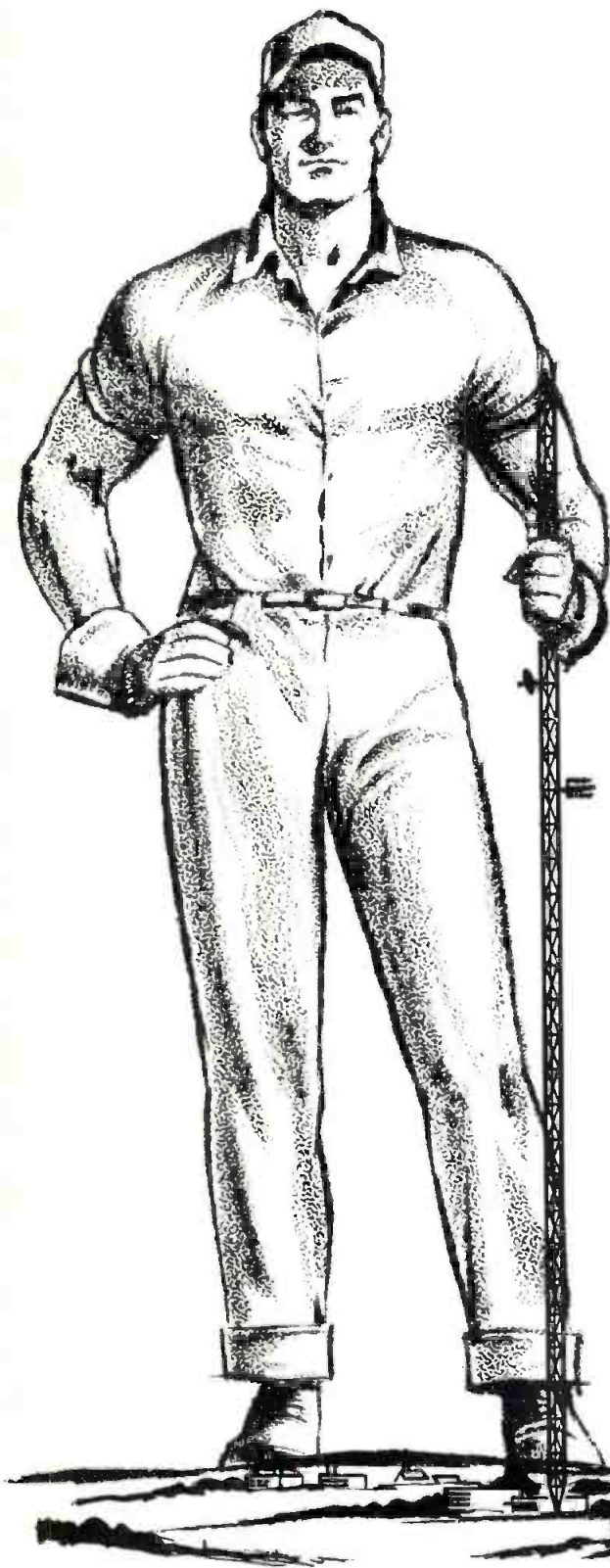


TC  
Cooking across the nation — #1 in prime access on **MIAMI** affiliate ... 92% over "Entertainment Tonight's" '82 share in **BALTIMORE** in same prime access slot ... #1 in early fringe in **NEW ORLEANS** ... 67% better than May on **MINNEAPOLIS** indie ... Beating "Entertainment Tonight" and "People's Court" in prime access in **PHILADELPHIA** ... #1 in prime access in **NORFOLK** over "Wheel of Fortune" and "ET" ... 60% better than "Match Game" in the time slot last spring on **NEW YORK** o&o ... Breath- ing down "Donahue's" neck mornings in **PITTSBURGH** ... #1 in news lead-in slot in **NASHVILLE** ... Eats up "ET" in prime access in **CINCINNATI** ... Tied for #1 with "Donahue" mornings in **WASHINGTON, D.C.!**

# ATC DOUGH

1888 Century Park East • Los Angeles, California 90067 • (213) 277-7751  
441 Lexington Avenue • New York, New York 10017 • (212) 687-4840  
3155 Roswell Road, N.E. • Atlanta, Georgia 30305 • (404) 239-0300

Source: Oct./Nov. '83 Nielsen and ARB. Call for details.



You get a  
**TOWER OF  
STRENGTH**

When you buy

*Utility*

Better engineering, better construction,  
better installation — you get all  
these when you buy Utility.

Utility Towers are easier to tune,  
easier to maintain.

And these money-saving extras cost  
you no more from Utility.

There are Utility Towers in every  
state in the nation . . . in Canada,  
South America, Puerto Rico, Europe  
and Korea.

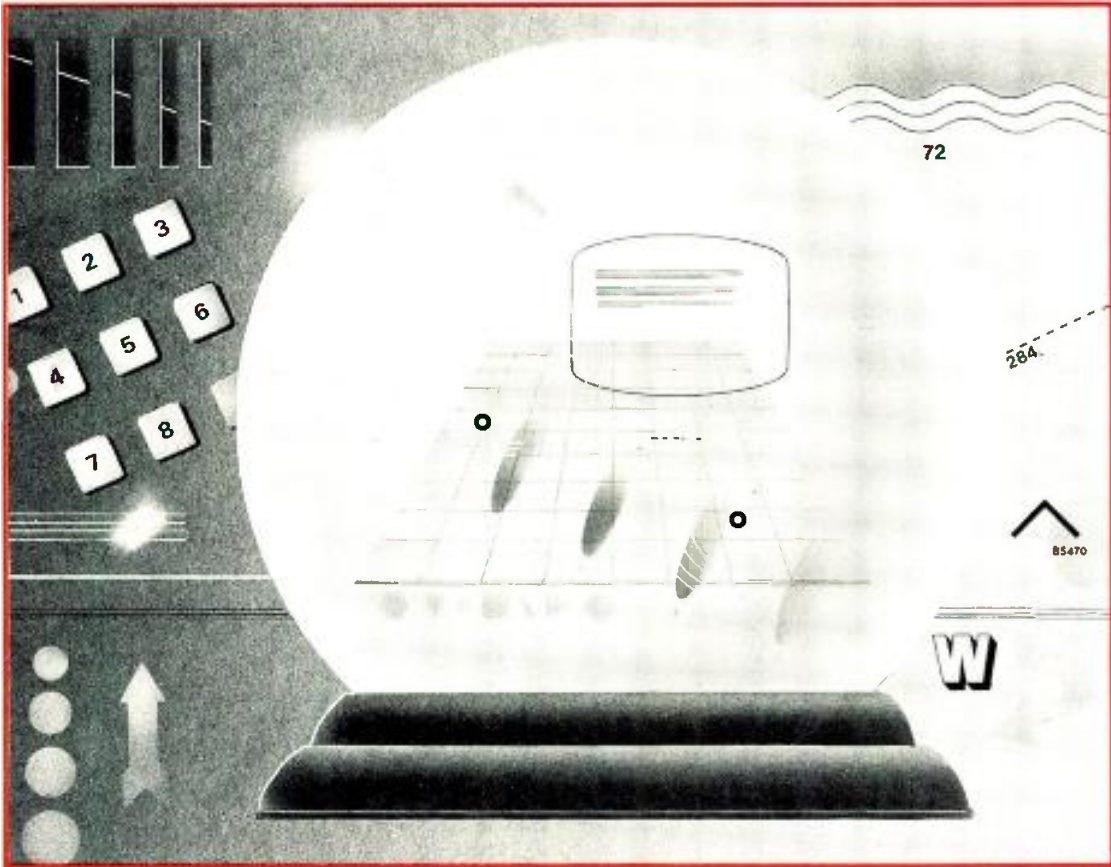
Choose Utility — known the world over  
as the "Tops in Towers."

*Utility Tower*  
COMPANY

R. G. Nelson  
P.O. Box 12369  
Oklahoma City, Oklahoma 73157  
Phone 405/946-5551

30 YEARS SERVING BROADCASTERS  
THROUGHOUT THE UNITED STATES

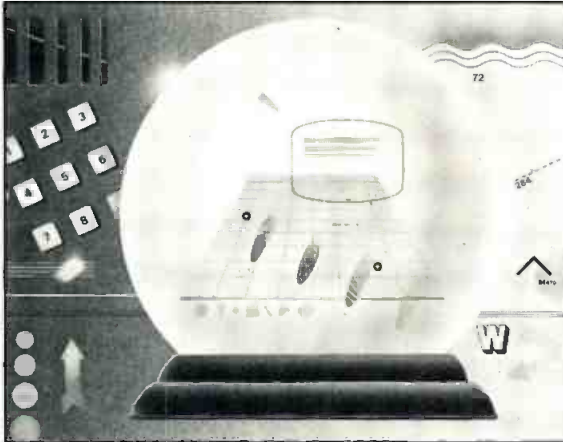
# PEARSPPECTIVE



## 1984

*The challenges that await the Fifth Estate in 1984 will stretch its members to the full extent of their capabilities. Business looks good, with Olympic advertising ready to boost bottom lines. Journalists will have their hands full with coverage of the games and national elections, in addition to fending off attacks from an increasingly distrustful public. Technology continues to race ahead, with direct broadcast satellites, multichannel television and stereophonic TV sound ready to break into the open. The prospect of pending elections slowing the progress of telecommunication's deregulation will only serve to increase the lobbying efforts of those who seek passage. The world of entertainment will continue to see the networks fending off viewer erosion from independents and cable systems against the backdrop of a shrinking product environment. An examination of what 1984 will bring to the disciplines of the Fifth Estate begins herewith.*

# BULLISH



**W**all Street analysts look to 1984 as a good year for broadcasting and cable, but probably not as good a year as broadcasters and cable operators expect, and perhaps not as good as it should be.

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

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

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

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

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

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

MacDonald thinks that TV sports will have special difficulties this year. That's partly because the Olympics will winnow off some of the advertising money that normally goes into

conventional sports, and also because of the high costs of new major-league baseball contracts, in which NBC and ABC have committed more than \$1 billion over a six-year term.

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

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

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

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

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

The Olympics and elections should make this "an exceptional year," he said, but another thing 1984 has going for it is "the lowest inflation rate in recent history." So instead of adding a few percentage points of real growth onto a double-digit inflation base, broadcasters now must think of an inflation base of only 4% or 4.5%.

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

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

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

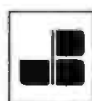
Atorino calls the 1983 fourth quarter "an underachiever" and attributes the shortfall to several factors. Among them: the cutback in advertising for video games, less advertising by



**THERE'S A TOUGH NEW  
SALES TEAM IN TEXAS!**

**BLAIR TELEVISION  
NOW REPRESENTS KLBK-TV**

**THE NUMBER ONE STATION  
AND THE CBS AFFILIATE IN LUBBOCK.**



**Blair Television**

A division of John Blair & Company

*The Leadership Continues...*

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

But he also feels that the networks are seriously addressing their cost



Atorino

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

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

Reidy expects network TV revenues, excluding the Olympics, to rise about 13% over 1983, with



Suter

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

Bill Suter of Merrill Lynch Pierce Fenner & Smith has toned down slightly some of the estimates he made several months ago, primarily because of the fourth-quarter slowdown, but said he feels he's

being conservative in projecting gains of about 16% for network TV and 14%-plus for stations. "I still think it'll be a good year for broadcasters," he said. "I may even be surprised on the up side."

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

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

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

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

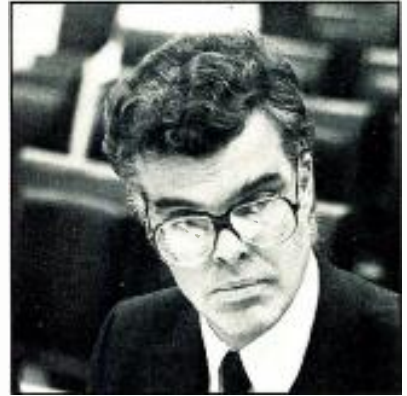
Among the program services, she said, some of the closings that occurred over the past year raised questions about the ability of advertising-supported networks to sustain long-term losses. She said that cable advertising revenues should rise by 25% to 30%—"not robust, but certainly better."

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

First Boston Corp.'s Rich MacDonald was more optimistic. Cable, he said, "should have a surprisingly better year," with "healthy" advertising revenue gains for the likes of ESPN and CNN and also some of the smaller program services, and with economic recovery helping both basic and pay-cable subscriber rates and perhaps keeping churn down. Wertheim's David Londoner agreed, at least as to pay cable, predicting that "the absolute number of pay subscribers will increase more than the absolute number of basic subscribers—which was not the case this year."

Cralin's Hoffman, however, saw some problems on the subscriber side: "When you've been on cable for two years, and seen all the

movies you ever wanted to see, the number of new movies coming along now may not seem worth the money. Some subscribers will cut back from two or three pay services to one, and some may cut back to none, deciding that they can go out



Reidy

to the movies and see all they want to see, and for less money than the cost of their subscriptions. Of course, new subscribers will come along, and they'll love it, but then they'll get jaded too."

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

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



Miesnieks

pay-cable subscriptions—counting each multipay subscription separately—rising about 22%, to around 33.5 million.

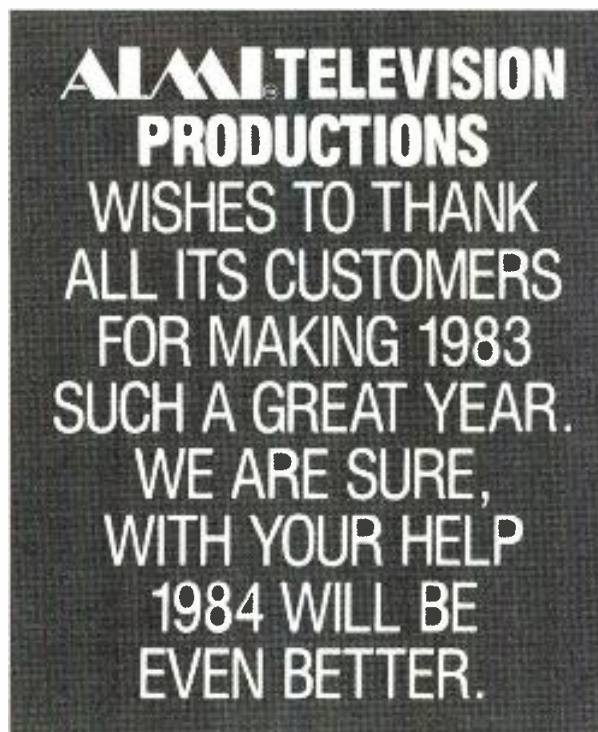
What it all comes down to, for both broadcasting and cable, may be pretty much what another analyst said of broadcasting: "1984 should be a good year, a better year, but it could be a rocky ride at times, with substantial swings on both the up side and the down side—as there were in 1983." □

Albany/WMHT  
 Albany/WTEN  
 Alexandria, LA/KALB  
 Alexandria, MN/KAWE  
 Allendale/WGVC  
 Alliance/KTNE  
 Alpena/WCML  
 Appleton/KWCM  
 Asheville/WLOS  
 Asheville/WUNF  
 Atlanta/WATL  
 Austin, MN/KAUT  
 Austin, TX/KLRU  
 Bangor/WMED  
 Bassett/KMNE  
 Beckley/WSWP  
 Bellingham/KVOS  
 Billings/KTVQ  
 Binghamton/WBNG  
 Binghamton/WSKG  
 Boston/WQTV  
 Boston/WSBK  
 Boulder/KBDI  
 Brookings/KESD  
 Burlington/WCAZ  
 Butte/KXLF  
 Cedar Rapids/KCRG  
 Champaign/WILL  
 Charleston, SC/WCBD  
 Charleston, SC/WVAH  
 Chattanooga/WTCI  
 Chicago/WFLD  
 Chicago/WTTW  
 Cincinnati/WCET  
 Cleveland/WOIO  
 Colorado Springs/KRDO  
 Columbia, SC/WIS  
 Columbia, SC/WUND  
 Columbus, GA/WRBL  
 Columbus, OH/WOSU  
 Concord/WUNG  
 Corpus Christi/KEDT  
 Dayton/WPTD  
 Denver/KDVR  
 Denver/KWGN  
 Des Moines/WHO  
 Detroit/WTVS  
 Duluth/WDSE  
 Eagle Bluff, SD/WPSD  
 Eau Claire/WEAU  
 Elkhart/WNIT  
 El Paso/KDBC  
 Erie/WQLN  
 Flint/WFUM  
 Fresno/KMPH  
 Gainesville/WUFT  
 Great Falls/KRTV  
 Green Bay/WLUK  
 Greensboro/WGGT  
 Greenville/WUNK  
 Harrisburg/WITF  
 Hartford/WFSB  
 Hartford/WTVU

Hastings/KHNE  
 Honolulu/KGMB  
 Houston/KHTV  
 Houston/KRIV  
 Houston/KUHT  
 Huntington/WPBY  
 Huntington/WSAZ  
 Indianapolis/WTTV  
 Jacksonville/WAWS  
 Jacksonville/WJXT  
 Jacksonville/WNFT  
 Juneau/KTOO  
 Kansas City/KSHB  
 Kirksville/KTVO  
 Lansing/WKAR  
 Lewiston/WCBB

Missoula/KPAX  
 Mitchell/KDLT  
 Mount Pleasant/WCMU  
 Nashville/WFYZ  
 New Bern/WUNM  
 New Orleans/WDSU  
 New Orleans/WYES  
 New York/WNET  
 Norfolk/KXNE  
 Norfolk/WTVZ  
 North Platte/KPNE  
 Omaha/KMTV  
 Omaha/KYNE  
 Orlando/WFTV  
 Orono/WMEB  
 Pensacola/WSRE

San Diego/XETV  
 San Francisco/KGO  
 San Francisco/KPIX  
 San Francisco/KQEC  
 San Francisco/KTVU  
 Sante Fe/KSAF  
 Scranton/WDAU  
 Seattle/KCTS  
 Seattle/KSTW  
 Sioux City/KUSD  
 Sioux Falls/KDSB  
 Southfield/WKBD  
 Spokane/KSPS  
 Spokane/KWSN  
 Springfield, MA/WGGM  
 Springfield, MO/KYTU  
 St. Paul/KTCA  
 St. Louis/KPLR  
 Syracuse/WCNV  
 Syracuse/WIXT  
 Tacoma/KCPQ  
 Tampa/WEDU  
 Tampa/WXFL  
 Terre Haute/WBAK  
 Toledo/WGTE  
 Topeka/KTWU  
 Tucson/KUAT  
 Washington, DC/WETA  
 Washington, DC/WTTG  
 Watertown/WNPE  
 West Palm Beach/WFLX  
 Wichita/KPTS  
 Wilmington/WUNJ  
 Winston Salem/WUNL



Lexington/KLNE  
 Lincoln/KOLN  
 Lincoln/KUON  
 Linville/WUNE  
 Little Rock/KLRT  
 Los Angeles/KNBC  
 Los Angeles/KTLA  
 Louisville/WHAS  
 Louisville/WKPC  
 Lowry/KQSD  
 Lubbock/KJAA  
 Lynchburg/WSET  
 Macon/WMAZ  
 Madison/WHA  
 Marquette/WNMM  
 Martin/KZSD  
 Medford/KTVL  
 Memphis/WPTY  
 Merriman/KRNE  
 Milwaukee/WMVS

Peoria/WTVP  
 Phoenix/KPHO  
 Pierre/KTSD  
 Pittsburgh/WPXI  
 Plattsburgh/WCFE  
 Portland, ME/WMEG  
 Portland, OR/KATU  
 Presque Isle/WMEM  
 Providence/WJAR  
 Raleigh/WUNC  
 Rapid City/KPHE  
 Reno/KAME  
 Richmond/WRLH  
 Rochester/WOKR  
 Rochester/WXXI  
 Sacramento/KRBK  
 Sacramento/KTXL  
 Salt Lake City/KUTV  
 San Angelo/KLST  
 San Antonio/KLRN

ABC  
 Bravo  
 CableLine  
 CBS  
 Cinemax  
 Gill Cable  
 HBO  
 J.P.D. Network  
 London Weekend TV  
 Media Home Entertainment  
 MultiVisions  
 NBC  
 Oak Media  
 Preview  
 PRISM Program Services  
 RCA/Columbia Pictures Home Video  
 SelecTV  
 Showtime/The Movie Channel  
 Spotlight  
 Super TV  
 Superchannel  
 TeleFirst  
 United Satellite Communications, Inc.  
 Uptown  
 USA Cable Network  
 Warner Amex Qube  
 Wometco  
 Z Channel

# ONLY SCOTCH 480 CAN STAND



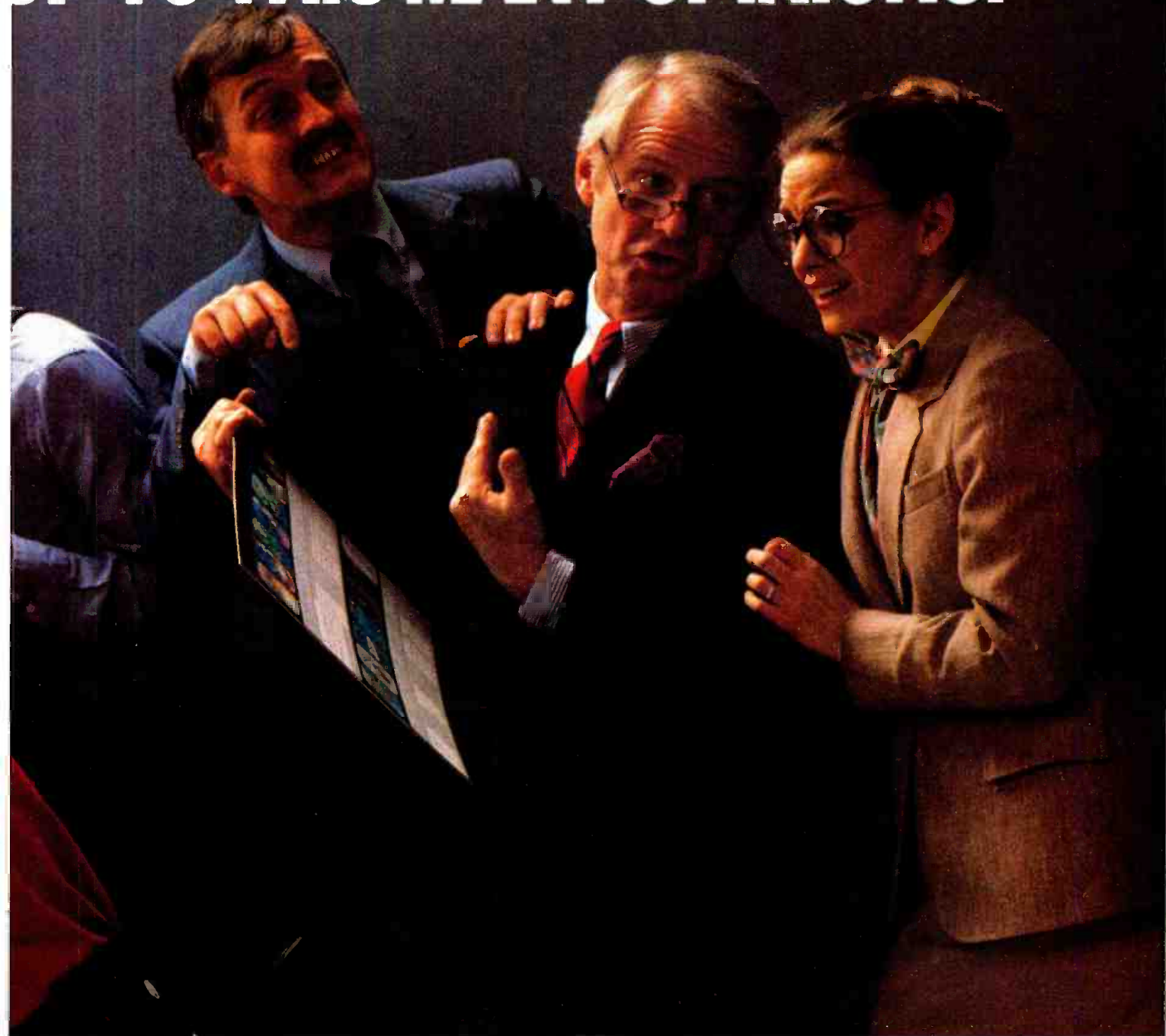
Every opinion expressed in an editing session adds up to more starting, stopping and rewinding of the tape. And that can lead to reduced picture quality, unless you've got new

Scotch™ 480 one-inch video tape working for you.

An advanced magnetic dispersion, consisting of a totally new oxide, binder and lubrication system on Scotch 480

video tape keeps your productions looking good through the toughest editing sessions. In fact, 3M lab tests have shown 480 video tape capable of delivering over *1,000 edits from the*

# UP TO THIS MANY OPINIONS.



same preroll point, with no significant reduction in playback picture quality.

If your video requirements call for a tape with that kind of durability and image quality, call 1-800-328-1684

(1-800-792-1072 in Minnesota) for more information about Scotch 480. Your productions will look better and so will you.

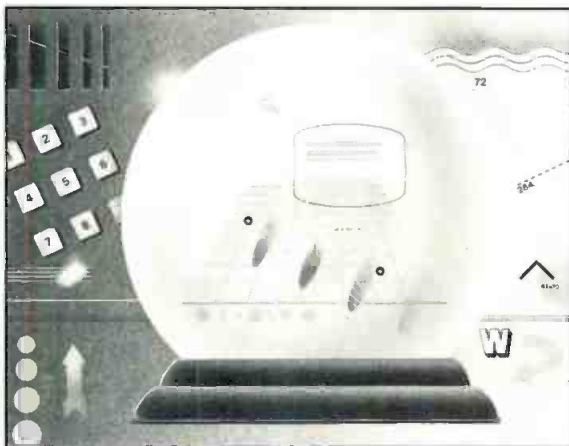
Magnetic Audio/Video Products Division/3M.



**SCOTCH 480  
1" VIDEO TAPE.  
LASER TESTED  
FOR CONSISTENCY.**

3M hears you...

**3M**



**T**hat 1984 will bring increases in broadcast revenues is rarely disputed by industry leaders. What it will bring in television programming, however, appears far less certain.

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

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

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

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

Station programming directors preparing for next month's 21st annual NATPE International conference are evaluating proposals for at least 12 new game shows, including *Let's Make A Deal* (Telepictures), *Jeopardy* (King World Productions) and *Name That Tune* (Sandy Frank Distribution). There are also proposals for at least three dramatic serials, four new magazines and three music video shows, all half-hour strips. On the off-network side, there

are two half-hours, Embassy Telecommunications' *Archie Bunker's Place* and *Facts of Life*, the latter not available for airing until 1986.

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

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

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

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

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

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

Paramount Television, which is offering a half-hour comedy strip with some but not all of the trappings of a game show, as well as a weekly magazine of behind-the-scenes looks at

# ASCAP HAS 3 MORE REASONS TO CELEBRATE 1983:

1. ASCAP Songs Captured **70%** of Billboard's Year End Top Pop Singles Chart.
2. ASCAP Songs Captured **70%** of Cashbox's Year End Top Pop Singles Chart.
3. ASCAP Songs Captured **66%** of Radio & Records' Year End Top Pop Singles Chart.

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



WE'VE GOT THE SONGS

the lives of fashionable people, is arguing against the return of heavy game-show programming in access because of the older demographics that typically dominate the genre's audiences. Stations are jumping on the game shows because they provide a "quick fix" increase in household ratings, said Randy Reiss,



Marinoff

president of domestic distribution and production for Paramount Television Group, but they forget that competing programs with younger demographics command significantly higher advertising rates.

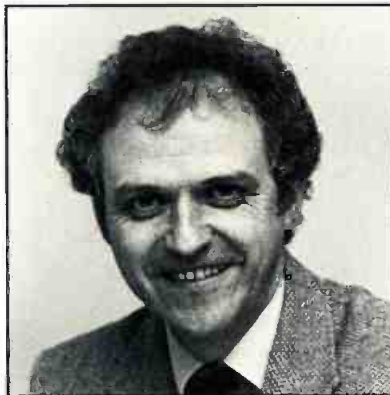
Other companies, including Telepictures Corp., which is offering a revival of Monty Hall's *Let's Make A Deal*, argue that not all game shows pull primarily older demographics. Dick Robertson, senior vice president of sales at Telepictures, notes that *Deal* was the highest-rated daytime show among young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

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

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

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

Among independent stations, 1984 is likely to bring more carriage of first-run programming, as key stations exempt themselves from the



Jones

intense competition for extremely high priced off-network shows. Metromedia's WNEW-TV New York, which currently programs about one-third of its schedule with first-run syndication and locally programed fare, will increase that percentage to about half in 1984, according to John Von Soosten, vice president and program manager.

Metromedia helped launch two new first-run shows in 1983, *Breakaway* and *Thicke of the Night*, and although ratings for both have been far from satisfactory, the company is now helping to develop a campaign to give them more time



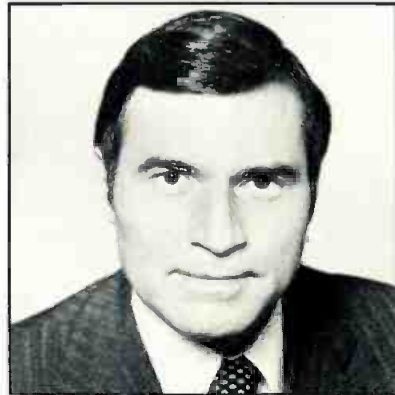
Bennett

on the air. "First-run syndicated strips are difficult to come by," and "even shows that are successful have to go through a long growth process," said Bob Bennett, president of Metromedia Broadcasting and Production. "It takes some courage to stick with them, and stations shouldn't get in in the first place unless they have the guts to stay."

Metromedia, which has joined several other group station operators in financing the production of a first-run strip serial from Telepictures for fall 1984, will continue to expand its first-run programming inventory, said

Bennett, and could get into commissioning pilots in the coming year, as well as picking up pilots the major networks reject and series the networks launch and later drop from their schedules.

Alan Bell, vice president and general manager of KTVU-TV Oakland, Calif., maintains along with Von



Bell

Soosten that, if carefully scheduled, a heavy complement of first-run programming will not risk loss of the ratings leading independent stations have traditionally derived from off-network stripping. "We don't want to be 100% at risk, but we don't want a totally safe schedule either," he said. "We want to bring fresh product to television," said Bell, who maintains independents are replacing the networks as the source of innovation in television. "The networks are certainly becoming the establishment," he said, "and if independents aren't going to be the off-Broadway of TV, then who will be?"

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

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

Grad believes the networks place too much emphasis on who will create and produce a show and too little on its concept, with the result that they "end up dealing with the same people all the time and the shows get stagnant." He also believes the networks' tradition of introducing a season of new shows all at once may no longer be viable. "I can't think of any other business that has its season all at once, so



**THERE'S A NEW  
HARD-HITTING  
SALES TEAM  
IN 14 COUNTRY!**

**BLAIR TELEVISION  
NOW REPRESENTS COSMOS  
BROADCASTING'S WFIE-TV**

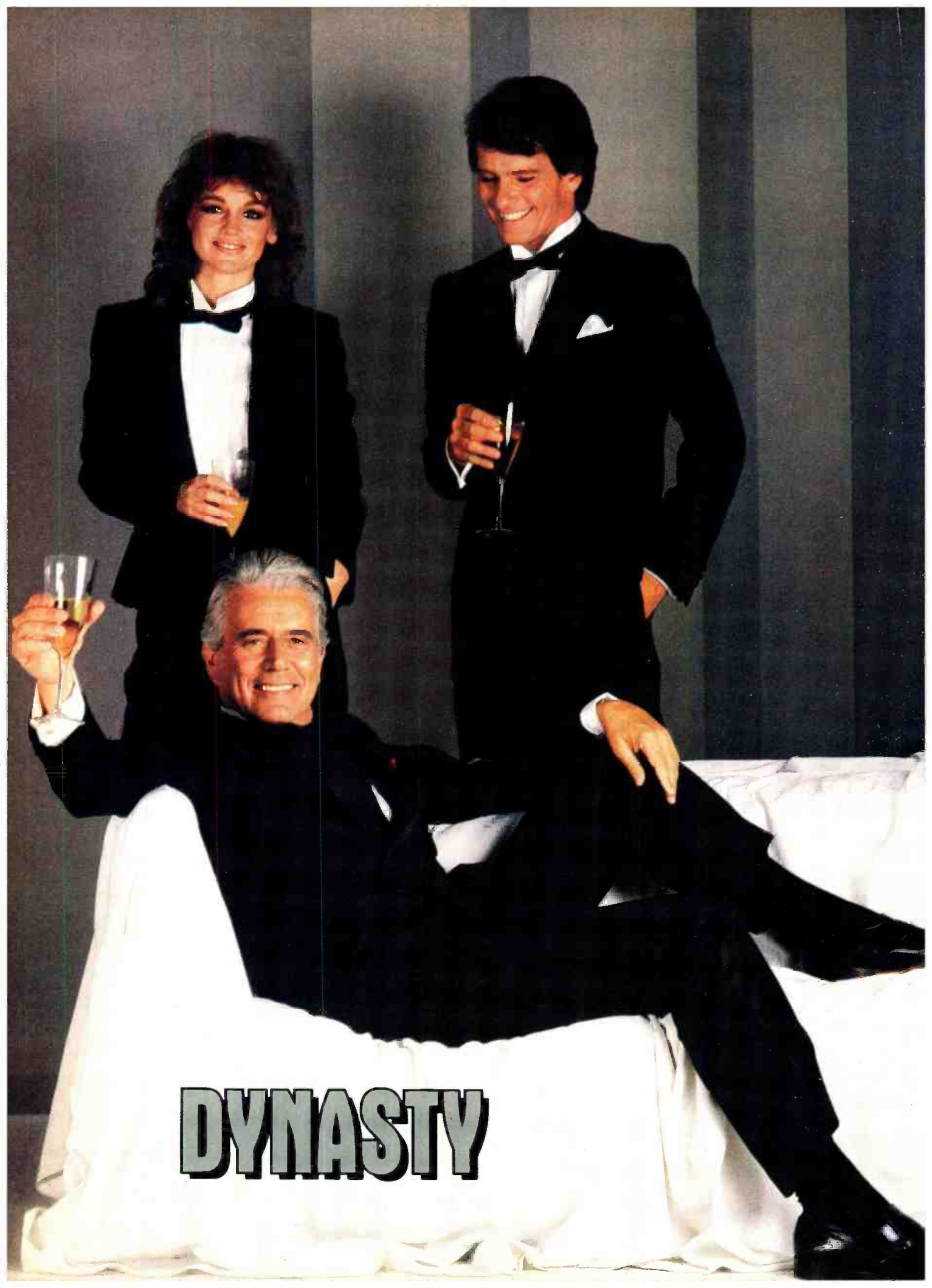
**THE NUMBER ONE NEWS STATION  
AT 6 AND 10PM, AND THE NBC AFFILIATE  
SERVING THE EVANSVILLE-TRI-STATE AREA.**



**Blair Television**

A division of John Blair & Company

*The Leadership Continues...*



**DYNASTY**

# The Toast of Seven Continents



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



Boston (617) 449-0400 New York (212) 953-1744 Los Angeles (213) 462-7111

that you don't get the best talent and you don't get the best exposure," he said. "For a network to sit down and look at 30 pilots and decide on them all at once seems to be a big waste of money."

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

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

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

Satellite technology will be put to the test this year as most major radio networks plan to offer their affiliates coverage via satellite of the winter and summer Olympic games as well as political primaries, conventions and elections. Both ABC Radio President Ben Hoberman and CBS Radio President Bob Hosking note that affiliates will be able to receive multiple satellite feeds simultaneously, thus allowing them to air one program while taping others for later broadcast. ABC Radio, which has the exclusive broadcast rights to the summer Olympics in Los Angeles, will be able to send affiliates live play-by-play broadcasts of events over one satellite channel while feeding short-form reports over another, says Hoberman.

"There will be more live concerts and programs aired in 1984," said RKO Radio Networks President Thomas Burchill, who cited RKO's new one-hour entry, *Live From the Record Plant*, beginning Jan. 8 at 8 p.m. (Pacific time), as an example. The premiere show, which will air via satellite from the recording

studio in Los Angeles, will feature singer Linda Ronstadt and orchestra leader Nelson Riddle, who teamed up for Ronstadt's latest album, *What's New*. Both guests will field questions from listeners via toll-free 800 area code telephone numbers. Any live program presentation lends itself to spontaneity, giving it more appeal for local stations, says Burchill.

Kent Burkhart, chairman of the Atlanta-based radio program consultancy firm of Burkhart/Abrams/Michaels/Douglas & Associates, agrees with Burchill. He predicts that top 40 will be the hot format this year, while other formats remain somewhat stable in audience shares. Burkhart says that even though the trend of album-oriented rock (AOR) stations switching to top 40, rampant this past summer, appears to be slowing down, he projects that at least 10 major-market stations will switch from some format to CHR in 1984. Will,



Burchill

any new format take the industry by storm this year? No, says Burkhart, who thinks radio will go through further fragmentation of formats.

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

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

Richard Penn, vice president and general manager, NBC Radio Network, says that AM station managers in 1984, regardless of what format they program, will have a greater interest in airing hard news and information from the networks. "I hear this from a number of our affiliates," said Penn.

Penn also noted that affiliates of Talknet, an NBC Radio programming service that offers block talk programming seven nights a week from 8 p.m. to 5 a.m., are asking for additional programming for 1984. "If we are able to fill this need in a practical fashion, we will," said Penn. Talknet is now airing on over 150 stations.

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



VanDerheyden

the first quarter of this year.

Robert VanDerheyden, vice president/programming for the CBS FM Group and RadioRadio Network, expects two trends to emerge in 1984: advertisers having more control of specially produced targeted programs, as in the early days of radio, and a merging of program suppliers into major networks, as with ABC Radio's purchase of Watermark in 1982.

VanDerheyden added that with the increased popularity of top 40 radio, the industry will see a resurgence in the "radio air personality" who has all but disappeared in recent years.

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



# **EASTMAN RADIO**

proudly announces  
its appointment  
as national sales rep

## **KSFO/KYA**

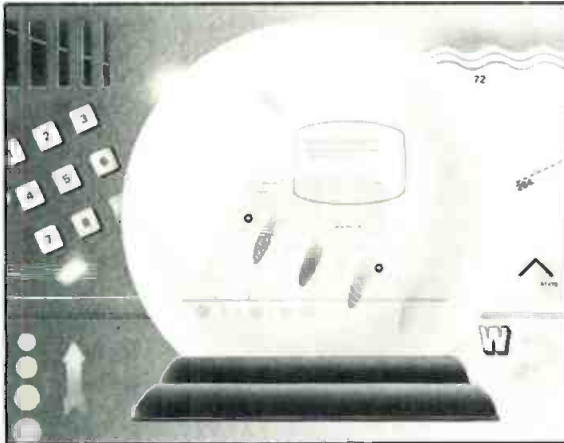
San Francisco

**King Broadcasting  
Company**



**Selling spot for 25 years.**

# TELEVISION



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

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

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

Robert J. Coen, senior vice president and director of forecasting at McCann-Erickson Worldwide, estimates that total national broadcast revenues in 1984—network television, national spot television and network radio—will total \$15.2 billion, up 13% over 1983. That's out of an estimated \$83 billion in U.S. advertising revenues, a 12.2% combined gain over 1983. "The elections and Olympics and the continued economic recovery should keep the expansion in advertising going well

into 1984," Coen said, adding that his estimates, on the average, come in slightly under the final figures.

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

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

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

"Television will show the greatest percentage of growth over all other media," predicted Michael Drexler, executive vice president and director of media and programming at Doyle Dane Bernbach. Drexler estimates that the total U.S. advertising revenues in 1984 will increase 13.1% over 1983 to \$84.5 billion, slightly under Coen's \$85.4 billion. However, total television advertising revenues are expected to rise 15.4% over 1983 to \$18.562 billion, Drexler added. That breaks down to network revenues of \$8.068 billion (up 16%), and combined national and local spot revenues of \$10.494 billion, up 15%. Drexler said that national spot would capture 53% of that combined figure, while the 47% balance belongs to local spot.

In radio, Drexler estimates that total 1984 advertising revenues will climb 9.9% over 1983 to \$5.595 billion. National and local retail spot radio will account for \$5.243 billion of that (up 9% over 1983), while network radio is expected to increase 14% to \$352 million.

The Radio Advertising Bureau recently released its estimates on how it figured the aural medium performed in 1983. RAB estimates the radio industry will end the year with gross revenues of over \$5 billion, up 12% over 1982. That includes advertising revenues of \$268 million from network radio (up 21.2% over 1982), \$996 million in national spot radio (up 12.7%) and \$3.745 billion in local and retail commercial sales (up 11.3%).

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

RAB also estimated that commercial rates for network radio will increase about 9% and national spot rates will grow about 8.7% in



Buchanan

1984. RAB said the average unit rate increase in all other media over 1984 is 9.4%.

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

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

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



Allport



Coen

expenditures from \$3 million to \$6 million.

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

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

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

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

The Association of National Advertisers will "undoubtedly" be counterfiling the FCC petition, reported Peter W. Allport, ANA president. "We will stand by our position that products which can legally be sold should be free to advertise on all media, including television," he said. Allport stressed that he was "sympathetic" to the drunk driver issue in the FCC



Shea

petition, but added that "the solution to that can't be to infringe on the First Amendment."

The U.S. Brewers Association is also expected to file comments in the proceeding if and when the FTC places it on the docket. According to Donald Shea, executive director of the USBA, the petition was "nonsense" and had no basis in fact. Shea said people are more aware of alcohol-related problems today than they were 10 years ago, but there is no evidence that alcohol advertising influences alcohol consumption. Shea said most reports put the advertising stake at about \$450 million to \$500 million for all measured media. □



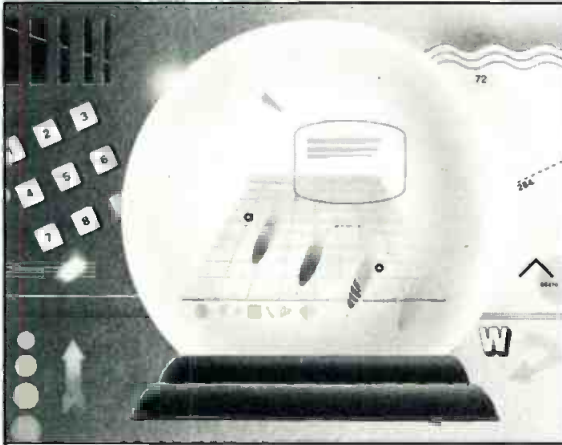
## Arthur Gross

### NTA

Vice President,  
Worldwide Sales  
wishes you a  
successful 1984.

Visit with Arthur at NATPE '84  
NTA Exhibit, 404 Post Street

National Telefilm Associates, Inc.  
12636 Beatrice Street, P.O. Box 66930  
Los Angeles, California 90066-0930  
Telephone: (213) 306-4040  
Telex/Twx: 910 343 7417



**F**or the three television networks, 1983 was the year they learned that the way to cope with Ted Turner's 24-hour Cable News Network was not with late night news programming that attracted few viewers and even fewer advertisers. In 1984, journalists in the Fifth Estate, including CNN, will be so preoccupied with election and Olympics coverage and no doubt with breaking news that there will be little time to contemplate new programming trends in journalism. News budgets at all three networks and CNN are up this year, largely to cope with the expense of covering those on the campaign trails. CBS, NBC and ABC each have budgets in the \$250-million range, while CNN's is perhaps one-quarter of that.

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

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

The jury is still out as to whether syndicated

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

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

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

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

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

Although the Grenada press ban was "reprehensible" in his eyes, Joyce is hopeful that it will represent simply an "aberration in the otherwise admirable tradition of the American free press." And he was encouraged by the establishment of a Pentagon committee to investigate the relationship between the military and the press. "An open dialogue is



essential," he said.

Others were not so encouraged and saw the issue perhaps emerging as one of the most critical for 1984. Lou Adler, vice president and news director, WOR(AM) New York, said the establishment of the committee by the Pentagon was an "ominous development." It shouldn't be conducted by the military, he said, but rather by Congress or some other civilian body. And Adler criticized the media for not adequately explaining to the public "what it is we do and why it is so important to have a free and unfettered press."

Despite the strong feelings on the issue, few were calling for the institution of any formal national policy as to what the press should or should not cover. As David Burke, vice president, ABC News, put it, "I'm not sure you want to force a policy like that in a democracy. You simply have to make your thoughts known on the subject and lobby for your case. But certain questions in a democracy remain unanswered." Burke also said that the press goes through periods of changing public sympathy, depending on the news being reported. If, for example, the Nixon administration had attempted to limit press coverage of the Vietnam War, it would have encountered a "hailstorm of public protest," he said.

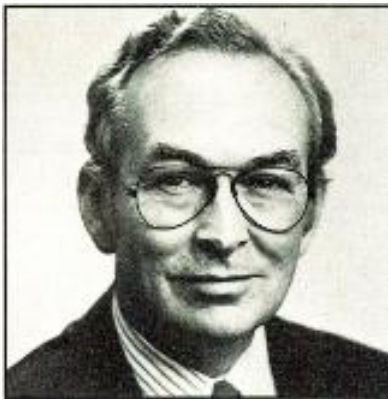
The three over-the-air networks and CNN have all expressed interest, in writing, to the Democratic and Republican national committees about sponsoring debates in light of the FCC's ruling last fall exempting them from the equal time and fairness obligations in the context of debate sponsorship.

And, at least in the case of ABC, sponsorship of formalized debates is not a top priority according to Burke. "We're not focusing much on that kind of debate," he said. He added that, "I suspect we'll go on our way," perhaps getting two or more candidates to debate on *Nightline* or David Brinkley's Sunday program where the ground rules would not be as complex and rigid, allowing more give and take between participants.

The option of debate sponsorship is in keeping with the deregulatory mood in Washington. While deregulation is viewed by many in the industry as positive, some journalists are concerned. CBS commentator Bill Moyers suggests that "the networks don't quite feel the pressure they used to," to make room in their schedules for more documentary programming.

WOR's Adler, who is also president-elect of the Radio-Television News Directors Association, suspects that radio deregulation has had a depressing effect on the news output at many radio stations. "I hope we don't see

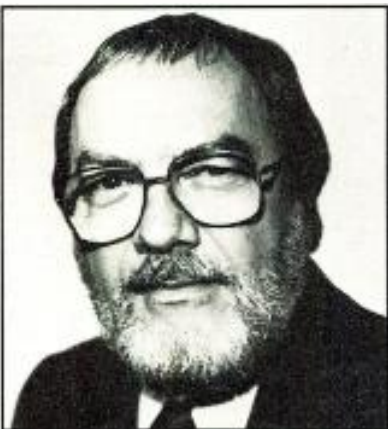
a diminution of radio news as a result of deregulation, although I fear



Joyce



Burke



Adler



Wolzien

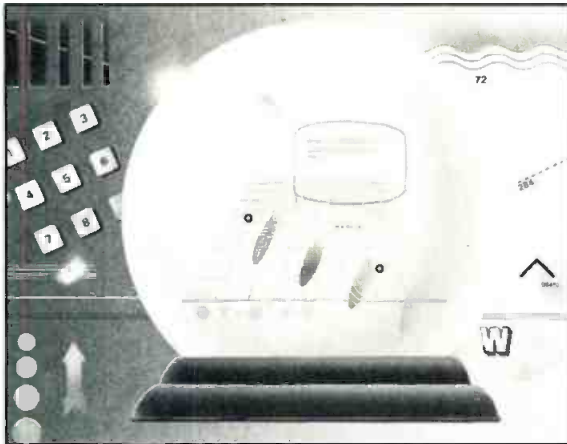
it. It's happening already, especially in some of the smaller markets."

Deregulation is not the only development to spawn questions about broadcasters' obligations to the public. Advancements in the computer graphics technology that television news organizations use to explain stories or tell stories when video footage cannot be obtained, also puts added pressures on journalists, said Tom Wolzien, vice president, executive producer, news production and design, NBC News. He notes that with developments such as Ampex's ADO and Quantel's Mirage computer graphics generators, "You can manipulate a TV image into just about any form." The concern, suggests Wolzien, stems from the fact that "we are moving away from the use of these devices to create merely razzle-dazzle transition segments and using them more as meaningful tools to communicate ideas." For example, he notes that graphics had to be used to show how terrorists were able to penetrate Marine security in Beirut, because no one was on location anticipating the tragedy.

The radio industry has helped make UPI Broadcast Services' new high-speed 1,200 words per minute news service, Custom News, introduced last spring, successful. Custom News, a computer-based service that allows stations to design their news formats, has generated \$15.9 million in sales for 1983, record sales for a new UPI service in its first year. Some 240 radio stations have purchased the service, and 59 television stations. Demand has created a backlog in deliveries which UPI officials expect will be cleared away by Feb. 1. AP also has a high-speed news service, known as APTV, designed primarily for larger-market television stations. Of the current 130 APTV customers, perhaps six or seven are radio stations.

Metromedia still has hopes to launch a national news service for independent television stations in 1984, although the company's first priority at this point is to gear up its news operations in Chicago and Dallas. To that end, Metromedia has just promoted an executive to head news operations company-wide—Joseph A. Saitta, who was named vice president, news. Saitta has been with Metromedia's KTTV(TV) Los Angeles, serving as vice president and executive director of news and special programming. He replaces Mark Monsky, who left the company last summer, as Metromedia's chief news executive. Saitta said that Metromedia is still "very serious" about plans to launch a national newscast in 1984, although it may not be programed for prime time, as originally envisioned by Monsky. "That was the old thinking," said Saitta. "We're doing research to determine when the best time might be." □

# TELEVISION



**D**uring the rise of cable television in the 1970's, broadcasting—using radio waves to deliver programming to homes—began to sound a bit archaic. But the technologists are adding new dimensions to broadcasting, giving birth to new over-the-air services and enhancing older ones. By the end of 1984, it may be cable television that seems old fashioned.

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

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

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

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

And ABC affiliates may be able to get into the pay television business this year. ABC

Video Enterprises will invite affiliates to broadcast during unused early morning hours a package of scrambled movies and special programming to subscribers, who would record it for viewing at their convenience. The service will get a test-run in Chicago starting later this month.

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

United Satellite Communications Inc., backed by Prudential Insurance and General Instrument, became the nation's first DBS service last Nov. 15, when it began marketing its service to people in central Indiana. It launched the service with three channels—two proprietary movie channels and ESPN—and subsequently added Video Music Channel. USCI is looking for additional programming to fill its remaining channel.

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

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

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

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

USCI had better sign up as many subscribers as it can as quickly as it can. Competition is on the way—from Satellite Television Corp. and cable programmers and operators, who are rallying around a DBS scheme being cooked up by Home Box Office. Although USCI was the

first to offer a service, it was STC, a subsidiary of Communications Satellite Corp., that got everybody thinking about DBS when it announced its plans in August 1979. Over the past four years, those plans have undergone some changes. As it now stands, STC plans to jump in and offer a five-channel service late this year to the Northeast via SBS IV, which is set for launch in August. STC will move the service to its own satellite—a more powerful one being built by RCA Astro-Electronics—and expand the service area to the entire eastern half of the country and increase the number of channels to six.

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

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

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

HBO's core (or initial) DBS market

would be the estimated 400,000 to 500,000 homes that own large backyard earth stations and intercept cable and broadcast programming transmitted from Satcom III-R and other satellites. If all the Galaxy I programmers scrambled their feeds and join hands to offer a DBS service, the owners of the backyard earth stations would probably be the first in line to subscribe. Without decoders to unscramble the major cable



M/A-COM's DBS dish

services, their costly earth stations would be practically worthless.

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

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

DBS will not exist in a pay television vacuum. Not only will it have to contend with the preeminent pay medium, cable, in some markets, but it may also find itself locking horns in some urban areas with MCTV. Microband Corp. of America, the leading MDS operator in the country, will launch MCTV or, as it prefers to call it, "wireless cable" services in New York, Washington and other cities

late this summer or early fall (see "Top of the Week"). For the services, Microband will use a combination of MDS, ITFS and possibly OFS channels. The FCC authorized the mixing of the 2 ghz channels to offer a single MCTV service with certain restrictions. For instance, a significant portion of the ITFS channels must be used for instructional television and the OFS must carry some type of information (nonentertainment) service.

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

Broadcasting's other entry in pay television in 1984 will be TeleFirst, which marries the enormous reach of network television (virtually every television home) with the convenience of videocassette recorders. Beginning Jan. 17, WLS-TV Chicago will broadcast scrambled motion pictures and other exclusive programming. But the station will not be in the conventional STV business, in which scrambled programming is broadcast for simultaneous descrambling and viewing. TeleFirst programming will be broadcast during the early morning hours (between around 2 a.m. and 5 a.m. or 5:30 a.m. local) six days a week (everyday but Sunday) for recording in its scrambled formats on videocassette recorders. Subscribers, who will pay up to \$25.95 a month, will play to programming back through a descrambler at their convenience.

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

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

In authorizing AM stereo broadcasting in spring 1982, the FCC declined to adopt any one of four incompatible systems as the

national standard. It decided to allow the marketplace (the individual preferences of broadcasters and receiver manufacturers) to determine which system would become the de facto standard. But as AM stereo proponents found out, the marketplace works slowly. A year after the FCC decision, most broadcasters and receiver manufacturers were at a loss. Each of the system proponents persuaded some broadcasters to put its system on the air and each had some success; Kahn and Harris more than Magnavox and Motorola. But only one receiver manufacturer, Delco Electronics, had endorsed a system (Motorola) and which system would ultimately emerge as the standard was still a big questionmark.

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

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

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

The only commercial broadcast teletext service now available is Taft Broadcasting's Electra. The

broadcast group's WKRC-TV Cincinnati has been broadcasting the 100-page general-interest teletext magazine seven days a week since last summer. Taft is using the the British-bred World System Teletext standard. Under terms of an agreement with Taft, Zenith Radio Corp. is marketing a



\$300 WST decoder in Cincinnati. Unfortunately, the decoder can only be used with late-model Zenith television sets, severely limiting the number of people who can buy them. For that reason and others, the public response to the service has been less than overwhelming. Nonetheless, Taft officials are ever confident the service will catch on and eventually generate enough revenue through advertising to cover its modest costs and perhaps turn a profit. They are also hopeful that WST decoders will be incorporated into digital television sets at an incidental cost, obviating the need for consumers to invest in an extra piece of hardware to receive teletext.

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

The prospects for NABTS teletext, which offer much better graphics than WST teletext, were damaged last month by the news that Time Inc. would not move ahead with its cable teletext service. Although Time's service was designed for distribution over cable systems, it used the same basic technology as a broadcast service. Had Time gone

ahead, it would have sparked the mass production of NABTS decoders and cause the price of them to fall quickly and dramatically.

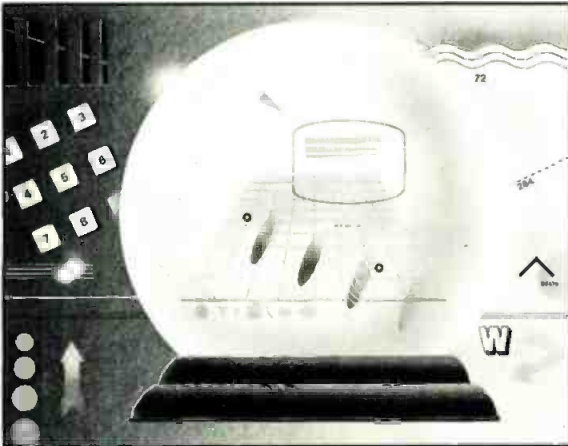
While the WST and NABTS proponents are waiting for cheaper decoders, they will have to keep working on the nature of the service. So far, most of the teletext trials involved general interest services for the mass market. But given the limited information capability of broadcast teletext, proponents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

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

The most ambitious group is trying to develop high-definition television, a system featuring roughly twice the vertical and horizontal resolution as and a wider aspect ratio than the existing NTSC television system. With quality comparable to 35mm film, the system would be used for all sorts of cinema and television production. Proposals for a world HDTV production standard must be ready for the meeting of the International Radio Consultative Committee of the International Telecommunication Union in October 1985. If the ATSC is to have a U.S. proposal ready by then, it must come up with a standard and manufacturers must begin work on a prototype system this year. And, according to ATSC head Richard Green, the prototype system should be ready to demonstrate in the spring of 1985. "Nobody is going to accept a paper standard," he said.

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

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



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

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

On the international front, cabinet officers and probably the President himself will participate in the policy decision as to whether the U.S. will permit private communications satellite companies to provide service that is "competitive" with or "alternative" to—depending on one's point of view—the service offered by the International Telecommunications Satellite Organization. That issue brings into sharp focus an apparent conflict between the administration's zeal for deregulation and competition and the U.S. commitment to a robust Intelsat, an organization the U.S. took the lead role in creating. America's 107 partners in Intelsat are watching developments in Washington nervously.

As for the breakup of AT&T and the policies related to it, the administration favors the basic thrust of the FCC's controversial access charge decision that is to go into effect in April, provided Congress permits it. The Senate is working on a bill to postpone the effectiveness of the end user aspect of the charge for two years (and thus put it beyond the 1984

elections), which Markey says is "less objectionable" than the House-passed bill, which would prohibit the commission from imposing such a charge on residential customers and small businesses. The administration opposes any delay.

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

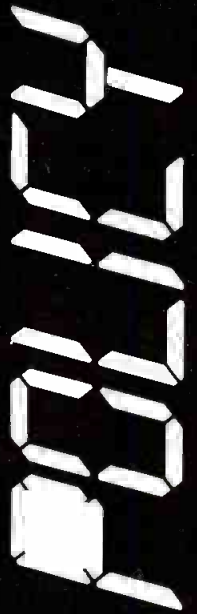
Given the administration's ideological bent and President Reagan's frequent statements that broadcasters deserve the same First Amendment rights as the press, it is not surprising that NTIA has endorsed the Tauke-Tauzin bill in the House providing for sweeping deregulation of broadcasting. And Markey's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

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

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

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

For all of the administration's expressed concern for deregulation, there is particular irony in the fact that the one area where it is following a different drummer is the one where the President, as a former actor, can claim some expertise—the FCC's proposed repeal of the financial interest and syndication rules. Reagan directed the NTIA and the Justice Department's antitrust division to abandon positions in favor of repeal and to support, instead, legislation prohibiting the commission from acting on the matter for two years. That reversal contributed to the pressure that persuaded the commission "voluntarily" to delay action until May. A White House aide said the President feels repeal could result in network dominance of the programming field and that, as a result, a final decision should be



delayed.

The administration's first major policy decision on an international telecommunications issue could come this month, on whether the U.S. will authorize non-Intelsat services across the Atlantic. An executive branch study of the economic and domestic and foreign policy issues involved began in April, shortly after the Orion Satellite Corp. applied for authority to provide communications satellite services linking the U.S. and Europe. Since then, a second applicant, International Satellite Inc., has applied for similar authority.

For some time it was evident that the government was attempting to find a way to authorize such services—and thus honor its commitment to free enterprise—without jeopardizing Intelsat. Intelsat appears to consider that a kind of squaring of the circle that is not possible. Ambassador Diana Lady Dougan, coordinator of International Communication and Information Policy, who is playing a leading role in coordinating the study under the aegis of a Senior Interagency Group, puts the problem more delicately: "We have what may appear to some as competing policy goals that need to be accommodated in light of technology and economic, foreign policy and national security concerns."

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

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

But the question points up the problems the U.S. confronts in the international telecommunications area—and Intelsat has always been a model of international cooperation. The International

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

It is against that background that State Department officials warn that while the U.S. supports the ITU, it is considering "alternatives" to it, as Secretary Shultz said, in September, in a letter to Senator Charles Percy (R-Ill.), chairman of the Senate Foreign Relations Committee, "an element of prudent contingency planning." As Dougan, in an interview, put it: "We're continuing to re-examine and re-evaluate and retool our relationships with international organizations—the ITU, UNESCO, OECD (the Organization of Economic Cooperation and Development) and CITELE (the InterAmerican Telecommunications Conference of the Organization of American States). We're looking at each to see how it can serve our interests, particularly in light of the new technology."

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

Dougan set forth U.S. policy toward the OECD in a speech last month in which she said the U.S.

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

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

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

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

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

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

differences.

Says one Hill staffer familiar with the Congress during an election year: "Most of the work has to get done in the first six months." And then other matters may take priority. On the House side, the Telecommunications Subcommittee is expected to devote more time in 1984 than it did in 1983 to consumer protection and finance issues. "Telecommunications got about 90% of the subcommittee's time last fall. It just can't this year," says David Aylward, chief counsel for the subcommittee.

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

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

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

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

Even if a compromise is reached, the question remains whether it will be one that broadcasters can live with. If an official bill surfaces along the same lines as the Wirth measure—the answer according to a key congressional aide—is no.

Passage of a Wirth cable bill, H.R. 4103, which is pending before the parent, Energy and Commerce Committee, is also likely to occupy the Congress. Debate over the bill is

expected revolve around the battle between the cable industry and the nation's cities and telephone companies which oppose it.

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

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

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

A controversy over the FCC's financial interest and syndication rules may resurface on the Hill. There are bills pending in the House and Senate to bar the FCC from modifying the rules (BROADCASTING, Nov. 21, 1983). Congressional action on the rules have been put on hold—as has action at the FCC—in the hopes that networks and producers can reach a compromise. But the Senate Commerce Committee is committed to intervene by March 15 if it appears one of the parties is bargaining "in bad faith" (BROADCASTING, Dec. 19, 1983).

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

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

Both the Corporation for Public Broadcasting and the National Telecommunications and Information Administration must be reauthorized. Those reauthorization bills could provide a convenient

vehicle for controversial pieces of legislation.

But 1984 may be remembered as the year that public broadcasting went commercial.

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

Cable copyright issues could also occupy the House and Senate. Two bills (H.R.2902, introduced by Representative Mike Synar [D-Okla.], and H.R. 3419, by Representative Sam Hall [D-Tex.]) would nullify the Copyright Royalty Tribunal's latest rate hike in the compulsory license fees cable systems must pay to import distant television signals. The bills are pending before the House Copyright Subcommittee. Further hearings on the bills are expected. In the Senate, a companion measure (S.1270) to the Hall bill was introduced by Senator Dennis DeConcini (D-Ariz.).

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

But the issue on which the committee is likely to attract the most attention is Packwood's ongoing project to pass legislation that would give the electronic media the same First Amendment protections as the print press. He introduced a measure (S. 1917) that would repeal Section 315 of the Communications Act, which guarantees rival political candidates equal opportunities in broadcast exposure, assures them of paying the lowest unit rate for purchased time and includes the general fairness doctrine. It would also eliminate Section 312 (a) (7), which guarantees candidates for federal office the right of "reasonable access" to broadcast time (BROADCASTING, Oct 10, 1983). Hearings on the bill are planned in February.

Despite the pressures of an election year staffers feel confident

there will be legislative movement. And as Ward White, senior counsel for the Senate Commerce Committee put it: "If we need to get something done we'll get it done."

□

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

In a way, that is the appropriate cliché for the FCC this year. The major issues for broadcasters are those held over from the year before—or even the year before that.

But 1984 also promises to be a year of resolution. Many important issues that have been pending are expected to come to a vote.

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

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

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

The Mass Media Bureau completed its labors on the item last year, but the engineering staff was split on whether to recommend approval. So the bureau told the commissioners it would write the item the way they wanted. Commissioner Henry Rivera reportedly wanted at least some new VHF's out there, and Commissioner James Quello was opposed. Chairman Mark Fowler and Commissioner Mimi Dawson recommended that the staff take a "harder look" at possible sites for drop-ins on a case-by-case basis. The bureau is expected to have the results of its further study by the end of January.

The FCC also is expected to bring to conclusion ownership proposals

already pending, and proposals it is expected to air during the new year.

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

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

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

The FCC also is expected to conclude its pending proposal to delete, or relax, its rule of sevens, limiting broadcast ownership to seven AM's, seven FM's and seven TV's (no more than five VHF's). Comments on that are due Jan. 19. Final action on its proposal to permit the networks to own cable systems also is expected. And, responding to a petition by the National Association of Broadcasters (BROADCASTING, Aug. 15, 1983), the commission is expected to re-examine the need for its current regional-concentration-of-control rule, which prohibits ownership of three broadcast stations where two of the three are within 100 miles of the third. "There will be some effort to bring these ownership rules up as some kind of package, so the commissioners can think about them at the same time," James McKinney, FCC Mass Media Bureau chief, said.

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

The FCC's proposal to "deregulate" TV also is expected to be brought to conclusion. In a notice of proposed rulemaking, the FCC has proposed to eliminate current guidelines for nonentertainment programming and commercial loading. It also proposed to eliminate formal ascertainment requirements.

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

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

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

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

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

As for docket 80-90, the bureau is hoping to start accepting applications in the fall. The omnibus rulemaking, in which the commission said it would propose about 500 to 600 new FM allotments on its own—is expected to be out early this year.

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

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

The high priest of deregulation added this benediction: "Let's remember that turning a good healthy profit reflects serving the public interest," he said. □



### BROADCASTING's Year in Review

The Fifth Estate flourished in 1983, despite occasional and sometimes heated distractions.

The FCC continued to cultivate marketplace freedom and to weed out regulations it felt had outlived usefulness, although in doing so, the commission met resistance on Capitol Hill and even intervention from the White House.

A sidelight to the legislative problems was some inner turmoil at the National Association of Broadcasters.

On the business side, bottom lines were good, with a bigger-than-ever infusion of new faces and money into the industry.

Much of the FCC's energy last year was spent on its proposed repeal of its TV financial interest and network-syndication rules. Adopted in May 1970, the rules bar networks from engaging in domestic syndication and acquiring subsidiary interests in independently produced programs.

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

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

The first big setback to the FCC came in October when the Senate Appropriations Committee, with later approval of the full

Senate, attached an amendment to a fiscal 1984 supplemental appropriations bill forbidding the FCC from spending funds until May 31, 1984, to repeal fin-syn.

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

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

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

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

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

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

place and refused to give teletext must-carry status on cable.

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

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

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

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

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

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

Acrimony over broadcast deregulation in-



CBS's 'M\*A\*S\*H' farewell



NBC's ratings challenger 'A Team'



ABC's 'The Day After'

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

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

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

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

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

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

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



**Changing hands at the FCC.** Out the door at midyear when the commission was reduced to five members went Frank Fogarty, after almost seven years of service, and Stephen A. Sharp, after just nine months as a commissioner. Both actions were in keeping with the 1982 Congressional mandate that the number of commissioners be cut from seven to five. But not so expected was the April announcement of Anne P. Jones that on May 31 she would relinquish her seat on the commission to go into private practice. She had served just over four years. Dennis Roy Patrick, former associate director of the White House's office of presidential personnel, was picked in October as her successor. Political maneuvering between Capitol Hill and the White House, however, stalled the confirmation hearing beyond the congressional recess in November. President Reagan then appointed Patrick on an interim basis. At the Dec. 2 swearing-in ceremony (above) Patrick was given the oath of office by Secretary of the Interior William Clark (l), his political mentor, as Patrick's wife, Melinda, held the bible.

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

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

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

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

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

or 40 years behind and that it's a waste of time to try to bring them up to date."

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

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

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

In television, prime time honors, for the

fourth year in a row, went to CBS-TV, which won the 1982-83 season that closed April 17. Over the 29-week period, the network averaged an 18.2 rating/29 share in the Nielsen measurement. ABC-TV again placed second with 17.7/28 and NBC-TV was third with 15.1/24.

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

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

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

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

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

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

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



**Game of chance.** The FCC held its first lottery Sept. 15, using one of the plexiglas drums that Selective Service had utilized to determine military draftees. Choosing the winner of a common carrier radio frequency was Charles A. Brown, chief of the FCC's agenda branch.

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

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

But it remained for Metromedia's John Kluge to make 1983's major financial move last month. In a deal valued at \$1.5 billion, Kluge, along with key Metromedia executives and outside business/media luminaries, offered to take the company private by buying back Metromedia's publicly held stock. In the offer, made to Metromedia's outside board of directors, three senior vice presidents of Metromedia—Robert M. Bennett, George H. Duncan and Stuart Subotnick—teamed up with Kluge. They would be joined by a new venture capital firm called Boston Ventures Limited Partnership. Investors in BVLP include newspaper owner and DBS hopeful Rupert Murdoch, Warner Communications Inc., Embassy Communications owners Norman Lear and Jerry Perenchio, Washington Redskins owner and former Teleprompter owner Jack Kent Cooke, San Diego Chargers owner Gene Klein and Denver oilman and 20th Century-Fox owner Marvin Davis.

And also in 1983:

- In August, a federal jury in Kansas City, Mo., awarded anchorwoman Christine Craft \$500,000 in a sex discrimination suit that put TV in the media spotlight again. Craft had sued Metromedia, owner of KMBC-TV Kansas City when Craft was employed there, for \$1.2 million, charging the group owner had discriminated against her because she was a woman and had misrepresented the terms of her employment. Craft's victory dimmed, however, when a U.S. judge in Kansas City, Joseph E. Stevens, threw out the award. Stevens said KMBC-TV was not guilty of sex discrimination, and ordered a new trial for Jan. 4 in Joplin, Mo., before a jury that would be sequestered. Judge Stevens said the jury in the August trial had

been affected by "the pervasive publicity in the case."

The promise of even greater rights in 1984 came in late April when major league baseball owners ratified a new agreement that calls for ABC and NBC to pay \$1.1 billion for TV rights over a six-year period.

BROADCASTING's companion survey of professional and college football came up with a total national and local broadcast rights figure of \$536.6 million for 1983, an 8.7% gain over 1982. The 1983 total included \$15 million to the United States Football League for TV coverage of its spring and early summer games.

- Viacom, Warner Communications Inc. and Warner Amex Cable Communications Sept. 2 closed an agreement to merge Viacom's Showtime with The Movie Channel, operated by Warner Amex Satellite Communications Co., jointly owned by WCI and American Express.

- The Department of Justice, in September, also said it would not stand in the way of a proposed \$400-million joint venture by HBO, CBS and Columbia Pictures Inc. The result is to be a new movie studio, Tri-Star Pictures, to produce and distribute theatrical motion pictures and to provide HBO with exclusive pay-television rights to the films.

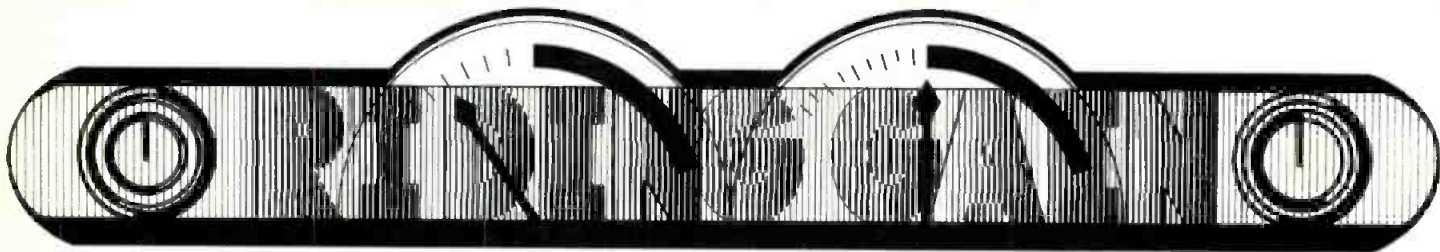
- The often bitter cable news war that raged for nearly two years came to an abrupt end in October when Ted Turner agreed to pay ABC Video Enterprises and Group W Satellite Communications \$12.5 million each to shut down Satellite News Channel, which had battled Turner's Cable News Network and CNN Headline News for cable affiliates and ad dollars. SNC then went to black on Oct. 27, with its cable affiliates, which served 7.7 million homes, offered either CNN or CNN Headline News.

- A.C. Nielsen Co. said that cable households, as of November 1983, numbered 34,114,000—40.5% of all U.S. TV homes.

- The Rev. Everett C. Parker, 70, dean of the citizen movement in broadcasting and an early user of the petition to deny broadcast license renewals, stepped down Aug. 31 from his post as director of the Office of Communication of the United Church of Christ. One of Parker's more notable victories came in the mid-1960's when the Church of Christ filed in behalf of Jackson, Miss., blacks who contended WLBT(TV) there was ignoring their programming needs. A subsequent ruling by the court of appeals, reversing the FCC's renewal of WLBT's license, held that citizens have a right to file such petitions. It began an era of more active participation by citizen groups.

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

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



## Growing strong

Dallas-based Satellite Music Network (SMN) is emerging as a strong competitor for ad dollars in network radio. It offers four 24-hour satellite-delivered music formats: StarStation (adult contemporary); Stardust (nostalgia); Country Coast-to-Coast, and Rock America—scheduled to be launched today (Jan. 2)—as well as around-the-clock newscasts. SMN has added over 40 new affiliates during the past two months—many located in major markets—bringing the total number of stations signed by SMN to approximately 470. The additions include three Viacom properties ("Closed Circuit," Nov. 21)—WKHK(FM) New York, WMZQ(FM) Washington and KIKK(AM) Houston (Country Coast-to-Coast affiliates)—as well as StarStation affiliates WGAR(AM) Cleveland and KLVU(FM) Dallas.

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

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

## Community minded

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

In addition, the station will soon establish

the "WMCA Radio Rescue Fund" a nonprofit organization set up to match contributions from listeners during city emergencies.

"Because we don't have to answer to a national board or stockholders, we can better respond to the needs of the community," said WMCA Chairman Peter Straus, former director of Voice of America during the Carter administration. "Our responsibilities begin and end with the 17 counties in our coverage area," he said. WMCA currently has no network affiliation.

## Changing hands

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

Under the new management structure,

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

## Audio visual

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

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



**Classical dimension.** Veteran radio announcers for classical music radio stations KFAC-AM-FM Los Angeles were honored with a mural as a Christmas present from station president George Fritzinger. Muralist Thomas Surlyz painted a scene on the side of the studios depicting each announcer with his favorite composer. Standing in front of the mural are announcers (l-r): Fred Crane, Carl Princi, Dick Crawford, Bill Carlson, Thomas Cassidy and Tom Franklin.

# **101 STATIONS CHOOSE MOTOROLA C-QUAM AM STEREO!**

Now we're really rolling.

Stations from coast to coast have made the decision for Motorola C-Quam® AM Stereo. They range from clear-channel powerhouses to day-timers, with formats from MOR to C&W, throughout the U.S. and Canada.

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

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

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

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



## MGM/UA may become wholly owned by Kerkorian

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

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

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

Analysts, however, tended to think the debentures—which would bear 14% interest a year, but not until after the fifth year—would have a present cash value in the \$6-to-\$11 range, reducing the package value per share to around \$15 to \$20, or \$372 million to \$496 million for all non-Kerkorian stock.

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

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

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

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

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

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

Kerkorian's offer came at a time that MGM/UA stock was trading some \$10 a share below its 1983 high of \$22.25, reached last spring when the company's "War Games" and "Octopussy" theatrical hits were being released. Observers speculated that he felt he could get the remaining shares at a bargain price, particularly since the company has a seemingly strong lineup of theatrical releases for 1984, including another James Bond film; a sequel, called "2010," to "2001: A Space Odyssey," and "Rocky IV."

MGM/UA's revenues from both theatrical and television films declined in the com-

pany's last fiscal year, ended Aug. 31, 1983. Television program revenues dropped to \$95.8 million from \$116.4 million the year before, while theatrical film revenues dropped to \$620.9 million from \$668.9 million. Net income increased, however, to \$41.9 million from \$27.5 million, in large part through reduction of interest expense.

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

## Magid firm jumps from ABC to NBC

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

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

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

Other NBC officials agreed. "Our own research shows *Today* is pretty good, but it's not making headway [in the ratings] against

Number One, and we'd like to see if Magid has any ideas about that," one executive said.

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

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

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

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

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



**Presidential blessing.** President Reagan congratulates Richard Colino on his appointment as director general of the International Telecommunications Satellite Organization, the 108-member nation cooperative that owns the system used by most nations for international satellite communications. Colino, who assumed office on Dec. 31, is only the second director general of the 20-year-old organization, and the first U.S. citizen to hold the post.

## NABET to begin bargaining with NBC next week

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

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

NBC and the union have been holding talks in various parts of the country since last Feb. 22 but have been unable to come to an agreement on issues related to new technologies. The union is apprehensive that hun-

dreds of jobs will be lost to computers and other equipment unless the union is granted jurisdiction or is given some concessions that will help save jobs.

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

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

The points of contention between NBC and the union reportedly relate to jobs now held by engineers and technicians and to new jobs emerging from the introduction of new devices. The union is determined to resist reductions in job or shifting of posts to nonunion status. One area deals with radio,

with NBC reportedly seeking approval for combination persons who would perform announcing duties and operate the board. NABET fears that if this practice spreads, it could lose 60 to 70 radio jobs around the country.

Another sore point with the union deals with retroactivity privileges. After months of negotiations in 1983, NBC issued a warning that unless an agreement was reached by June 26, it would not grant retroactivity provisions when a new contract was framed. That deadline passed without an agreement on the matter.

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

## The Media

## Intelsat: boosting business potential

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

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

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

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

Officials rejected suggestions that the increased activity in the business field is a

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

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

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

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

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

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

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

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

Charleston county solicitor Charles Condon, who had ordered the arrests, said that by dropping the charges, "I by no means condone their actions nor believe that the First Amendment right of freedom of the press should protect such conduct. . . ." He said it appeared that "a tremendous strain on

limited [prosecution] resources would occur if these First Amendment issues were pursued," and that "the publicity generated would... only work to prejudice the [Blake] case. . . It is our hope that the actions taken by this office and the Charleston county police department will at the very least cause WCSC-TV to re-examine its policies in light of the social responsibilities it owes to our communities."

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

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

Pierce said his news department "would have been flexible enough" to hold the picture for one or two days, but the solicitor "was telling us Jan. 3—maybe." Pierce said the station weighed the solicitor's charges that showing the photo would "severely damage" the case, against what Pierce called

the station's moral obligation to the community. In addition, Pierce said the station was told by the prosecutor's office that three of the five witnesses were out of the state and that the station's "First Amendment lawyer" assured him there "wasn't a problem" with using the photo.

"No police authority," Rivers said, "has the right to lock up somebody who disagrees with them." He said that although it turned

out to be "a very unpopular decision within the community," the station did "nothing illegal," by airing the picture. He noted that no judicial order was issued prohibiting its broadcast. Rivers said on Dec. 23 that the solicitor had assured him "the action against our employees will not be repeated. It is now time for the community to calm down. . . As far as I'm concerned, this matter is now behind us." □

## Changing Hands

PROPOSED

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

**WJBM-AM-FM Jerseyville, Ill.** □ Sold by Tri-County Broadcasting Co. to Jerseyville Broadcasting Inc. for \$1 million cash. Sale is contingent on FCC approval of application to move FM transmitter and tower. **Seller** is majority owned by Janet A. Gorecki. Nei-

ther she nor other owners have other broadcast interests. **Buyer** is equally owned by Saul Rosenzweig and family, and Bernard Koteen (40%) and his wife, Shirley (10%). Rosenzweig is former vice-president of KPLR-TV St. Louis and president of Figgie Communications Inc., which recently sold WLIX-TV Onondaga, Mich., for \$20.5 million ("Changing Hands," April 8, 1983). Bernard Koteen is Washington communications attorney. WJBM is 500 w daytimer on 1480 khz. WJBM-FM is on 104.1 mhz with 50 kw and antenna 380 feet above average terrain.

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

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

**WADK(AM) Newport, R.I.** □ Sold by Key Stations Inc. to Spectrum Communications for cancellation of \$500,000 indebtedness and release of all claims, plus half of station's resale value above \$500,000. Previous terms of sale between same two principals— for between \$600,000 and \$700,000 (incorrectly reported in "Changing Hands," Oct. 10, 1983)—were renegotiated at request of

### Metromedia, Inc.

has acquired

**KNBN-TV**

Dallas, Texas

for

**\$14,900,000**

from

**National Business Network, Inc.**

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

# BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.,  
20036  
1111 19th Street, N.W.  
(202) 331-9270

CHICAGO, IL  
60601  
333 N. Michigan Ave.  
(312) 346-6480

ATLANTA, GA  
30361  
400 Colony Square  
(404) 892-4655

BEVERLY HILLS, CA  
90212  
9465 Wilshire Blvd.  
(213) 274-8151

1/2/84



seller. Seller is principally owned by Peter Kuyper, president of ancillary rights division of MGM/UA, and Peter G. Mangone Jr., president and CEO of Telecrafter Corp., Englewood, Colo.-based LPTV equipment supplier, programmer and group owner. Buyer is publicly-held corporation headed by Harry Conlin, president. It also owns KYLT(AM)-KZOQ(FM) Missoula, Mont. It plans to immediately resell WADK to repay bank debt. WADK is 1 kw daytimer on 1540 khz.

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

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

□ Other proposed station sales include: KIST(AM) Santa Barbara, Calif.; WPUL(AM) Bartow, Fla.; WYSE(AM) Inverness, Fla.; WECA(TV) Tallahassee, Fla.; WSIP-AM-FM Paintsville, Ky.; WHSL(FM) Wilmington, N.C.; WWIL(AM) Wilmington, N.C.; WZTQ(AM) Hurricane, W. Va. (all "Changing Hands," Dec. 19, 1983); WLFF(AM) Cayce, S.C.; WCRO(AM) Johnstown, Pa.; WKEZ-FM Yorktown, Va. (all "Changing Hands," Dec. 12); KWFM(FM) Tucson, Ariz. ("Changing Hands," Oct. 3, 1983); WFTL(AM) Fort Lauderdale, Fla.; WTAI(AM)-WLLV(FM) Melbourne, Fla.; KMVT-TV Twin Falls, Idaho (all "Changing Hands," Oct. 24, 1983); WCFL(AM) Chicago ("Changing Hands," Nov. 14); WTTV(TV) Bloomington, Indiana ("In Brief," Nov. 14); WSNE-FM Taunton, Mass. ("Changing Hands," Dec. 5, 1983); WEVV(TV)CPI Columbia City, Ind.; WGML(AM) Hinesville, Ga.; (CP) Bowling Green, Ky.; WLCB(AM) Buffalo, Ky.; WILP(AM) Paris, Ky.; WDJJ(AM) Jackson, Mich.; KWK-AM-FM St. Louis ("Changing Hands," Nov. 7, 1983); WNLT(AM) Duluth, Minn.; KOSC-FM Marshfield, Mo.; WVCB(AM) Shalotte, N.C.; WIXR-AM Mt. Pleasant, S.C.; WPKZ(AM) Pickens, S.C.; WKCE(AM) Harri-man, Tex.; \*WJLT-TV Lexington, Tenn., and \*KZLN(TV) Harlingen, Tex. (see "For the Record," page 90.)

APPROVED BY FCC

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

Seller is owned by 24 shareholders, including Aaron E. Henry, chairman; Charles L. Young, vice president, and Robert C. Travis, all three of whom increase their interests in buyer. None have other broadcast interests. Henry is Clarksdale, Miss., pharmacist; Charles L. Young, is Meridian, Miss., businessman; Travis is Jackson, Miss., attorney. Buyer is composed of Henry, 26.3%; Young, 26.3%; Buford Television Inc., 25.4%; Interfirst Venture Corp., 10.9%, and Travis, 3.5%. Buford Television is MSO and also owns KLTV-TV Tyler and KTRE-TV Lufkin, both Texas, and KTMA-TV Minneapolis. It has 20% interest in Home Entertainment Network Inc., which is licensee of WBTV(TV) Cincinnati and provides subscription television service. InterFirst Venture Corp. is subsidiary of InterFirst Bank, Dallas. WLBT-TV is NBC affiliate on channel 3, with 95.7 kw visual, 19.1 kw aural and antenna 2,419 feet above average terrain. WLBM-TV is NBC affiliate on channel 30 with 89.1 kw visual, 8.9 kw aural and antenna 234 feet above average terrain. It went on air Oct. 4, 1982.

**WDRB-TV Louisville, Ky.** □ Sold by Cowles Media Co. to The Blade Co. for \$10 million. Seller, based in Minneapolis, is headed by Otto A. Silha, chairman, and is publisher of *Minneapolis Tribune* and other newspapers. It sold its only other broadcast property, KTVH(TV) Hutchinson (Wichita), Kan., last year (BROADCASTING, Dec. 20, 1982). Buyer, based in Toledo, Ohio, is diversified media company owned by William and Paul Block Jr., brothers. It owns several newspapers, including *The Blade* (Toledo, Ohio);

WLIO(TV) Lima, Ohio, and WLFI-TV Lafayette, Ind., and cable TV systems in Toledo and Sandusky, both Ohio, and Monroe, Mich. It has announced sale, subject to FCC approval, of WTKN(AM)-WWSW-FM Pittsburgh (see "In Brief," Sept. 26; 1983); WDRB-TV is independent on channel 41 with 303 kw visual, 30.3 kw aural and antenna 1,280 feet above average terrain.

**KVOD(FM) Denver** □ Sold by Capitol City Broadcasting Co. to Henry Broadcasting Co. for \$6 million. Seller is equally owned by Edwin E. Koepke and Frank E. Amole Jr., who have no other broadcast interests. Buyer is owned by Charlton H. Buckley, San Francisco investor who year ago bought KYTE(AM)-KRCK(FM) Portland, Ore., for \$4.5 million ("Changing Hands," Jan. 3, 1983). KVOD is on 99.5 mhz with 100 kw and antenna 380 feet above average terrain.

**WOCB(AM)-WSOX-FM West Yarmouth, Mass.** □ Sold by Central Vermont Radio Corp. to WOCB Acquisition Corp. for \$4.1 million. Seller is subsidiary of Laconia, N.H.-based Sconnix Group Broadcasting Inc., owned by Randall T. Odeneal, Theodore E. Nixon, Scott R. McQueen and Alfred W. Hill. Sconnix also owns WZZC(FM) East Moline, Ill.; WKZU(AM)-WLNH(FM) Laconia, N.H.; WTMA(AM)-WSSX(FM) Charleston, S.C., and WRKR(AM)-KFKF(FM) Kansas City, Kan. Buyer is subsidiary of Sillerman Morrow Broadcasting Group, Middletown, N.Y.-based owner of four AM's and four FM's. It is owned by Robert F.X. Sillerman, Bruce Morrow, Howard Tytle and Gerald

November 28, 1983

## Sky Communications, Inc.

A company formed by Foster Management Co.

has completed the acquisition of the assets of radio stations

### WSIX AM/FM

Nashville, TN

from

## General Electric Broadcasting Co., Inc.

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

THE  
TED HEPBURN  
COMPANY Cincinnati

Wendel. It also owns 50% of WATL-TV Atlanta and 100% of WRAN(AM) Dover, N.J.; WJJB(FM) Hyde Park and WALL(AM)-WKGL(FM) Middletown, both New York. It also recently bought WHMP-AM-FM Northampton, Mass., for \$1.2 million ("Changing Hands," May 30, 1983). WOCB is on 1240 khz with 1 kw day and 250 w night. WSOX-FM is on 94.9 mhz with 50 kw and antenna 245 feet above average terrain.

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

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

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

**KZEE(AM) Weatherford, Tex.** □ Sold by KZEE Radio Inc. to Crest Communications for \$800,000. **Seller** is owned by Galen O. Gilbert (75%) and Dave Solmonson (25%). They own KTXJ(AM)-KWYX(FM) Jasper, Tex., and recently bought KYFM(FM) Bartlesville, Okla., for \$1.1 million (BROADCASTING, April 11, 1983). Gilbert has majority interest in KDXE(AM) Sulphur Springs, Tex.; KBTN(AM) Neosho, and KXEO(AM)-KWWR-FM Mexico, both Missouri. He also owns KPET(AM) Lamesa, Tex. **Buyers** are Robert Griffin, independent financial consultant and formerly chief financial officer for New Orleans steamship company, and Curtis Sorrells, geophysicist. Sorrells is limited partner in United Cablevision, MSO with systems in Maine and Illinois. KZEE is daytimer on 1220 khz with 500 w.

**WEFF(AM) Highland Park, Ill.** □ Ninety per-

cent sold by Newsweb Corp. to Gordon H. Winston and Myra M. Winston for \$500,000 plus \$150,000 noncompete agreement. Sale is contingent upon securing new antenna site location for station. **Seller** is owned by Fred Eychaner, who has commercial printing interests. He also owns WPWR-TV Aurora, Ill., and owns 3.5% of voting stock of Des Moines Register and Tribune Co., which owns three VHF's and two AM-FM combos. He is permittee for KTVJ-TV Boulder, Colo. **Buyers** are husband and wife. Gordon Winston is CPA and management consultant for Eychaner. Myra Winston is real estate manager. WEFF(AM) is daytimer on 1430 khz with 1 kw.

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

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

**KKLR-FM Edmond, Okla.** □ Sold by Mid America Media Co. to Oaks Broadcasting Inc. for \$500,000. Purchase pre-empted auction of station that sellers had scheduled for Oct. 20. **Seller** is Louisiana partnership, headed by James A. Reeder, managing partner. It also owns KCOZ(AM)-KOKA(FM) Shreveport, La. **Buyer** is owned by Max W. Wells, Dallas banker, and Ken Fairchild, general manager of KRLD(AM) Dallas. KKLR is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

#### CABLE

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

**Cable system serving city of Owensboro and remaining areas of Daviess County, Ky.** □ Sold by Owens on the Air Inc. to Century Owensboro Cable Corp. for \$14.5 million plus \$1.7 million for noncompetition and consultancy agreements. **Sellers** are Pauline H. Steele and brother, Robert H., trustees of estate of V.J. Steele Jr. They also sold WVJS(AM)-WSTO(FM) Owensboro to president of buyer and his wife for \$3,793,000

("Changing Hands," Nov. 28, 1983). **Buyer** is subsidiary of Century Communications Corp., New Canaan, Conn.-based MSO, serving 27 communities with 192,500 subscribers. It is equally owned by Leonard Tow, president, and Sentry Insurance Co. Owensboro system passes 26,000 homes, in franchise area of 28,000 homes, serving 17,000 basic and 9,000 pay subscribers with 250 miles of plant and 30 channels. **Broker:** Kepper, Tupper & Co.

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

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

**Missed deadline.** National Public Radio said its agreement for a for-profit venture to distribute digital information via FM subcarriers and via NPR's satellite distribution system has expired. The agreement with National Information Utilities Corp., a computer service and software firm based in Vienna, Va., expired Dec. 19, 1983, when NIU failed to meet its deadline for successfully going public with a stock offering. The agreement, signed originally in June, 1982, called for NIU to raise \$20 million by selling \$2.7 million shares of stock at \$7.50 per share by September, 1983. That deadline was extended until December.

According to NPR President Douglas J. Bennet, NPR remains "open to working with NIU if new opportunities develop which can make this project successful, but we also have an obligation to NPR and our member stations to maximize the revenue-generating potential of our satellite and broadcast distribution system." NPR is now seeking other partners to use its public radio system, which consists of 18 regional uplinks and over 230 downlinks across the U.S.

## High hopes for FM translators attract filings

**Or are they false hopes instead? McKinney warns that FCC has no plans to permit originations, but some bet otherwise**

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

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

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

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

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

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

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

The Foremark offer: \$5,000 to cover the

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

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

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

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

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

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

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

**Celebrate the start  
of our fourth decade  
with us...**

*Let Chapman's Experience  
Work For You.*

**Chapman Associates**

nationwide mergers & acquisitions  
1835 Savoy Drive, Atlanta, GA 30341 (404) 458-9226

*Celebrating 30 Years of Integrity*

# Stock Index

	Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
	Tues. Dec 27	Wed. Dec 14				
<b>BROADCASTING</b>						
N ABC	55 3/4	54 1/8	+ 1	5/8	3.00	11, 1,634
N Capital Cities	144 1/2	134	+ 10	1/2	7.83	18, 1,937
N CBS	64 7/8	66 1/2	- 1	5/8	2.44	10, 1,925
N Cox	45 1/2	43	+ 2	1/2	5.81	18, 1,288
A Gross Telecast	61 1/4	62 1/4	- 1	-	1.60	13, 49
O LIN	22 7/8	22 1/8	+ 3/4	3/8	3.38	23, 477
N Metromedia	34 7/8	35	-	1/8	.35	30, 975
N Outlet Co.	44 1/4	43 3/4	+ 1/2	1/4	1.14	36, 182
O Price Commun.	6	5 7/8	+ 1/8	1/8	2.12	0, 16
O Scripps-Howard	26 1/2	25 1/2	+ 1	+	3.92	15, 274
N Storer	35	35 3/8	- 3/8	-	1.06	20, 574
O SunGroup Inc.	6	5 3/4	+ 1/4	+		3, 4
N Taft	54 3/4	49 1/2	+ 5 1/4	+ 10.60		13, 498
O United Television	12 5/8	12 5/8				16, 148

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams Russell	24	23 1/2	+ 1/2	1/2	2.12	22, 145
A Affiliated Pubs.	38 5/8	39 1/2	- 7/8	-	2.21	15, 313
N American Family	18	19 5/8	- 1	5/8	8.28	10, 245
O Assoc. Commun.	14 3/4	14 1/2	+ 1/4	1/4	1.72	0, 70
N A.H. Belo	39 3/4	39 1/4	+ 1/2	1/2	1.27	13, 453
N John Blair	28 3/4	29 1/8	- 3/8	-	1.28	12, 227
N Chris-Craft	25 3/8	27 1/8	- 1	3/4	6.45	30, 160
N Cowles	22 5/8	24 1/4	- 1	5/8	6.70	22, 90
N Gannett Co.	59 1/4	56 1/2	+ 2 3/4	+ 4.86		16, 3,161
N General Tire	39 3/8	37 1/2	+ 7/8	+	2.33	14, 808
O Gray Commun.	60 1/2	60 1/2				13, 30
N Gulf United	29 7/8	29 7/8				13, 862
N Harte-Hanks	22 7/8	23 5/8	- 3/4	-	3.17	14, 501
N Insilco Corp.	19	19				10, 322
N Jefferson-Pilot	37 3/4	38 5/8	- 7/8	-	2.26	8, 812
O Josephson Intl.	15 1/2	13 3/4	+ 1 3/4	+ 12.72		11, 76
N Knight-Ridder	26 1/4	24 3/4	+ 1 1/2	+ 6.06		9, 1,716
N Lee Enterprises	24	24 5/8	- 5/8	-	2.53	15, 323
N Liberty	21 3/4	23 1/8	- 1	3/8	5.94	12, 218
N McGraw-Hill	43 1/8	42 1/2	+ 5/8	+	1.47	18, 2,161
A Media General	56 5/8	59 1/2	- 2 7/8	-	4.83	11, 394
N Meredith	46 1/8	42 7/8	+ 3 1/4	+ 7.58		13, 434
O Multimedia	37 1/4	37	+ 1/4	+	.67	17, 620
A New York Times	26	28 1/8	- 2 1/8	-	7.69	15, 1,012
O Park Commun.	21 3/4	22 1/4	- 1/2	-	2.24	18, 200
A Post Corp.	60 3/8	60 1/4	+ 1/8	+	.20	22, 110
N Rollins	19 1/4	17 3/4	+ 1 1/2	+ 8.45		23, 498
N Schering-Plough	38	38 3/8	- 3/8	-	.97	11, 2,026
T Selkirk	14	14				30, 114
O Stauffer Commun.	50	49	- 1	-	0.20	13, 50
A Tech Operations	38 1/4	38 1/4				9, 35
N Times Mirror	76 1/2	78 1/2	- 2	-	2.54	15, 2,626
N Tribune	30 1/8	30 3/4	- 5/8	-	2.03	14, 1,234
O Turner Bcstg.	24 1/4	24 1/4				152, 494
A Washington Post	70 1/2	69	+ 1 1/2	+ 2.17		16, 999
N Wometco	43 3/8	43 1/2	- 1/8	-	.28	26, 758

<b>SERVICE</b>						
O BBDO Inc.	37 3/4	38 1/2	- 3/4	-	1.94	13, 242
O Compact Video	4 7/8	4 3/4	+ 1/8	+	2.63	22, 16
N Comsat	33 3/4	30 3/4	+ 3	+	9.75	11, 608
O Doyle Dane B.	17 3/4	19	- 1	1/4	6.57	14, 108
N Foote Cone & B	48 3/4	47 1/2	+ 1 1/4	+ 2.63		13, 141
O Grey Advertising	115	115				9, 68
N Interpublic Group	48 1/2	49	- 1/2	-	1.02	11, 259
N JWT Group	37 1/4	37 7/8	- 5/8	-	1.65	20, 221
A MovieLab	6 7/8	6 3/4	+ 1/8	+	1.85	7, 11
O A.C. Nielsen	37 1/4	36 1/2	+ 3/4	+	2.05	17, 836
O Ogilvy & Mather	51 3/4	48 1/4	+ 3 1/2	+ 7.25		15, 226
O Sat. Syn Syst.	8 3/4	9 1/4	- 1/2	-	5.40	13, 50
O Telemation	6 5/8	6 5/8				7, 8
O TPC Commun.	1 1/4	1 3/8	- 1/8	-	9.09	1, 3
A Unitel Video	8 1/2	9 1/2	- 1	-	10.52	11, 17
N Western Union	36 1/4	36 1/2	+ 1 3/4	+ 4.79		11, 919

	Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
	Tues. Dec 27	Wed. Dec 14				
<b>PROGRAMING</b>						
O Barris Indus	5 5/8	4 3/8	+ 1	1/4	28.57	30, 32
N Coca-Cola	54 3/4	56 1/2	- 1 3/4	-	3.09	13, 7,454
N Disney	51 1/8	50 1/8	+ 1	+	1.99	19, 1,768
N Dow Jones & Co.	47 1/2	49	- 1	1/2	3.06	26, 3,044
O Four Star	7 1/4	6 3/4	+ 1/2	+	7.40	8, 6
N Getty Oil Corp.	25 1/2	26 1/4	- 50	3/4	66.55	5, 2,018
N Gulf + Western	30 1/4	30 1/4				9, 2,337
O Robert Halmi	*** 1 1/2	19/16	- 1/8	-	7.69	30, 25
O Lorimar	22 1/8	21 1/2	+ 5/8	+	2.90	13, 113
N MCA	39 3/4	39	+ 3/4	+	1.92	12, 1,916
N MGM/UA Ent.	14 7/8	11 3/4	+ 3 1/8	+	26.59	26, 740
N Orion	14 1/8	15	- 7/8	-	5.83	16, 130
O Reeves Commun.	10 1/2	10 3/4	- 1/4	-	2.32	17, 130
O Telepictures	14 1/2	15 1/4	- 3/4	-	4.91	24, 87
O Video Corp.	10 1/8	9 1/2	+ 5/8	+	6.57	18, 17
N Warner	25 7/8	22 3/4	+ 3 1/8	+	13.73	3, 1,684
A Wrather	39 1/2	35 3/8	+ 4 1/8	+	11.66	43, 88

<b>CABLE</b>						
A Acton Corp.	6 5/8	6 3/4	- 1/8	-	1.85	23, 37
O AEL	29 1/2	30	- 1/2	-	1.66	39, 60
O AM Cable TV	5	5 1/4	- 1/4	-	4.76	25, 18
N American Express	33 1/2	29 5/8	+ 3 7/8	+	13.08	6, 6,685
N Anixter Brothers	23 1/2	25 3/8	- 1 7/8	-	7.38	33, 427
O Burnup & Sims	5 3/4	6 1/2	- 3/4	-	11.53	6, 51
O Comcast	23 1/4	22 1/2	+ 3/4	+	3.33	22, 190
N Gen. Instrument	31 3/8	30 1/2	+ 7/8	+	2.86	20, 988
N Heritage Commun.	15 1/2	15 1/4	+ 1/4	+	1.63	32, 115
T Maclean Hunter X	** 16 3/4	17 1/8	- 3/8	-	2.18	23, 617
A Pico Products	9 5/8	10 1/4	- 5/8	-	6.09	31, 27
O Rogers	8 7/8	8 1/4	+ 5/8	+	7.57	8, 196
O TCA Cable TV	12 3/4	12	+ 3/4	+	6.25	23, 85
O Tele-Commun.	19 7/8	21	- 1 1/8	-	5.35	20, 855
N Time Inc.	61 3/8	65 1/4	- 3 7/8	-	5.93	20, 3,559
O Tocom	2 5/8	2 7/8	- 1/4	-	8.69	2, 20
N United Cable TV	25 1/8	25 5/8	- 1/2	-	1.95	16, 277
N Viacom	30 7/8	33 1/2	- 2 5/8	-	7.83	19, 393

<b>ELECTRONICS/MANUFACTURING</b>						
N Arvin Industries	24 1/2	26 5/8	- 2 1/8	-	7.98	10, 182
O C-Cor Electronics	9 1/2	10 1/2	- 1	-	9.52	9, 32
O Cable TV Indus.	4 1/4	4 1/4				19, 13
A Cetec	9 3/4	10 1/8	- 3/8	-	3.70	19, 21
O Chyron	13 3/4	13 3/4				13, 84
A Cohu	7 5/8	7 7/8	- 1/4	-	3.17	17, 13
N Conrac	16 3/8	16 7/8	- 1/2	-	2.96	12, 100
N Eastman Kodak	76 1/4	73 1/2	+ 2 3/4	+	3.74	19, 12,624
O Elec Mis & Comm.	8 1/4	9 1/4	- 1	-	10.81	32, 24
N General Electric	58 3/8	56 1/2	+ 1 7/8	+	3.31	13, 26,503
O Geotel-Telemet	1 7/8	1 5/8	+ 1/4	+	15.38	27, 6
N Harris Corp.	41	39 1/2	+ 1 1/2	+	3.79	23, 1,618
N M/A Com. Inc.	19 1/8	20	- 7/8	-	4.37	23, 823
O Microdyne	9	8 3/8	+ 5/8	+	7.46	29, 42
N 3M	84	85	- 1	-	1.17	14, 9,859
N Motorola	135 7/8	134 1/8	+ 1 3/4	+	1.30	23, 5,328
N N.A. Phillips	77 1/4	75 7/8	+ 1 3/8	+	1.81	13, 1,108
N Oak Industries	6 3/8	5 7/8	+ 1/2	+	8.51	2, 104
A Orrox Corp.	4 1/8	3 1/4	+ 7/8	+	26.92	4, 10
N RCA	34 5/8	34 3/4	- 1/8	-	.35	16, 2,827
N Rockwell Intl.	33 3/4	33 1/2	+ 1/4	+	.74	13, 5,209
A RSC Industries	5 1/2	5 1/4	+ 1/4	+	4.76	69, 19
N Sci-Atlanta	15 5/8	15 3/8	+ 1/4	+	1.62	781, 373
N Signal Co.S.	33 1/4	32 7/8	+ 3/8	+	1.14	26, 292
N Sony Corp.	15 5/8	13 7/8	+ 1 3/4	+	12.61	40, 3,603
N Tektronix	75	73 5/8	+ 1 3/8	+	1.86	29, 1,434
A Texscan	18 1/2	17 3/4	+ 3/4	+	4.22	21, 114
N Varian Assoc.	53 7/8	53 3/8	+ 1/2	+	.93	27, 1,152
N Vestinghouse	56	53 7/8	+ 2 1/8	+	3.94	11, 4,903
N Zenith	35	33	+ 2	+	6.06	15, 766
Standard & Poor's 400	186.00	183.69	+	2.31	+	1.26

Notes: A-ASE, N-NYSE, O-OTC and T-Toronto (Canadian dollars). Some bid prices by Shearson/AE, Wash. Common A stock unless otherwise noted. P/E ratios are based on S&P's estimated new year earnings. If no estimate is available, figures for last 12 months are used. "0" in P/E ratio is for deficit. **Footnote:** \* Three-for-one split, effective Dec. 21. \*\* Toronto exchange was closed Monday and Tuesday, Dec. 26 and 27. Price listed is previous Friday's closing price. \*\*\* First week on stock index New York production company is named after founder and president, Robert Halmi Sr. Its films are primarily for TV, but it also produced TV series, *Nurse*, which CBS

dropped last year after two seasons. Recent made for TV productions include *Sven-gali*, *China Rose*, and *Cook & Peary*. Company, which has seven full-time employees, including Robert Halmi Jr., vice president, also has ready to go low-budget theatrical production, *The Long Ride*. Company recently completed offering of one million units; each unit having two shares and warrant to purchase additional share at \$2 through Oct. 1988. Underwriters for offering were Prescott, Ball & Turben Inc. and R. Rowland & Co. Prices for common have, in past year, ranged from low bid of 23/32 during quarter ending March 31, 1983 to 3 1/8 during quarter ending June 30, 1983.

forces that objected to Senate measure are expected to resist House bill also. National League of Cities opposes measure because it curtailed city and state authority to regulate cable television and telephone companies feel cable should not be able to provide same data delivery services as phone companies, free of state regulation that applies to telephone utilities.

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

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

Nation's cities and telephone companies are not bill's only opponents. Bill is expected to face stiff challenge in Energy and Commerce Committee from Chairman John Dingell (D-Mich.), who has serious reservations with measure and is primed to fight it.

House bill, unlike Senate measure, would establish equal employment opportunity quotas in cable industry (BROADCASTING, Nov. 21, 1983). It would also require cable systems to set aside some of their channels for lease to "unaffiliated" companies, ban co-located cable-newspaper and cable-broadcast television crossownership and guarantee systems access to potential subscribers in multiple-unit buildings.

Like Senate bill, House version would free most cable systems from rate regulation; gives them reasonable assurances of franchise renewal; protects them from regulation as common carriers, and allows them, in some instances, to renege on franchise promises. Both bills also place 5% cap on franchise fees.

Basic provisions in S. 66 would:

- Outlaw ceilings on public access channels and allow for set-asides for channels to be established by individual contract between cable operator and franchise authority.

- Limit franchise fees to no more than 5% of cable operator's gross revenues.

- Place control of rates systems charge subscribers for basic service in large markets, in hands of cable operator and allow operator to pass through total franchise fee on subscriber's cable bill as separate item.

- Establish franchise renewal test that prevents cities from arbitrarily refusing to renew franchises.

- Define basic service as lowest cost tier of service that includes retransmission of broadcast signals, public, educational and governmental programming, and any other programming service offered by cable operator.

□

**Canadian border problems.** Reagan administration has renewed its request to Congress for legislation mirroring Canadian tax law that denies tax deduction for Canadian advertising

placed on American stations that reach Canadian audiences. Request echoed one sent to 97th Congress, which failed to act on measure. New request was made after administration officials and members of Congress became convinced efforts to resolve issue without pressure of legislation would fail.

□

**Children's television.** Discarding its 1974 policy statement on children's television, FCC has held that while commercial TV broadcasters still will be expected to serve needs of children, they will have broad discretion to determine how they do that. Commission won't attempt to mandate presentation of specific amounts (BROADCASTING, Jan. 2). FCC made that move on 3-1 vote. Commissioner Henry Rivera dissented, contending FCC's action constituted "rape" of 1974 policy statement. That statement said broadcasters were obligated to provide programming designed especially for children, to schedule those throughout week, to develop more educational and informational programs and to air programs directed at specific age groups. Under new policy, Rivera said broadcasters can meet their obligation with "virtually any kind of programming, which need not be presented regularly—or even frequently—and need not be designed to meet children's unique needs." Action for Children's Television said it would appeal. Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, has introduced bill (4097), that would require commercial television stations to carry quota of educational programming for children and could become embroiled in broadcast deregulation controversy (BROADCASTING, Nov. 21, 1983).

□

**Communications Act.** Broadcasting industry's drive to achieve regulatory relief in 98th Congress may be slowing down. Despite gains made last spring, it now appears that broadcast deregulation bill may never surface unless members of House Telecommunications Subcommittee can reach consensus on legislation.

Draft of consensus deregulation bill was circulated in November. It contains stiff renewal standards and programming performance standards in exchange for repeal of comparative renewal process. Final version of bill is also likely to contain strong equal employment opportunity language (BROADCASTING, Dec. 5, 1983). Broadcasting industry has stated strong reservations about draft and find little there it can support.

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

Last year subcommittee members held 12-hour skull session on legislation along with several broadcast deregulation hearings (BROADCASTING, May 30, Aug. 8 and Oct. 10, 1983).

At first, prospects for passage of deregulation in House appeared dim. Subcommittee Chairman Tim Wirth (D-Colo.) stated strong reservations about measure and insisted that broad-

casters pay spectrum fee as quid pro quo for deregulation. Concept of spectrum fees, however, met with stiff resistance from industry.

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

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

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

**WANTED:**



**THE BEST OF 1983**

Win the recognition you deserve—enter your work in competition for

**THE FOURTH ESTATE AWARD**

of

**THE AMERICAN LEGION**

Given annually to an individual, publication or broadcaster for outstanding achievement in the field of journalism between Jan. 1, 1983 and Dec. 31, 1983.

Your work and all supporting material should be mailed to:

**FOURTH ESTATE AWARD**

The American Legion

P.O. Box 1055

Indianapolis, Ind. 46206

(317) 635-8411

**DEADLINE: Jan. 31, 1984**

Wm. Detweiler, PR Chairman

thwarting major effort of three networks to secure repeal of rules.

After several weeks of legislative maneuvering, Wirth agreed to back down from his stand on spectrum fees so that he could regain control of process in his subcommittee—where Wirth controls votes—rather than having bill surface in full committee as amendment to FCC authorization. Instead of spectrum fee, Wirth embraced concept of quantification of public interest standard as quid pro quo for deregulation (BROADCASTING, May 23, 1983). In exchange of letters with Dingell, Wirth stated his new position and agreed to report bill no later than Oct. 31. Wirth immediately scheduled hearing on issue for following week. Focus of hearing was on concept of quantification of public interest standard for radio and television (BROADCASTING, May 30, 1983).

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

Swift, Tauke, Tauzin and Luken have introduced own deregulation legislation (BROADCASTING, March 28, 1983). Swift introduced measure (H.R. 2370) consolidating bills introduced by him in previous sessions of Congress. H.R. 2370 codifies FCC's radio deregulation and passes on same deregulation to TV. It would, however, require FCC to establish quotas for local and information programming on radio and TV. It is Swift's bill that has become centerpiece for legislation expected to move from subcommittee.

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

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

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

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

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

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

The DBS has already had its first casualty: Skyband Inc. Backed by Australian media entrepreneur, Rupert Murdoch, Skyband had planned to offer nationwide five-channel service over Satellite Business Systems' SBS III beginning late this spring. To receive service, most subscribers would have needed six-foot earth stations. But early last November, Murdoch indefinitely postponed the project, citing unavailability of earth stations and programming and the need for a more powerful satellite that could transmit to smaller dishes.

The FCC created the high-power DBS service in June 1982, allocating 500 mhz (12.2-12.7 ghz) and granting construction permits to eight applicants, including STC. But FCC in June also gave green light to USCI, Skyband and any other company wishing to offer broadcast satellite service with fixed (11.7-12.2 ghz) satellites (BROADCASTING, June 6, 1983).

In setting the high-power DBS rules, FCC gave broad leeway to determine what sorts of services they want to offer and how they want to be regulated. DBS operators opting to offer broadcast services will be subject to broadcast rules; operators offering common carrier-like services will be subject to common carrier rules. FCC declined to impose any ownership restrictions, and imposed no technical standards on service beyond those required by international agreements, which were worked out at international conference in Geneva last summer (See Regional Administrative Radio Conference).

According to the high-power DBS rules, the eight permittees have until this summer to begin construction of satellite system. STC has already met deadline; others have not. They include CBS, RCA, Western Union, Graphic Scanning Corp., Video Satellite Systems, DBS Corp. and United States Satellite Broadcasting (Hubbard Broadcasting).

**Equal Employment Opportunity.** FCC voted in 1980 to launch rulemaking looking toward more stringent EEO reporting requirements for broadcast stations with five or more employees, and

comments were filed in proceeding on Oct. 24, 1980, but FCC under Chairman Mark Fowler doesn't appear inclined to head that way. Although commission was slated to address rule-making two years ago, item was pulled after Commissioner Henry Rivera voiced strong opposition (BROADCASTING, Jan. 4, 1982). One item proposed reducing frequency of broadcasters' annual employment reports. Second item proposed to exempt all licensees with 15 or fewer employees from EEO reporting requirements. (Currently, only stations with five or fewer employees are exempt.) Third item would have requested comment on Office of Management and Budget recommendation that FCC stop requiring licensees routinely to file affirmative action reports—FCC model EEO program forms—at renewal time. In directive to FCC, OMB said model EEO program forms should be required only in cases where FCC had first determined licensee had been engaging in "discriminatory practices" (BROADCASTING, Nov. 30, 1981). OMB, however, has granted FCC permission to continue requiring routine filing of those forms through end of 1985 ("Closed Circuit," Jan. 2, 1983). FCC could reject OMB recommendation with majority vote. Under current EEO guidelines, stations with five to 10 full-time employees are required to have 50% parity overall with available work force. Stations with more than 10 full-time employees must reach 50% parity overall and in top four job categories, and stations with 50 or more full-time employees receive complete review of their EEO programs. FCC beefed up its processing guidelines for cable Jan. 1. Under new guidelines, cable units with five to 10 full-time employees will be expected to have 50% parity with labor force, and 25% parity in top four job categories. Units with 11 or more full-time employees will be expected to have 50% parity overall and in top four job categories.

On Capitol Hill, EEO language was included in cable deregulation bill, which was adopted by House Telecommunications Subcommittee in November. Similar language is likely to appear in broadcast deregulation bill, if one arises. Series of hearings devoted to subject of minority participation in media (BROADCASTING, Sept. 26, 1983) and discussion of including EEO language in bills repeatedly cropped up last year.

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

**Federal Trade Commission.** Congress failed to act last year on authorizing legislation for Federal Trade Commission but FTC in mean time re-

ceived \$63.5-million appropriation for fiscal 1984. House Energy and Commerce Committee reported bill last May that authorizes agency for three years and it is now pending before Rules Committee. It includes redefinition of agency's "unfairness" standard for advertising and trade practices but does not exclude advertising industry from jurisdiction under standard. It also clarifies jurisdiction of FTC and states over professional groups. Committee rejected proposal for redefinition of agency's "deceptive" advertising standard. Bill sets ceiling of \$70.7 million in fiscal 1984, \$75.7 million in FY '85 and \$80.9 million in FY '86. Senate Commerce Committee passed FTC reauthorization measure (S. 1714), which would redefine commission's unfairness standard and partially exempt advertisers from jurisdiction under standards in all rulemakings except on case-by-case basis (BROADCASTING, August 8, 1983). Senate bill sets FTC funding levels of \$71.1 million in FY 1984, \$71.1 million in FY '85 and \$72.4 million in FY '86.

Terry Calvani, antitrust professor at Vanderbilt University law school in Nashville and Birmingham, Ala.-based lawyer, became new commissioner on Nov. 18, 1983. He replaced David Clanton, whose term expired on Oct. 14.

On Oct. 21, FTC issued controversial codification of its deceptive advertising policy, which would require proof that "reasonable consumer" had been harmed before advertiser could be charged with deceptive advertising practices. Statement was strongly criticized by Rep. John Dingell (D-Mich.), chairman of House Committee on Energy and Commerce, which had requested FTC policy statement, and two FTC commissioners—Patricia P. Bailey and Michael Pertschuk.

□

**Financial interest-network syndication.** FCC issued "tentative decision" that would eliminate rule preventing TV networks from acquiring financial interests in programs produced by others and gut much of rule prohibiting them from syndicating programs (BROADCASTING, Aug. 8). Under tentative decision, major networks—ABC, CBS and NBC—would be able to negotiate for as much financial interest in independently produced programming as they want; they also would be able to negotiate for syndication rights. Decision would prohibit networks from engaging in their own syndication of entertainment series that had been given network exhibition in prime time (7-11 p.m.). Network domestic syndication of all other kinds of programming would be permitted. In addition, FCC proposed to "sunset" whatever remains of those rules, abolishing them altogether on Aug. 4, 1990. Under tentative decision, networks would be required to sell their syndication rights in prime time entertainment series to independent syndicators within six months of time series has ended its network run. If series ran beyond five years on network schedule, network would have to sell all of its syndication rights in that program to independent syndicator at end of fifth year of its network run. FCC had planned to take final action before end of 1983, but heavy lobbying campaign in Congress by Hollywood producers and networks led Senate staffers to persuade FCC Chairman Mark Fowler to postpone action until May, and thus give parties chance to work out compromise. Senate Commerce Committee had been caught in crossfire between contending interests over legislation that would direct commission to delay action for six months. President Reagan directed Commerce and Justice Departments to abandon their position in support of repeal of financial interest and syndication rules, and support legislation providing

for two-year moratorium on action by commission. Still pending in Congress, however, are bills to prevent commission from acting for five years. Meanwhile, Justice Department has begun reviewing consent decrees it signed with each network to end antitrust suit filed against them. Among provisions in decrees are restrictions paralleling FCC's rules on network acquisition of syndication and financial interest rights in programs they acquire for broadcast (BROADCASTING, June 27, 1983).

□

**Home videotaping and copyright.** Supreme Court, which agreed to Sony petition to review decision by Ninth Circuit Court of Appeals in Los Angeles that found home taping violates copyright law, heard oral arguments in case in January (BROADCASTING, Jan. 24, 1983), but failed to hand down decision in 1983. Case was reargued in October on first day of new term. Legislative proposals were introduced in 98th Congress to exempt home taping from liability. House and Senate bills introduced last year, that would compensate copyright holders through compulsory license on sale of audio and videocassette recorders are likely to be subject of further hearings in both chambers. Both Senate and House Copyright Subcommittees held hearings on home videotaping and are reportedly anxious to resolve issue (BROADCASTING, Oct. 31, 1983).

□

**License renewal forms.** FCC adopted rule that shortens renewal form to postcard size for most AM, FM and TV stations. Random sample of about 5% (excluding commercial radio service), however, will have to submit longer "audit" form. Mass Media Bureau will conduct on-site audits of some of those stations completing long form to verify accuracy of information submitted (BROADCASTING, March 30, 1981). U.S. Court of Appeals for D.C. Circuit has upheld FCC's action (BROADCASTING, Oct. 10, 1983).

□

**Low-power television.** FCC gave birth to new broadcast service two years ago, adopting rules for low-power television (LPTV) (BROADCASTING, March 8, 1982). Latest list shows FCC has licensed 225 stations and granted 148 construction permits. New-generation television stations are technically similar to translators, but are permitted to originate programming. (Translators had been restricted to rebroadcasting signals of full-service stations.) In adopting service, FCC estimated as many as 4,000 new stations could eventually be spawned by rules, adding to 4,499 existing translators that can rise to LPTV status simply by notifying FCC. Commission also has granted CP's for 588 translators. LPTV stations will have few regulatory obligations and there are no crossownership or multiple-ownership restrictions. Stations must observe statutory prohibitions against broadcast of obscenities and lotteries, however, and they have limited equal time and fairness doctrine obligations. Holding back rapid roll-out of new service is enormous backlog of LPTV and translator applications. There are now 10,211 LPTV and 1,096 translator applications pending. Using computer system to detect possible interference among stations and lottery to dispose of competing applications, FCC says it is now granting or dismissing applications at rate of 250-350 per month. First LPTV lottery was held for Sept. 29, 1983. Commission has placed freeze on major amendments and on all new LPTV and TV translator applications (BROADCASTING, Sept. 19, 1983).

□

**Minority ownership.** FCC extended its tax certificate policy to cable systems (BROADCASTING,

Dec. 6, 1982). Acting on other recommendations from Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications, FCC also approved change in policy to make it easier for limited partnerships to benefit from tax certificates. And it agreed to pass along to Congress committee recommendations to permit use of tax certificates for non-broadcast facilities and to increase value of used equipment that can be written off when facilities change hands. Those recommendations were incorporated into bill introduced in House by Congressmen Mickey Leland (D-Tex.) and Charles Rangel (D-N.Y.) (BROADCASTING, March 28, 1983).

Five years ago, FCC adopted policies aimed at easing minorities' path to station ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$10 million from networks and other broadcast organizations for its nonprofit Broadcast Capital Fund (BROADCASTING, through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). Fund's subsidiary MESBIC (minority enterprise, small business investment corp.) has invested \$5 million in 17 radio ventures and two TV ventures. Value of stations funded through MESBIC investments now totals \$24.3 million. BROADCASTING board of directors recently voted to expand management training programs to include executives from cable and other technologies as well as broadcasting.

□

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

□

**Multiple ownership.** FCC has adopted notice of proposed rulemaking aimed at eliminating—or at least loosening—its rule of sevens, which limits broadcast ownership to seven AM's, seven FM's and seven TV's (no more than five VHF's) (BROADCASTING, Sept. 26). Although vote broke 3-1 (with Commissioner Henry Rivera issuing vigorous dissent), majority left little doubt that it is prepared to hack rule as much as it can. Comments are due Jan. 19; reply comments are due Feb. 21. Representatives Mickey Leland (D-Tex.) introduced bill aimed at preventing FCC from repealing ownership rules for period of five years, but that bill doesn't appear to be headed anywhere (BROADCASTING, Nov. 28, 1983).

□

**Music licenses.** All-Industry TV Stations Music License Committee, unable to come to terms with Broadcast Music Inc. and American Society of Composers, Authors and Publishers on

new music licenses for TV stations filed class action in U.S. District Court in New York 1978, charging ASCAP and BMI licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 14, 1981), court agreed (BROADCASTING, Aug. 23, 1982). ASCAP and BMI appealed, and U.S. appeals court in New York heard oral arguments Nov. 1, 1983 (BROADCASTING, Nov. 7, 1983). Each side said if it lost it would seek Supreme Court review. Meanwhile, district court had ruled that during appeals period of at least one year, ASCAP and BMI could continue to offer TV blanket licenses, but at prices approximately 25% lower than in 1982 (BROADCASTING, Dec. 20, 1982). SE-SAC, although not involved in lawsuit, agreed to roll back estimated 24% increase in its TV station music rates pending final decision on legality of ASCAP and BMI blanket licenses ("In Brief," June 27, 1983).

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

**Network standings.** Prime time TV rating averages, Sept. 26-Dec. 25, 1983: CBS 18.2/29, ABC 17.2/27, NBC 15/24.

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

**Prime time access rule.** FCC dismissed petition by Chronicle Broadcasting Co. to delete prohibition against use of nonnetwork programming during prime time access (BROADCASTING, Nov. 16, 1982). FCC said that although there might be merit to Chronicle's proposal, it should be considered in context of review of entire prime time access rule which it said might be addressed when commission takes up staff recommendations stemming from FCC's network inquiry. Chronicle petitioned FCC to repeal section of PTAR that restricts off-network programming on network-affiliated stations in 50 largest TV markets (BROADCASTING, July 27, 1981), arguing that it was unconstitutional, ineffective and gave stations not affected by rule competitive advantages. NBC, filing comments, urged that proceeding be expanded to consider repeal of entire prime time access rule, arguing that rule presented "barrier" to expansion of its *Nightly News* to 60 minutes (BROADCASTING, Aug. 17, 1981). NBC's proposal to expand proceeding was strongly opposed by Chronicle and all network affiliates' associations (BROADCASTING,

Aug. 31, 1981). ABC has stated publicly that it won't seek repeal of PTAR without consent of its affiliates (BROADCASTING, March 21, 1983).

Networks first appeared to back off on drive to win repeal or waiver of PTAR, rechanneling their energies to lobby for repeal of financial interest and network syndication rules, (see "Financial interest," page 87). Network affiliates have agreed to support networks in that endeavor, but have linked their support to retention of PTAR (BROADCASTING, Dec. 13, 1982).

**Public broadcasting.** Corporation for Public Broadcasting received authorization of federal funding for 1985 and 1986 budgets at \$130 million. Administration had attempted to cut CPB's 1985 budget to \$85 million, down 35% from \$130 million appropriated by Congress last year, and cut additional \$55 million from \$130 million authorized for CPB in fiscal 1986 (BROADCASTING, Feb. 28, March 21, 1983).

Despite strong resistance in some Republican quarters, supplemental funding for public broadcasting, contained in FCC authorization bill (H.R. 2755) was adopted by Congress in last session (BROADCASTING, Nov. 28, 1983) and signed by President Reagan Dec. 8, 1983. It includes amendment that forbids CPB from distributing funds to any public broadcasting entity (PBS and NPR) that has granted its employees interest-free loan. Amendment was in response to criticism from Republicans over reported 30-year, \$125,000 interest-free secured mortgage loan PBS granted in 1982 to its president, Lawrence K. Grossman (BROADCASTING, Oct. 10, 1983). Bill raises CPB's authorization levels by \$70 million in fiscal years 1984, 1985 and 1986. In addition to authorization increases for CPB, bill provides for financial oversight of National Public Radio by CPB.

Advertising experiment under way at nine public TV stations expired June 30. Temporary Commission on Alternative Financing for Public Telecommunications (which dissolved Oct. 1), and which had jurisdiction over experiment, filed report Oct. 1 with Congress recommending that advertising be kept off public radio and television, except in form of enhanced underwriting (BROADCASTING, Sept. 26, 1983). Staff of Congressman Al Swift (D-Wash.), member of committee, is finishing development of legislation implementing recommendations made by TCAFPT, which could end up as amendment attached to CPB authorization bill which must be renewed by May 15.

Nominations to CPB board passed by Senate before it adjourned Nov. 18: Harry O'Connor (Republican), O'Connor Creative Services, Los Angeles-based radio program production company, board member since May, 1983, succeeded Diana Lady Dougan. Also confirmed: James T. Hackett (Republican), visiting scholar with Heritage Foundation and former associate director of USIA. He succeeds O'Connor in seat expiring March 1. Recess appointment of Republican businessman William Lee Hanley, to succeed Democrat Gillian M. Sorenson, whose term expired in 1982, was challenged by CPB board, when it refused to let Hanley participate in September board meeting. CPB rejected appointment on grounds that it violated Public Broadcasting Act of 1976 (BROADCASTING, Sept. 19, 1983). Reagan administration has since filed suit in district court for District of Columbia to compel CPB to let Hanley join board for Jan. 13 meeting, only scheduled meeting before his term would expire on March 1, 1983 (BROADCASTING, Dec. 19, 1983). Hanley nomination passed through Senate confirmation hearings on Nov. 7 (BROADCASTING, Nov. 14,

1983), but was never confirmed by full Senate. Senator Lowell Weicker (R-Conn.) blocked nomination on Senate floor.

National Public Radio elected new president, Douglas J. Bennet, on Oct. 27, succeeding President Ronald Bornstein, and following resignation of Frank Mankiewicz after disclosure of significant debt for radio network (BROADCASTING, April 25, 1983). Bennet, who is former administrator for Agency for International Development, spent last nine weeks mending fences with NPR member stations and members of Congress as NPR attempts to strengthen its financial position. Budget of \$17.65 million for 1984 is 34% smaller than current budget. Congressional hearing on GAO report, done in wake of NPR fiscal crisis last summer, has not yet received hearing date on Hill, although it is expected to be set for some time in February.

Public Broadcasting President Lawrence K. Grossman resigned after almost eight years in that position, effective in late February, to become president of NBC News. Five-member search committee, was formed following announcement, headed by Dallin Oaks, PBS board chairman. It hopes to find replacement for Grossman in time for PBS annual meeting scheduled for March 28. PBS announced in December 1983, tentative agreement with Western Union to purchase six transponders on WU's WESTAR IV satellite, which Grossman said would substantially reduce cost of PBS interconnection services to PBS member stations.

**Regional Administrative Radio Conference.** U.S. obtained eight orbital slots at conference of western hemisphere countries that met in Geneva in summer of 1983 to plan direct broadcast satellite service use of 12 ghz band. U.S. had sought eight, but three of those assigned to it are in less desirable locations than called for in its proposal. And U.S. felt obliged to take reservation on question of satellite power; U.S. wanted standard providing for more power than conference approved. Nevertheless, Ambassador Abbott Washburn, who headed U.S. delegation, said U.S. had achieved its principal objectives (BROADCASTING, July 4, et seq.).

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

By deciding not to set standard, FCC touched off marketplace battle between incompatible World System Teletext, developed by British broadcasters and electronics manufacturers, and North American Broadcast Teletext Specification, developed through compromise of Canadian, French and U.S. teletext and videotext interests. WST proponents are now led by Taft Broadcasting, which is broadcasting WST-based service, Electra, in Cincinnati over WKRC-TV. Under agreement with Taft, Zenith is selling \$300 decoder compatible with its late-model sets in Cincinnati. NABTS proponents are led by CBS-TV and NBC-TV, but low-cost NABTS decoders are still 18 months to 24 months away from market.



**TV allocations.** FCC Mass Media Bureau is expected to leave question of what to do with VHF drop-in proceeding up to commissioners themselves ("Closed Circuit," Dec. 12, 1983). Mass Media Bureau had completed work on item last year, but engineering staff was split on whether to recommend go-ahead. So bureau told commissioners it would write item way they wanted. Word is that Commissioner Henry Rivera was for getting at least some new VHF's out there, and Commissioner James Quello was opposed. Chairman Mark Fowler and Commissioner Mimi Dawson recommended that staff take harder look at possible sites for drop-ins on case-by-case basis. Bureau is expected to have results by end of this month. In original proposal, FCC said there would be "presumption in favor" of additional service. Although applicant would be required to provide equivalent protection to existing station, it would be incumbent upon opponents of drop-in allotment to prove addition of

short-spaced VHF stations would be harmful to extent that "net loss of service to the public" would result. Meanwhile, FCC has denied nine petitions to reconsider its approval of four drop-ins: Salt Lake City (ch. 13); Charleston, W. Va. (ch. 11); Knoxville, Tenn. (ch. 8), and Johnstown, Pa. (ch. 8) (BROADCASTING, May 17, 1982). FCC approved those four drop-ins three years ago (BROADCASTING, Sept. 15 and Sept. 21, 1980). Nine applications are on file for drop-in at Charleston, eight for Salt Lake City, 13 for Knoxville and four for Johnstown. All have been cut off, and all, except those for Salt Lake City, have been designated for hearing.

**TV cameras in Senate.** Senate Rules Committee passed resolution (S. Res. 66) to allow televising of chamber proceedings (BROADCASTING, June 20, 1983). After barely reaching quorum, committee voted out resolution that would permit radio and television coverage of Senate pro-

ceedings, by 6-3. Vote in committee is reflection of intense division both on committee and in full Senate on issue. This year, Senate Majority Leader Howard Baker (R-Tenn.), chief proponent of measure, will continue push for passage. Resolution's major critics, Senators Russell Long (D-La.) and Wendell Ford (D-Ky.) are expected to remain opposed to measure.

**TV deregulation.** FCC's proposal to deregulate commercial television along lines it already has deregulated radio has drawn support from broadcasters in comments (BROADCASTING, Nov. 28, 1983). In notice of proposed rulemaking, FCC proposed to eliminate current nonentertainment programming and commercial loading guidelines. It also has proposed to eliminate formal ascertainment requirements. It further asked what sort of logging requirement would be "appropriate" for any new regulatory scheme.

## For the Record

As compiled by BROADCASTING, Dec. 12 through Dec. 21, 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

#### Actions

##### AM's

- Window Rock, Ariz.—Navajo Nation granted 660 khz, 50 kw. Major environmental action under section 1.1305. Address: P.O. Box 308 Window Rock, Ariz. 86515. Principal is Indian tribe. MO&O of ALJ Harrison, Sept. 1, 1983.
- Billerica, Mass.—Daughters of Saint Paul Inc. app. returned for 720 khz, 1 kw-D, 500 w-N. Action Dec. 14.
- Raytown, Mo.—Kansas City Black Educational Broadcasting Inc. app. returned for 770 khz, 5 kw-D, 500 w-N. Action Dec. 9.
- Gardnerville, Nev.—International Broadcast Consultants Inc. app. dismissed for 840 khz, 10 kw-D, 1 kw-N. Action Dec. 9.
- Nelsonville, Ohio—Nelsonville TV Cable Inc. app. returned for 770 khz, 250 w-D. Action Dec. 13.
- Frayser, Tenn.—Nor-Dot Broadcasting Inc. app. returned for 890 khz, 250 w-D. Action Dec. 9.
- Powell, Tenn.—Bless Your Heart Inc. granted 1040 khz, 5 kw-D, DA. Address: 1038 East Michigan Ave., Orlando, Fla. 32806. Principal: John Rutledge (100%) is applicant for new AM's in Brentwood, Tenn.; Lockhart, Fla. and Pleasure Ridge Park, Ky. He is former principal in WINN(AM) Louisville, Ky. Action Dec. 7.

##### FM's

- Palm Desert, Calif.—Claridge Corp. app. dismissed for 96.7 mhz, 540 w, HAAT: 630 ft. Action Dec. 2.
- Golden, Co.—Haynes Communications app. dismissed for 96.5 mhz, 100 kw, HAAT: 1,672 ft. Action Nov. 9.
- Agana, Guam—Guam Radio Services Inc. granted

100.3 mhz, 2.08 kw, HAAT: 941 ft. Address: 530 W. O'Brian Dr., Agana, Guam. Principal is headed by Lee Holmes, president. It is owned by Western Systems Inc., in which Holmes and wife, Joan S., have ownership interests of 13% and 35% respectively. Western also owns cable system serving various Guam communities. Action Oct. 31.

- Panailai, Hawaii—Carol B. Ingram app. dismissed for 101.1 mhz, ERP: 25 kw, HAAT: 472 ft. Action Nov. 4.

- Brooklyn, Iowa—Randy Henry app. returned for 99.3 mhz, 3 kw, HAAT: 275 ft. Action Dec. 6.

- Menominee, Mich.—CJL Broadcasting Inc. granted 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 844 Pierce Ave., Marinette, Wis. 54143. At time of filing in March 1979, principals were Leon R. Felch (50%), Curtis D. Peterson (25%) and James R. Callow (25%). Peterson was announcer and Callow, engineer, at WLOT(AM)-WLST(FM) Marinette, Wis. Felch was technician with Michigan Bell Telephone. None had other broadcast interests. Grant was made by commission reversal of Review Board decision (see "For the Record," Oct. 31, 1983). Action Oct. 18.

- \*Maljamar, N.M.—Eastern New Mexico University granted 88.9 mhz, 100 kw, HAAT: 710 ft. Address: Portales, N.M. 88130. Principal is licensee of \*KENW(TV) Portales. Action Nov. 30.

- Bend, Ore.—Star Broadcasting Co. app. dismissed for 105.7 mhz, 100 kw, HAAT: 591 ft. Action Dec. 8.

- Bend, Ore.—KBND Inc. app. dismissed for 105.7 mhz, 100 kw, HAAT: 588 ft. Action Dec. 8.

- Bend, Ore.—Gentry Development Corp. granted 105.7 mhz, 100 kw, HAAT: 1,064 ft. Address: 869 S.E. Main Street, Roseburg, Ore. 97470. At time of filing in Sept. 1982, Principal was owned by William G. Williamson and Joseph L. Dent (40% each), Linda J. McCormick and Lee A. Wood (10% each). Wood was engineer at KOIN-TV Portland, Ore. McCormick was former business reporter at WRC(AM) Washington. Wood and McCormick were also principals in app. for new FM at Tumwater, Wash. Action Dec. 8.

- Lorenzo, Tex.—KB Radio granted 98.3 mhz, 2.65 kw, HAAT: 170 ft. Address: 2409 Mozelle Lane, Austin, Tex. 78744. At time of filing in April 1982, Principals were James Bumpous and Bryan King (50% each). Bumpous was engineer at KLBJ-AM-FM Austin, Tex., where King was chief engineer. Action Nov. 18.

#### TV's

- Marianna, Fla.—Marianna Television Inc. app. returned for ch. 34, ERP: 2,500 kw vis., 250 kw aur., HAAT: 324.48 ft. Action Oct. 4.

- Pensacola, Fla.—Pensacola Television Ltd. app. dismissed for ch. 33, ERP 2,669 kw vis., 266.6 kw aur., HAAT: 631 ft.

- Pensacola, Fla.—The Harbour Broadcasting Corp. granted ch. 33, ERPL 1,380 kw vis., 138 kw aur., HAAT: 339 ft. Address: 422 North Baylen St., Pensacola 32501. Principal is owned by Cooper Yates, Jacob Horton and Frank A. Baird Jr. (30.8% each), and Miriam Johnson (7.6%). At

time of app. in March 1982, Yates was president and Johnson, manager of Pensacola advertising agency. Horton was senior vice president of Pensacola public utility. Baird was Pensacola real estate developer and investor. None had other broadcast interests. Action July 27, 1983.

- Waterloo, Iowa—Independence Broadcasting Corp. granted ch. 22, ERP: 2,315 kw vis., 231 kw aur.; HAAT: 1,309 ft. Address: 111 Third St., Des Moines, Iowa 50309. Principal is equally owned by William J. Trout and wife, Barbara; her brother Raymond J. Gazzo, and his wife, Jean E., and Carl G. Goldsberry and his wife, Linda K. Trout and Gazzo are Des Moines attorneys and Goldsberry is Des Moines real estate investor. Principal also owns CP for ch. 17, Des Moines ("For the Record," May 31, 1982). Action of Nov. 17.

- Salina, Kan.—Underwood Enterprises Inc. app. returned for ch. 34; ERP: 226 kw vis., 30 kw aur., HAAT: 453.1 ft. Action Nov. 10.

- Paintsville, Ky.—Hometown Television Inc. seeks ch. 69 plus; ERP: 52.24 kw vis., 5.2 kw aur., HAAT: 646 ft.; ant. height above ground: 155.6 ft. Address: 37 Northgate, Paintsville 41240-0630. Principal is owned by James C. Blevins, who has no other broadcast interests. Action Dec. 1.

- Gulfport, Miss.—Four-O Inc. granted ch. 25, ERP: 2,500 kw vis., 250 kw aur., HAAT: 1,533 ft. Address: Route 1, Box 150, Brandon, Miss. 39042. Principals equally owned by Lewis C. Hooper, E.O. Roden, Zane S. Roden St., and Joe H. Sanderson. At time of Aug. 1982 filing, Hooper owned one-third of WLIN(FM) Jackson, Miss., and 20% of permittee for WWSB-TV West Point, Miss. Rodens were principal owners of WTAM(AM)-WGCM(FM) Gulfport, WOKJ(AM)-WJMI(FM) Jackson, both Mississippi, and WBOP(AM)-WTKX(FM) Pensacola, Fla. Action Sept. 1, 1983.

- Union City, Tenn.—Futures TV Inc. app. returned for ch. 41; ERP: 5,000 kw vis., 500 kw aur., HAAT 238.65 ft. Action Oct. 4.

- Beaumont, Tex.—George E. Gunter app. returned for ch. 34; ERP 5,000 kw vis., 500 kw aur., HAAT: 365.7. Action April 6.

- Kenosha, Wis.—Family Television 55 Ltd. app. dismissed for ch. 55, ERP: 5,000 kw vis., 500 kw aur., HAAT: 489 ft. Action Nov. 21.

- Kenosha, Wis.—Chicago Communications Service Inc. app. dismissed for ch. 55, ERP: 5,000 kw vis., 500 kw aur., HAAT: 478.5 ft. Action Nov. 21.

- Kenosha, Wis.—Midwest Broadcast Associates granted ch. 55; ERP: 1,844 kw vis., 18.44 kw aur., HAAT: 448 ft.; ant. height above ground: 412 ft. Address: Box 187, Vernon Hills, Ill. 60061. Principal: Frank Edward Kavenik (100%), who also is applicant for new AM at Vernon Hills. Action Nov. 21.

- Marshfield, Wis.—Wisconsin TV Ltd. granted ch. 39; ERP: 236 kw vis., 23.6 kw aur., HAAT: 663 ft.; ant. height above ground 622 ft. Address: 3100 Ellias St. Stevens Point, Wis. 54481. Principals: Journal Printing Co. (90%) and Ann Glinski (10%), who have no other broadcast interests.

Gliniski (10%), who have no other broadcast interests. Gliniski is general partner and sole limited partner in Journal Printing Co., publisher of Stevens Point, Wis., *Daily Journal*. Granted March 31, 1983. It now has call letters WWTL(TV). It has applied to increase ERP to 1,657 kw vis. and decrease HAAT to 652 ft.

■ Oshkosh, Wis.—Eternal World Telecommunications seeks ch. 22; ERP: 4,000 kw vis., 400 kw aur., HAAT: 301.39 ft.; ant. height above ground: 313 ft. Address: 1278 Vista Del Lago, San Luis Obispo, Calif. 93401. Principal is owned by William V. Johnson, who is also applicant for LPTV's at Guadalupe and Victorville, both California. Action Dec. 8.

## Ownership changes

### Applications

■ KWFM(FM) Tucson, Ariz. (92.9 mhz, 48 kw, HAAT: 35 ft.)—Seeks assignment of license from Sandusky Newspapers Inc. to Sun-Com Limited Partnership and Behan Broadcasting for \$4.2 million, including \$1.2 million noncompetitive agreement. Seller is Los Angeles-based group of four AM's, seven FM's and owner of daily newspapers in Ohio, Michigan and Tennessee. It is headed by Dudley A. White, chairman. Buyer, based in Tucson, is headed by Dennis Behan, president, who owns (39%) of general partner, Behan Broadcasting. Sun-Com Limited Partnership is in process of being formed. Buyer also owns KLMR(AM)-KSEC(FM) Lamar, Colo., and co-located KCEE(AM) Tucson. It recently sold KCEY(AM)-KMIX(FM) Turlock-Modesto, Calif. ("Changing Hands," Sept. 12, 1983). Filed Nov. 23.

■ KIST(AM) Santa Barbara, Calif. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from KIST Properties Ltd. to Cross Creek Communications, for \$1,407,750, including \$1.21 million promissory note. Sale was previously announced ("Changing Hands," Sept. 5, 1983), but Cross Creek supplants J.P. Wardlaw, previous licensee of station and holder of promissory note, as buyer, under same terms as previous contract. Seller is owned by Stanley Neimark, president. It has no other broadcast interests. Buyer is owned by James Olerich, account executive at CBS's KNX(AM) Los Angeles, and yet-to-be-named limited partners. Olerich has no other broadcast interests. Filed Dec. 2.

■ WPUL(AM) Bartow, Fla. (1130 khz, 2.5 kw-D)—Seeks assignment of license from Deco Broadcasting Corp. to Thomas Thornburg for \$220,000. Seller is majority owned by John Locke, who bought station out of receivership two years ago for \$310,000 ("Changing Hands," Sept. 28, 1981). Locke also owns WBKF(FM) MacClenny, Fla., and is court appointed receiver of WDLF(AM) Deland, Fla. Buyer is general manager of WIPC(AM) Lake Wales, Fla., and has no other broadcast interests. Filed Dec. 5.

■ WYSE(AM) Inverness, Fla. (1560 khz, 5 kw-D)—Seeks assignment of license from Oz Broadcasting Inc. to Duke Roberts Broadcast Consultants Inc. for \$350,000. Seller is owned by John O'Donnell (51%) and Loren Zimmerman (49%). Neither has any other broadcast interests. Buyer is owned by Robert D. Stoehr, who is consultant for WIQL(FM) (formerly WJYW(FM)) Tampa, Fla. He sold WAPR(AM) Avon Park, Fla., two years ago for \$300,000 ("Changing Hands," Aug. 17, 1981). Filed Dec. 12.

■ WECA-TV Tallahassee, Fla. (ABC, ch. 27, 1,416 kw, HAAT: 867 ft.)—Seeks transfer of control from Allen Communications Inc. to Tallahassee-27 Limited Partnership for \$3.8 million. Seller is owned by E.C. Allen, Tallahassee businessman, who has no other broadcast interests. Buyer is owned by U.S. Communications Group, general partner, and yet-to-be-named limited partners, who will own up to 40%. U.S. Communications owners are Joseph D. Tydings (43%), Washington attorney and former U.S. senator (D-Md.); Mitchell S. Cutler, Washington attorney, and Louis Frey Jr., Washington attorney and former U.S. representative (R-Fla.) (20% each), and John A. Janas (17%), who is former vice president, media group, for Atlanta-based group owner Rollins Inc. Frey has 16% interest in WMOD(TV) Melbourne, Fla., and Janas is limited partner in three TV's. Filed Dec. 8.

■ WFTL(AM) Fort Lauderdale, Fla. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WFTL Broadcasting Co. Inc. to Channel Communications Inc. for \$1,520,000. Seller is headed by Joseph C. Amato, president. It is also selling WWJF(FM) Fort Lauderdale (see above). Buyer is being organized Mark Witkin and Arnold Bloom, Boston attorneys, who will seek additional investors. Witkin is one of hosts of *Sports Huddle* show on WHDH(AM) Boston. Witkin and Bloom also have interest in WKBR(AM) Manchester, N.H. Filed Dec. 5.

■ WBKF(FM) MacClenny, Fla. (92.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from John Locke to

Ninety-Two FM Inc. for \$342,623, including assumption of \$312,623 note. Seller is owned by John Locke who also was majority owner of WPUL(AM) Bartow, Fla., recently sold for \$220,000 ("Changing Hands," Dec. 19, 1983). Locke is also court appointed receiver for WDLF(AM) Deland, Fla. Locke purchased WBKF two years ago for \$400,000 ("Changing Hands," Feb. 15, 1982). Buyer is owned by Arthur P. Smith Jr., who was chief engineer and co-owner with Locke (20%) of WPUL. Filed Dec. 13.

■ WTAI(AM)-WLLV(FM) Melbourne, Fla. (1560 khz, 5 kw-D; FM: 107.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Cape Canaveral Broadcasting Inc. to Silicon East Corp. for \$846,000. Seller is owned by John Donahey (65%), Pat Yaturo (25%) and Al Richards (10%). It has no other broadcast interests. Buyer is owned by Gary Hess (25%), Sylvan Taplinger (25%), Martin W. Spector, wife, Dorothy, and Spector's daughters, Roslynn Spooner and Ann Lief (12½% each). It also recently bought WVTY(FM) (previously WHBS(FM)) Holiday, Fla., for \$800,000 and WWQT(AM) Dunedin, Fla., for \$475,000 ("Changing Hands," both March 14, 1983). Taplinger is former executive vice president of SJR Communications, which sold off its radio properties. Spector is Florida-based record retailer. Hess is general manager of buyer's WWQT(AM)-WVTY(FM) Dunedin, Fla., and also has 25% interest in applicant for three commercial FM's. Filed Nov. 28.

■ WGML(AM) Hinesville, Ga. (990 khz, 250 w-D)—Seeks assignment of license from Liberty Broadcasting Inc. to Kelwyn John Kovars for \$175,000, including \$150,000 note. Seller is owned by E.D. Steele Jr., who also owns LPTV at Hilton Head, S.C., and is general manager of Tybee Island, Ga., cable system. Filed Dec. 12.

■ KMVT-TV Twin Falls, Idaho (ch. 11, 316 kw vis., 3.5 kw aur., HAAT: 1,190 ft.)—Seeks transfer of control from Western Broadcasting Co. (100% before; none after) to Root Communications (none before; 100% after) for \$11.4 million. Seller is headed by Earl E. Morgenroth, chairman and president. It also owns WJBF-TV Augusta and WVTM-TV Columbus, both Georgia; KCAP-AM-FM Helena and KVGO-AM Missoula, both Montana; WAPA-TV San Juan, P.R., and KESI(AM)-KRBU-FM Pocatello, Idaho. Buyer is Daytona Beach, Fla.-based company, headed by Chapman S. Root, majority owner and chairman. He was majority owner of Coca-Cola bottler, sold last May, also has food manufacturing and distributing and real estate interests. Root has also bought, subject to FCC approval, WNDB(AM)-WWLV-FM Daytona Beach for \$2.5 million (BROADCASTING, Sept. 19, 1983) and WVFM-FM Lakeland, Fla., for \$3.1 million (BROADCASTING, Sept. 5, 1983). Filed Nov. 18.

■ KXTC(AM) Nampa and KQZQ(FM) Caldwell (Nampa), both Idaho (1340 khz, 1 kw-D, 250 w-N; FM: 103.1 mhz with 3 kw)—Seeks assignment of license from Hayes Broadcasting Co. to Boise Area Radio Stations Inc. for \$485,000, including \$325,000 in notes, and equipment lease. Seller is owned by John T. Hays, who bought stations two years ago for \$525,000 ("For the Record," May 4, 1981). He also owns KAYT(AM)-KNAQ(FM) Rupert, Idaho. Buyer is owned by Ralph J. Carson and family, and Alan D. Hague. They also own KRSP-AM-FM Salt Lake City; KRJC(FM) Elko, Nevada, and KSMK-FM Cottonwood, Ariz. Filed Dec. 13.

■ WCFL(AM) Chicago (1000 khz, 50 kw-U)—Seeks assignment of license from Mutual Broadcasting System to Statewide Broadcasting for \$8 million. Station was purchased in 1978 for \$12 million (BROADCASTING, April 17, 1978). Seller, Arlington, Va.-based radio network, is subsidiary of Amway Corp. and headed by Martin Rubenstein, president and CEO. It also owns WHN(AM) New York. Buyer, based in Pompano Beach, Fla., is owned by Jordan E. Ginsburg, chairman; his children, Scott Ginsburg, Mark J. Ginsburg and Ricki G. Robinson; Robinson's husband, Joel P., and Roy Bresky. It has also bought Florida stations WKQE(AM)-WBGW(FM) Tallahassee for \$1,575,000 ("Changing Hands," June 6, 1983); WAPE(AM) Jacksonville for \$1,125,000 ("Changing Hands," June 27, 1983), and WVGC(AM) Coral Gables for \$1.5 million ("Changing Hands," April 25, 1983). Filed Nov. 21.

■ WTTV-TV Bloomington (Indianapolis), Ind. (ch. 4, 55 kw vis., 11 kw aur., HAAT: 1,200 ft., ant. height above ground: 1,170 ft.)—Seeks assignment of license from Teleco Indiana Inc. to TEL-AM Corp for \$73 million. Seller is headed by Harold Berry, chairman, and owned by dozens of investors, including Northwestern Mutual Life Insurance Co. (40%). Seller has no other broadcast interests. Buyer is headed by De Sales Harrison, former chairman of Pacific & Southern Broadcasting (11.1%); Elmer C. Snow, station's current president (he will retain that position); various institutional investors (55.6%), and Dunmore Partners Ltd., headed by general partners Edward G. Victor and Richard V. Sandler and also owned by 27 employees of New York-based investment firm, Drexel, Burnham & Lambert. Filed Dec. 1.

■ WKSJ(FM) Columbia City (Fort Wayne), Ind. (106.3 mhz, 3 kw, 300 ft.)—Seeks assignment of license from Indiana Broadcast Associates to Kramer Communications Inc. for \$435,000 cash and completion of \$54,000 real estate note. Seller is owned by Arnold Malkan and family. They also own WYWM(FM) Beaver Creek (Dayton), Ohio; KEYS(AM) and majority of KZFM(FM), both Corpus Christi, Tex. Buyer is owned by Rudy J. Kramer, station's general manager (51%), and John C. Seyfert, Fort Wayne, Ind., businessman (49%). Neither have other broadcast interests. Filed Dec. 8.

■ WEVV(TV)[CP] Evansville, Ind. (ch. 44, 1,313 kw vis., 262.6 kw aur., HAAT: 970 ft., ant. height above ground 999 ft.)—Seeks transfer of control from Claude H. Bates, William J. Wheeler, Charles R. Wheeler, Ricky D. Van Hoose and Alfred D. Van Hoose (51% before; 20.1% after) to Ohio Valley TV Inc. (49% before; 79.9% after) for \$62,000. Buyer was granted CP three years ago (see "For the Record," April 20, 1981). Buyer is headed by Alvin V. Dauble, president. Principal owner is Richard F. Shively, who is also majority owner of KNOP-TV North Platte, Neb.; 29% owner of WXMT(TV) Grand Rapids, Mich.; 26% of KTPX(TV) Odessa and KWAB(TV) Big Springs, both Texas. He is also applicant for two TV CP's, two LPTV's and has cable interests, MDS and cellular app.'s. Filed Dec. 12.

■ [CP] Bowling Green, Ky. (ch. 40, 1,096 kw vis., 10.9 kw aur., HAAT: 340 ft.; ant. height above ground: 324 ft.)—Seeks assignment of license from CMM Inc. to JMC Inc. for \$10,000. Seller is owned by Charles M. Miller, who is applicant for seven TV's and six FM's. CP was granted May 18, 1983. Buyer is owned by John M. Cunningham, who has no other broadcast interests. Cunningham's parents are applicants for new FM's at Fresno and Sacramento, Calif. Cunningham's father has interest in WINT-TV Crossville, Tenn. Filed Nov. 30.

■ WLCB Buffalo, Ky. (1430 khz, 500 w-D)—Seeks assignment of license from Lincoln Broadcasting Inc. to LaRue County Broadcasting Inc. for \$85,000 plus accounts receivable. Seller is owned by Joseph R. Jones and brother, James L. They have no other broadcast interest. Buyer is equally owned by James D. Cantrell, Keith L. Reising and Billy R. Evans. Reising is 75% owner of WTRF(AM)-WRZQ-FM Greensburg, Ind. Reising and Evans equally own WQXE-FM Elizabethtown, Ky. Filed Nov. 23.

■ WSIP-AM-FM Paintsville, Ky. (1490 khz, 1 kw-D, 250 w-N; FM: 98.9 mhz, 31 kw, HAAT: 600 ft.)—Seeks assignment of license from Big Sandy Broadcasting Co. to S.I.P. Broadcasting Co. for \$1,036,000. Seller is owned by Paul G. Fyffe, who has no other broadcast interests. Buyer is owned by Terry E. Forcht. He also owns WDBL-AM-FM Springfield, Tenn., and WAIN-AM-FM Columbia and WHIC-AM-FM Hardinsburg, both Kentucky. Filed Nov. 29.

■ WILP(AM) Paris, Ky. (1440 khz, 1 kw-D)—Seeks assignment of license from Fairfield Broadcasting Co. of Ky. to Mega Broadcasting Corp. for \$125,000. Seller is owned by Stephen C. Trivers and wife, Irene B. (70%) and William J. Wertz (30%). It also owns co-located WNCW(FM), WQLR(FM) Kalamazoo, Mich., and WEZV(FM) Fort Wayne, Ind. Buyer is equally owned by Michael McSorley, John Crawford and John Bush. None have other broadcast interests. Filed Dec. 9.

■ WSNE-FM Taunton, Mass. (93.3 mhz, 30 kw, HAAT: 620 ft.)—Seeks assignment of license from Outlet Co. to 2100 Corp. for \$3.6 million. Seller is Providence, R.I.-based group owner, recently purchased by parent company Rockefeller Center Inc. for \$332.1 million (BROADCASTING, May 9, 1983). It is headed by Bruce Sundlin, president. WSNE is being sold to comply with "one-to-a-market" rule—Outlet also owns WJAR-TV Providence—now that purchase by Rockefeller Center invalidates its grandfathered status. App. is being submitted for tax certificate for "voluntary divestiture of grandfathered ownership interest." Buyer is owned by Donald A. Lopes (51%) and Thomas L. DePetrillo (49%). Lopes is owner of greater Providence area Kentucky Fried Chicken franchises. DePetrillo, vice president of sales, Rooney, Pace, Inc. Neither has other broadcast interests. Filed Nov. 25.

■ WDJJ Jackson, Mich. (1510 khz, 5 kw-D)—Seeks assignment of license to James John McCluskey for \$60,000. Seller is Dudley Communications, owned by Dallas D. Dudley. Station property is now "subject to jurisdiction" of U.S. Bankruptcy Court for Eastern District of Mich., under Chapter 11. Buyer also owns WAAQ(FM) Big Rapids, Mich. Filed Nov. 21.

■ WNLT(AM) Duluth, Minn. (1390 khz, 500 w)—Seeks assignment of license from Timothy Banish, receiver, to Liberty Wireless Corp. for \$75,000. Seller is receiver for previous licensee, Northern Light Broadcasting Co. Inc., equally owned by Charles W. Borchard and Douglas J. Livernois. Buyer is owned by Peter H. May (95%) and Mark S. Steinmetz (5%). May is newscaster and air personality at KSTP-FM Minneapolis-St. Paul and is also applicant for

new FM (95.7) mhz at Duluth, Minn. Steinmetz is sales manager at WCCO-FM Minneapolis-St. Paul. Filed Nov. 23.

■ KONY-TV(CP) Thief River Falls, Minn. (ch. 10, ERP: 241 kw vis., 2.41 kw aur., HAAT: 447 ft., ant height above ground: 496 ft.)—Seeks assignment of license from Olmstead Communications Inc. to Community Broadcast Inc. for \$25,000. Seller is Dale R. Olmstead was granted CP April 21, 1982, ("For the Record," May 17, 1983). He also owns KKAQ(AM) Thief River Falls. Buyer is headed by John W. Bolger, who is applicant for eight LPTV's in Minn. He is permittee of LPTV's in Bemidji, Minn., and Grand Rapids, Mich., and of TV in International Falls, Minn. He also owns 80% of CP for TV at Pembina, N.D. Filed Nov. 25.

■ KOSC-FM Marshfield, Mo. (104.9 mhz, 3 kw, HAAT: 120 ft.)—Seeks assignment of license from Ozark Summit Communications Inc. to Ladco Communications for \$160,000 cash, excluding real estate and studio space. Seller also owns co-located KOSC-AM. Buyer is owned by Larry D. Campbell (80%) and Donald E. Nistl (20%). Campbell is 43% owner and general manager of KLSM(AM) Springfield, Mo; Nistl is 40% owner of applicant for AM at Lincoln, Neb. Filed Dec. 9.

■ KWK-AM-FM St. Louis (1380 khz, 5 kw-D, 1 kw-N; FM: 106.5 mhz, 39 kw, HAAT: 560 ft.)—Seeks assignment of license from Doubleday Broadcasting to Robinson Broadcasting for \$4.5 million. Seller is New York-based owner of two AM's and seven FM's, headed by Gary Stevens, president. It recently bought WMET(FM) Chicago ("Changing Hands," March 7, 1983). Buyer is majority owned by Larry Robinson, chairman of J.B. Robinson Jewelers, a subsidiary of W.R. Grace. He also is principal owner of WBBG(AM)-WMJI(FM) Cleveland. Filed Nov. 29.

■ Middletown, N.Y.—Sillerman Morrow Broadcasting Group, group owner of four AM's, four FM's and half of WATL-TV Atlanta, has filed app. for change of positive control. Company is owned by Robert F. X. Sillerman and Bruce Morrow (37% each), and Howard Tytle and Gerald Wendel (12½% each). Company proposes to buy two-thirds of Morrow's shares for \$467,000. Tytle and Wendel will also surrender some shares; number of shares outstanding would be reduced from 1,333 to 900. After transaction, ownership would be: Sillerman 55.5%, Tytle and Wendel (16% each), and Morrow 12.5%. Morrow would also become consultant to company for six years with four-year renewal clause. Filed Dec. 15.

■ WVCB(AM) Charlotte, N.C. (1400 khz, 500 w-D)—Seeks assignment of license from Shallotte Broadcasting Co. to John G. Worrell for \$30,000. Seller is owned by estate of Rufus D. White Jr. (50%), Alvin Earl Milliken and Auburn E. Dutton (25% each). Milliken also is permittee for co-located WAEM(FM). Buyer has no other broadcast interests. Filed Nov. 23.

■ WHSL(FM) Wilmington, N.C. (97.3 mhz, 100 kw) Seeks assignment of license from Jefferson-Pilot Broadcasting Co. to WMFD Inc. for \$1 million. Seller is subsidiary of Jefferson-Pilot Corp., Greensboro, N.C.-based insurance company, newspaper publisher and group owner of five AM's, four FM's and two TV's. It is also selling co-located WWIL(AM) (see below). Buyer is 80% owned by Carolina Bottlers, local Pepsi Cola bottling company, equally owned by Donald R. Watson and Carl B. Brown. Other buyers are Lee W. Hauser and H. Bretton Blizzard (10% each). Hauser is former manager at WCHL(AM) Chapel Hill, N.C.; Blizzard owns Wilmington lighting store. Buyer earlier this year bought co-located WMFD(AM) for \$500,000 ("Changing Hands," Feb. 21, 1983). WHSL is on 97.3 mhz with 100 kw and antenna 560 feet above average terrain.

■ WWIL(AM) Wilmington, N.C. (1490 khz, 1 kw-D, 250 w-N) Sold by Jefferson-Pilot Broadcasting Inc. to Echo Broadcasting Corp. for \$450,000. Seller is subsidiary of Jefferson-Pilot Corp., Greensboro, N.C.-based insurance company, newspaper publisher and group owner of five AM's, four FM's and two TV's. It is also selling co-located WHSL(FM) (see above). Buyer is owned by James Capers Jr., who is currently vice president in charge of seller's Wilmington and Greensboro, N.C., radio properties. WWIL is on 1490 khz with 1 kw day and 250 w night.

■ WCRO(AM) Johnstown, Pa. (1230 khz, 1 kw, 250 w-N)—Seeks assignment of license from Century Broadcasting of Pennsylvania to Hamilton Communications Inc. for \$210,000. Seller is headed by Henry Gladstone, who is former announcer at WOR(AM) New York. None of owners have other broadcast interests. Buyer is owned by Robert J. Hamilton (70%) and James London (30%). Hamilton is national music director for RKO Radio and operations manager at RKO's KHJ(AM)-KRTH(FM) Los Angeles. London is North Hollywood, Calif., home improvement contractor. Filed Nov. 28.

■ WADK(AM) Newport, R.I. (1540 khz, 1 kw)—Seeks assignment of license from Key Station Inc. to Spectrum Communications Corp. for cancellation of \$500,000 indebtedness and release of all claims, plus half of station's resale value above \$500,000. Previous terms of sale between same two principals—for between \$600,000 and \$700,000 and incorrectly reported in "Changing Hands," Oct. 10, 1983—were renegotiated at request of seller. Seller is principally owned by Peter Kuyper, president of ancillary rights division of MGM/UA, and Peter G. Mangone Jr., president and CEO of Telecraft Corp., Englewood, Colo.-based LPTV equipment supplier, programmer and group owner. Buyer is publicly held corporation headed by Harry Conlin, president. It also owns KYLT(AM)-KZQO(FM) Missoula, Mont. It will immediately resell WADK to repay bank debt. Filed Nov. 28.

■ WLFF(AM) Cayce (Columbia) S.C. (620 khz, 1 kw-D)—Seeks assignment of license from Southcom Inc. to Midland Communications Inc. for \$335,000 cash. Seller is equally owned by Dan Cavell and Robert Liggett Jr. Cavell is station's general manager. Liggett also owns co-located WZLD(FM); WHNN(FM) Bay City, Mich.; WABX(FM) Detroit; WFMK(FM) East Lansing, Mich.; WZZR-FM Grand Rapids, Mich., and KTYD(FM) Santa Barbara, Calif. Buyer is group of 12 shareholders, headed by Raleigh Williams, chairman, and Isaac Heyward, president. Williams is Waterboro, S.C., builder; Heyward is announcer at WQIZ(AM) St. George, S.C. Other members of group include Arthur Whaley Jr., employe of National Black Network; Colie L. Lorick Sr., announcer and producer at WCKM(AM) Winstonsboro, S.C.; Colie L. Lorick Jr., announcer and producer at WQXL(AM) Columbia, S.C., and James Cook, announcer at WPAL(AM) Charleston, S.C. Filed Dec. 12.

■ WIXR-AM Mt. Pleasant, S.C. (1500 khz, 250 w)—Seeks assignment of license from East Cooper Communications Inc. to Low Country Broadcasting Inc. for \$126,000, including \$120,000 note, plus half of net trade accounts. Seller is owned by Dr. Stephen Nye Barton. He is also 80% owner of applicant for new FM at Mt. Pleasant and full owner of four app.'s for new FM's in Texas. Buyer is equally owned by Deborah B. Carter, general manager of WIXR, her father Phillip E. Backus, program director, and John C. Grant, operations manager. Filed Dec. 13.

■ WPKZ(AM) Pickens, S.C. (1540 khz, 10 kw-D)—Seeks assignment of license from Charles E. Stovall to Tabernacle Christian Schools for \$150,000. Seller is East Point, Ga., minister. He bought station two years ago for \$225,000. Buyer is associated with Ministry of Tabernacle Baptist Church at Greenville, S.C. Dr. Harold B. Slightler is pastor. Filed Nov. 28.

■ WKCE(AM) Harriman, Tex. (1230 khz, 250 w-U)—Seeks assignment of license from Morgan Broadcasting Co. to Kenneth Mynatt for \$150,000 including \$110,000 note. Seller is owned by Harry J. Morgan, who also owns WSKT(AM) Knoxville and WSVU(AM) Dunlap, both Tennessee, and WSEB(AM)-WSKP(FM) Sebring, Fla. Buyer has no other broadcast interests. Filed Dec. 19.

■ \*WLJT-TV Lexington, Tenn. (ch. 11, 316 kw vis., 63 kw aur., HAAT: 640 ft.; ant height above ground 496 ft.)—Seeks assignment of license from Tennessee State Board of Education to West Tennessee Public TV Council Inc. for nonmonetary consideration. Seller also is licensee of \*WTCTV Chattanooga and \*WCTE Cookeville, Tenn. Buyer is nonprofit membership corporation headed by Mrs. Alona Davis, president, who is part-time secretary at Vincent Instruments of Martin (Tenn.). Filed Dec. 6.

■ \*KZLN(TV) Harlingen, Tex. (ch. 60, 36.58 kw vis., 26.58 kw aur., HAAT: 1,545 ft., ant. 1,494 ft. above ground)—Seeks assignment of license from Texas Consumer Education and Communication Development Committee Inc. to RGV Educational Broadcasting Inc. for payment of \$36,000 tax liability and \$15,000 outstanding wages. Diocese of Brownsville will also forgive \$356,000 debt. Facilities are not being purchased. Station has been off air for previous six months. Seller is nonprofit education corporation headed by Francisco Briones, president and general manager. Buyer is nonprofit Texas corporation headed by Gus Barrera, president, who is chancellor of Diocese of Brownsville, Tex. Filed Oct. 16.

■ WKEZ-FM Yorktown, Va. (WKEZ 94.1 mhz, 50 kw, 500 ft.)—Seeks assignment of license from Karas Radio Corp. to Melody Corp. of Virginia for \$1.2 million. Seller is headed by Stan Karas, former general manager of recently sold WEAM(AM) ("Changing Hands," May 16, 1983). Principal owners include Lee Lovett, Arthur Stambler, Thomas Siebert and Joe Hennessy, all members of Washington-based communications law firm bearing their names. It also owns WANB-AM-FM Waynesburg, Pa., and owns 80% of KMZQ-FM Henderson (Las Vegas). Buyer is equally owned by Catherine Pendleton LaFerre and Patricia L. Parker. LaFerre is former regional sales manager at WFOG(AM) Suffolk (Norfolk), Va. Her husband, Robert, is general manager of WKEZ, and has minor interest in seller. Parker was advertising manager for Virginia Beach furniture store. Filed Nov. 23.

■ WPDJ-AM-FM Clarksburg, W. Va. (750 khz, 1 kw-D; FM: 104.9 mhz, 2.5 kw, HAAT: 390 ft.)—Seeks assignment of license from Rau Radio Stations to WPDJ Inc. for \$150,000 cash and \$500,000 note. Seller, principally owned by estate of Henry Rau, and headed by Rau's daughter, Robin Henry, president, is former group owner of six AM's and six FM's which has divested its broadcast properties over last two years. Sale of WPDJ-AM-FM completes divestiture. It sold last year WATO(AM)-WETQ(FM) Oak Ridge, Tenn. ("Changing Hands," Sept. 19, 1983); WBBB(AM)-WPCM(FM) Burlington, N.C. (Broadcasting, Aug. 15, 1983), and WDOV(AM)-WDSO(FM) Dover, Del. (Broadcasting, Sept. 5, 1983). Buyer is owned by Patrick Kelly, executive vice president of Rau Radio (76%), and Walker Trumble, general manager of WPDJ-AM-FM (24%).

■ WZTQ(AM) Hurricane, W. Va. (1080 khz, 5 kw-D)—Seeks assignment of license from Cosmic Communications to Miliken Investment Corp. for \$200,000, including non-compete agreement and assumption of debts of approximately \$125,000. Seller is equally owned by John M. Thompson, J. Thomas Stanley and Eugene C. Ellison. None have other broadcast interests. They bought station last year for \$110,000 ("For the Record," Sept. 13, 1982). Buyer is owned by James S. Miliken and relatives. Miliken is general manager of WSGB(AM), which buyer also owns. It is also permittee for new FM on 97.1 mhz at Sutton. Filed Nov. 30.

## Actions

■ KHTN(FM) Placerville, Calif. (92.1 mhz, 680 w; HAAT: 570 ft.)—Granted transfer of control of Foothill Broadcasting Corp. from Paul E. Gregg and Chris W. Kidd (47.5% before; none after) to David Evans and J. Nevin Smith (49.5% before; 100% after). Consideration: stock transfer only. Principals: Seller is also owned by Ross Shelton (3%). It has no other broadcast interests. Buyers have no other broadcast interests. Action Dec. 12.

■ KVOD(FM) Denver (99.5 mhz, 100 kw; HAAT 380 ft.)—Granted assignment of license from Capitol City Broadcasting Co. to Henry Broadcasting Co. for \$6 million. Seller is equally owned by Edwin E. Koepke and Frank E. Amole Jr., who have no other broadcast interests. Buyer is owned by Charlton H. Buckley, San Francisco investor who also owns KYTE(AM)-KRCK(FM) Portland, Ore. Action Dec. 5.

■ WEEF(AM) Highland Park, Ill. (1430 khz, 1 kw-D, DA)—Granted transfer of control of Metroweb Corp. from Newsweb Corp. (90% before; none before) to Gordon H. Winston and Myra M. Winston (10% before; 100% after). Consideration: \$500,000 plus \$150,000 noncompete agreement. Sale is contingent upon location of new antenna site for station. Seller is owned by Fred Eychaner, who has commercial printing interests. He also owns WPWR-TV Aurora, Ill., and owns 3.5% of voting stock of Des Moines Register and Tribune Co., which owns three V's and two AM-FM combos. He is permittee for KTVJ-TV Boulder, Colo. Buyers are husband and wife. Gordon Winston is CPA and management consultant for Eychaner. Myra Winston is real estate manager. Action Dec. 8.

■ WHLT(AM)-WHUZ(FM) Huntington, Ind. (1300 khz, 500 w-D; FM: 103.1 mhz, 3 kw, HAAT: 377 ft.)—Granted assignment of license from Huse Radio Inc. to Group G Broadcasting Inc. of Indiana for \$525,000. Seller is owned by Edwin Huse (70%) and wife, Helen (30%). They have no other broadcast interests. Buyer is headed by Timothy J. Ginrich (professional name, Robert A. Sherman), radio consultant in Port Huron, Mich. Action Dec. 15.

■ WDRB-TV Louisville, Ky. (ch. 41; ERP: 303 kw vis., 30.3 kw aur., HAAT: 1,280 ft.)—Granted assignment of license from Cowles Media Co. to Toledo Blade Co. for \$10 million (Broadcasting, Sept. 19, 1983). Seller, based in Minneapolis, is publisher of *Minneapolis Tribune*, other newspapers, and has cable interests. It sold its only other broadcast property, KTVH(TV) Hutchison (Wichita), Kan., last year (Broadcasting, Dec. 20, 1982). Buyer, Toledo, Ohio-based newspaper publisher is owned by William and Paul Block Jr., brothers. It also owns WLIO(TV) Lima, Ohio; WLFI-TV Lafayette, Ind., and cable TV systems in Toledo; Monroe, Mich., and Sandusky, Ohio. It has signed letter of intent to sell WTKN(AM)-WWSW-FM Pittsburgh, to Shamrock Broadcasting Co. Action Dec. 5.

■ WOCB(AM)-WSOX-FM West Yarmouth, Mass. (1240 khz; 1 kw-D, 250 w-N; FM: 94.9 mhz; 50 kw; HAAT: 245 ft.)—Granted assignment of license from Central Vermont Radio Corp. to WOCB Acquisition Corp. for \$4.1 million. Seller is subsidiary of Laconia, N.H.-based Sconnix Group Broadcasting Inc., owned by Randall T. Odeneal, Theodore E. Nixon, Scott R. McQueen and Alfred W. Hill. Sconnix also owns WZZC(FM) East Moline, Ill.; WKZU(AM)-WLNH(FM) Laconia, N.H.; WTMA(AM)-WSSX(FM) Charleston, S.C., and WRKR(AM)-KFKF(FM) Kansas City, Kan. Buyer is principally owned by Robert F.X. Siller-

man and Bruce Morrow (see "Ownership changes" applications, Middletown, N.Y.), who also own 50% of WAIL-TV Atlanta and 100% of WRAN(AM) Dover, N.J.; and WJJB(FM) Hyde Park and WALLY(AM)-WKGL(FM) Middletown, both New York. They recently bought WHMP-AM-FM Northampton, Mass., (see "For the Record," July 25, 1983). Action Dec. 8.

■ [CP]WAQP(TV) Saginaw, Mich. (ch. 34; ERP: 2,500 kw vis., 250 kw aur., HAAT: 324.48 ft., ant. height above ground: 268.4 ft.)—Granted assignment of license from Saginaw Communications Inc. to Tri-state Christian T.V. for \$50,000. Seller is owned by Doyle Forney, president, who also owns KGLR(AM) Tucson and KCAF(FM) Arizona City, both Arizona. Buyer is nonprofit corporation, headed by Garth Coonce, president. Buyer has transfer of control application to acquire Ch. 27 Inc., licensee of WDDD-TV Marion, Ill. Action Dec. 9.

■ KGHS(AM)-KSDM(FM) International Falls, Minn. (1230 kHz; 500 w-D, 250 w-N; FM: 94.3 mhz, 3 kw, HAAT: 153 ft.)—Granted assignment of license from Borderland Broadcasting to Communications International Assoc. Inc. for \$425,000. Seller is owned by Daniel D. Ganter and Karen N. Ganter, who have no other broadcast interests. It currently seeks modification of FM permit to increase power to 100 kw and to build new 420 ft. tower. Buyer is owned by Frederick H. Walter, M.D., general practitioner in International Falls (50%), Craig Peacock and wife, Joyce (25%); her brother James Bartowski and wife, Louise (25%). Craig Peacock and James Bartowski own and operate a local Coca-Cola bottling plant. It has no other broadcast interests. Action Dec. 13.

■ WLBT-TV Jackson, and WLBM-TV Meridian, both Mississippi (ch. 3, 95.7 kw vis., 19.1 kw aur., HAAT: 2,419 ft., ant. height above ground 1,999 ft.; ch. 30, 89.1 kw vis., 8.9 kw aur., HAAT: 234 ft., ant. height above ground 333 ft.)—Granted transfer of control from TV-3 Inc. from individual stockholders (100% before; none after) to Civic Communications Corp. (none before; 100% after). Consideration \$12,765,000. Seller is owned by 24 shareholders. Aaron E. Henry, chairman; Charles L. Young, vice president, and Robert C. Travis are shareholders who will also have interest in buyer. None have other broadcast interests. Henry is Clarksdale, Miss., pharmacist; Charles L. Young, is Meridian, Miss., businessman; Travis is Jackson, Miss., attorney. Buyer is composed of Aaron E. Henry 26.3%, Charles L. Young 26.3%, Buford Television Inc. 25.4%, Interfirst Venture Corp. 10.9%, Robert C. Travis 3.5% and three others. Buford Television is MSO and owns KLTV-TV Tyler and KTRE-TV Lufkin, both Texas, and KTMA-TV Minneapolis. It also has 20% interest in Home Entertainment Network Inc., which is licensee of WBTI(TV) Cincinnati and provides subscription television service. Interfirst Venture Corp. is subsidiary of InterFirst Bank, Dallas. Action Dec. 12.

■ KWRT(AM)-KDBX(FM) Boonville, Mo. (1370 kHz, 1 kw-D; FM: 99.3 mhz, 3 kw HAAT: 285 ft.)—Granted assignment of license from Big Country of Missouri Inc. to T & T Communications Inc. for \$475,000 plus \$50,000 non-compete agreement. Seller is jointly owned by Richard L. Billings and his wife, Patricia A., who are applicants for new FM at South Jacksonville, Ill. Buyer is equally owned by Phillip W. Trammell and wife, Barbara J. Phillip Trammell was general manager of KSD(AM) St. Louis. Barbara Trammell is housewife. They have no other broadcast interests. Action Dec. 13.

■ KLRS-AM-FM Mountain Grove, Mo. (1360 kHz, 1 kw-D, DA-D; 92.7 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Kickapoo Prairie Broadcasting Co. to Communications Works Inc. for \$240,000. Seller is owned by Jeanne Strauss Kramer, and her husband, Robert C. It also owns KICK(AM) Springfield, Mo. Buyer is equally owned by Larry D. Spence, Robert S. Chaney III, John W. Carr and David E. Horst, none of whom have other broadcast interests. Action Dec. 2.

■ WZIR(FM) Niagra Falls, N.Y. (98.5 mhz; 46 kw; HAAT: 420 ft.)—Granted by Butler Communications Corp. to Porter Broadcasting Corp. for \$976,434.23. Seller, which also owns co-located WHLD(AM), has filed for reorganization under Chapter 11. Sale is part of reorganization plan and is also subject to approval by bankruptcy court. Seller is owned by Paul A. Butler, 42.57% and others; some of whom also have interest in WECK(AM) Cheetowaga, N.Y. Buyer is owned by Winslow T. Porter Jr., who also owns WMYF(AM)-WERZ(FM) Exeter, N.H., and WJTO(AM)-WIGY(FM) Bath, Me. Action Dec. 7.

■ WRRZ(FM) Clinton, N.C. (107.1 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from WRRZ Radio Co. to WRRZ Radio Co. Inc. for \$200,000. Seller is owned by John L. Austin and brothers, George T., A.G. and J.B. Williams (25% each). It is also selling co-located WRRZ(AM) (see below). Buyer is owned by Lawrence B. Carr, who is licensee of co-located WCLN(AM). Action Dec. 15.

■ WRRZ(AM) Clinton, N.C. (880 kHz, 1 kw-D)—Granted assignment of license from WRRZ Radio Co. to Sampson Broadcasting Co. for \$175,000. Seller is also selling co-located WRRZ-FM (see above). Buyer is owned by employees of station: Delma Dixon, broadcast engineer; Clarence Denton, program director, and Daniel Lucas, assistant program director. Action Dec. 13.

■ WDLV(AM)-WIOZ(FM) Pinehurst/Southern Pines, N.C. (550 kHz, 1 kw-D; 107.1 mhz, 3 kw; HAAT: 300 ft.)—Granted assignment of license from 107 Inc. to Muirfield Broadcasting Inc. for \$1,040,000. Seller is owned by William R. Gaston, Marco Island, Fla. It has no other broadcast interests. Buyer is owned by C. Walker Morris, formerly general manager of WCHL(AM) Chapel Hill, N.C. Action Dec. 15.

■ KNOX(AM)-KYTN(FM) Grand Forks, N.D. (1310 kHz, 5 kw-U, 94.7 mhz, 100 kw, HAAT: 325 ft.)—Granted assignment of license from Billings/Lafayette Associates Ltd. to Red River Associates for \$3 million. Seller is headed by Henry P. Slane. Slane and other principals also have interest in Peoria Journal Inc., publisher and group owner of

## Summary of broadcasting as of October 31, 1983

Service	On Air CP's	Total *
Commercial AM	4,726	166 4,892
Commercial FM	3,490	425 3,915
Educational FM	1,104	181 1,285
Total Radio	9,320	772 10,092
FM translators	741	423 1,164
Commercial VHF TV	536	19 555
Commercial UHF TV	334	200 534
Educational VHF TV	107	5 112
Educational UHF TV	172	22 194
Total TV	1,149	246 1,395
VHF LPTV	179	80 259
UHF LPTV	66	71 137
Total LPTV	245	151 396
VHF translators	2,831	206 3,037
UHF translators	1,850	342 2,192
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.

three AM's and three FM's. It also recently donated KBMY(AM) Billings, Mont., to college ("Riding Gain," Oct. 24, 1983). Buyer is partnership, headed by John B. Babcock, broadcast consultant and former executive vice president and chief operating officer of Park Broadcasting Co., Ithaca, N.Y. It has no other broadcast interests. Action Dec. 13.

■ WNYN(AM) Canton, Ohio (900 kHz, 500 w-D)—Granted transfer of control from Stephen A. Bloomfield and others (60% before; none after) to Raymond N. Malcolm and Robert C. Hippler (40% before; 100% after) for \$300,000. Seller is headed by Stephen A. Bloomfield, news producer at WJKW-TV Cleveland. It has no other broadcast interests. Buyer is owned by Raymond N. Malcolm and Robert C. Hippler. Malcolm, who already owns 40%, is Canton, Ohio-based insurance businessman. He also has interest in WTAL(AM) Tallahassee, Fla. Hippler is president and general manager of WNYN. Action Dec. 8.

■ KCLR-FM Edmond, Okla. (97.7 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Mid America Media Co. to Oaks Broadcasting Inc. for \$500,000. Purchase pre-empted auction of station that sellers had scheduled for Oct. 20. Seller is Louisiana partnership, headed by James A. Reeder, managing partner. It also owns KCOZ(AM)-KOKA(FM) Shreveport, La. Buyer is owned by Max W. Wells, Dallas banker, and Ken Fairchild, general manager of KRLD Dallas, which is being sold to CBS ("Top of the Week," April 25, 1983). Action Dec. 15.

■ KMUN(FM)[CP] Astoria, Ore. (91.9 mhz)—Granted assignment of CP from KBOO Foundation to Tillicum Foundation. Buyer is headed by Jim Casterine, president, and Rita Rega, vice president. It has no other broadcast interests. Action Nov. 16.

■ WHOL(AM) Allentown, Pa. (1600 kHz, 500 w-D, DA)—Granted assignment of license from Empire Broadcasting Co. Inc. to Radio 16 Inc. for \$450,000. Seller is equally owned by Ray M. Schacht and James A. Herbert who have no other broadcast interests. Buyer is jointly owned by Clyde E. Griffith and wife, Suzanne G., who run family counseling firm in Philadelphia. They have no other broadcast interests. Action Dec. 8.

■ WEAB(AM) Greer, S.C. (800 kHz, 250 w-D)—Granted assignment of license from Greer Broadcasting Co. Inc. to Thomas D. Norton for \$167,500. Seller is owned by E.A. Burch 75% and John A. Salter Jr. (25%), who have no other broadcast interests. Buyer is licensee of WPJM(AM) Adamsville, Tenn. Action Dec. 2.

■ WTV(TV) Chattanooga and KFDM-TV Beaumont, Tex. (Port Arthur) (ch. 9, 316 kw vis., 31.6 kw aur., HAAT: 1,040; ant. height above ground: 278 ft.; ch. 6; 100 kw vis., 20 kw aur., HAAT 960 ft.; ant. height above ground: 1,031 ft.)—Granted 100% transfer of control (Chattanooga) and assignment of license (Beaumont) from Belo Broadcasting to Freedom-TV Sub Inc. for \$24.5 million. Seller is owned by Dallas-based group owner and newspaper publisher; which purchased Corinthian Broadcast Group—five VHF's and one UHF—from Dun & Bradstreet (BROADCASTING, June 27, 1983). Buyer is Santa Ana, Calif.-based newspaper publisher and owner of two TV's. It purchased WLNE(TV) Providence, R.I.-New Bedford, Mass., earlier this year (BROADCASTING, Jan. 3, 1983). Action Dec. 13.

■ KALK(FM) Denison-Sherman, Tex. (104.9 mhz, 3 kw, HAAT: 298 ft.)—Granted transfer of control from Grayson Collegiate Communications Inc. to Stansell Communications for \$306,000 plus \$20,000 noncompete agreement. Station began operation Oct. 17. Seller is owned by Thomas Spellman, who also has interest in KSKS(AM) Conroe, Tex. Buyer is owned by Jim Stansell, Eastern division manager for Dallas-based Satellite Music Network, and formerly co-owner of KIXX(FM) Denton, Tex. Action Dec. 9.

■ KZEE(AM) Weatherford, Tex. (1220 kHz, 500 w-D)—Granted assignment of license from KZEE Radio Inc. to Crest Communications for \$800,000. Seller is owned by Galen O. Gilbert 75% and Dave Solomonson 25%. They recently bought KYFM(FM) Bartlesville, Okla., for \$1.1 million (BROADCASTING, April 11, 1983). Gilbert has majority interest in KTXJ(AM)-KWYX(FM) Jasper, and KDXE(AM) Sulphur Springs, both Texas; KBTN(AM) Neosho, and KXEO(AM)-KWWR-FM Mexico, both Missouri. He also owns KPET(AM) Lamesa, Tex., and recently sold co-located KCOT(FM) for \$525,000 ("Changing Hands," Nov. 29, 1982). Buyers are Robert Griffin, independent financial consultant and formerly chief financial officer for New Orleans steamship company, and Curtis Sorrells, geophysicist. Sorrells is limited partner in United Cablevision, MSO in Maine and Illinois. Action Dec. 8.

■ KRGO(FM)[CP] Roy, Utah (107.9 mhz, 67 kw, HAAT: 2,383 ft.)—Granted assignment of CP from Margarette Kathlene Wamsley to Kargo Broadcasting for \$41,325. Seller, who at time she applied for CP, was operation manager at KRGO(AM) West Valley City (Salt Lake City), was awarded CP June 24, 1983. She will have 10% interest in buyer. Buyer also includes Sherwin Brotman (45%), president and 45% owner of KRGO, and seller's father, Gene Guthrie (45%), general manager and 25% owner of KRGO. Brotman has app. pending for new FM at Denton, Tex., and his daughter has app. pending for new FM at Rockport, Tex. Action Aug. 29.

■ KVEZ(FM) Smithfield, Utah (103.9, 3 kw)—Granted assignment of license from M and M Broadcasting Co. Inc. to Ronald Christner and others for \$235,000. Seller is owned by Gregory Merrill (80%) and David J. Miller (20%). Merrill is associate with Chapman Associates. Miller is president of the Utah Broadcasters Association. They have no other broadcast interests. Buyer is limited partnership. Ronald Christner (55%), his brother, Daniel (7.5%), and Richard Cano (7.5%), are general partners. Ronald Christner professor of business administration at Loyola University, New Orleans, and real estate investor. Daniel Christner is announcer at WJBO(AM) Baton Rouge. Richard Cano is sales representative at KCEY(AM)-KMX(FM) Turlock, Calif. Action Dec. 6.

## Facilities changes

■ Broadcast actions released Sept. 23, 1983, ("For the Record," Oct. 3) inadvertently contained following item

which should be deleted—KBLQ-FM Logan, Utah (92.9 mhz)—App. granted to chg. TL, add remote control, change ERP to 100 kw (H), change HAAT to 168 ft. and make changes in ant. syst. Release of Dec. 15.

### AM actions

- KKMC (880 khz) Gonzales, Calif.—Returned app. for CP to increase night power to 5 kw. Action Dec. 9.
- KGDP (660 khz) Santa Ynez, Calif.—Granted app. for mod. of CP (BP-20499) to change TL. Action Nov. 30.
- KLLK (1250 khz) Willits, Calif.—Granted app. for mod. of CP (BP-801104AD) to change TL. MEA under section 1.1305. Action Nov. 30.
- KLTT (800 khz) Brighton, Colo.—Granted app. for CP to increase power to 1 kw and install DA-D. MEA under section 1.1305. Action Dec. 7.
- WFFG (1300 khz) Marathon, Fla.—Granted app. for CP to increase power to 2.5 kw-D/N and change to DA-1. Action Dec. 13.
- WSUA (1260 khz) Miami—Granted app. for CP to make changes in ant. sys. and granted request for waiver of section 73.24 of rules. Action Dec. 8.
- KPOI (1040 khz) Honolulu—Granted app. for mod. of CP (810313AW) to change TL. Action Nov. 30.
- WMAX (1480 khz) Kentwood, Mich.—Granted app. for CP to change hours of oper. to unlimited by adding 5 kw-N; install DA-N, and change city of license and TL. MEA under section 1.1305. Action Dec. 14.
- WRNA (1140 khz) China Grove, N.C.—Returned app. for CP to change frequency to 770 khz and increase power to 2.5 kw. Action Dec. 14.
- WSJS (600 khz) Winston-Salem, N.C.—Dismissed app. for CP to make changes in ant. sys. Action Dec. 13.
- KQWB (1550 khz) Fargo, N.D.—Granted app. for CP to augment nighttime standard pattern. Action Nov. 25.
- KDOV (1230 khz) Talent, Ore.—Granted app. for CP to change city of license; change frequency to 1230 khz; change hours of operation to unlimited by adding 250 w-N, and make changes in ant. sys. Action Dec. 7.
- KGRV (700 khz) Winston, Ore.—Granted app. to change TL. Action Dec. 7.
- WPLW (1590 khz) Carnegie, Pa.—Returned app. for CP to change frequency to 660 khz; change power to 250 w, and change to non-DA. Action Nov. 9.
- WIVV (780 khz) Vieques, P.R.—Dismissed app. for CP to change D and N power 50 kw; install DA-2; change freq. from 1370 khz to 780 khz, and change TL and SL. MEA under section 1.1305. Action Nov. 29.
- WALD (1080 khz) Walterboro, S.C.—Granted app. for CP to change frequency and increase power to 2.5 kw (CH). Action Nov. 29.
- KXRB (1000 khz) Sioux Falls, S.D.—Dismissed CP to changes hours of operation to unlimited by adding 2.5 kw-N; increase power to 10 kw-D; install DA-2; change TL, and make changes in ant. sys. MEA under section 1.1305. Action Dec. 13.
- WNPC (1060 khz) Newport, Tenn.—Returned app. for CP to change frequency to 1180 khz and power to 10 kw. Action Nov. 29.
- WBLB (1340 khz) Pulaski, Va.—Granted app. for CP to make changes in ant. sys. and reduce day radiation efficiency. Action Dec. 8.
- KTAC (850 khz) Tacoma, Wash.—Granted app. for CP to modify nighttime dir. ant. pattern by adding augmentation. Action Nov. 30.
- WHSM (910 khz) Hayward, Wis.—Returned app. for CP to change hours of operation to unlimited by adding 500 w-N and to make changes in ant. sys. Action Dec. 13.
- WGNW (1370 khz) Sussex, Wis.—Granted app. for CP to change city of license; change hours of operation to unlimited by adding 500 w-N; install DA-2, and make changes in ant. sys. Action Dec. 14.

### FM actions

- KOPO (98.3 mhz) Marana, Ariz.—Granted app. for mod. of CP (BPH-801222AF, as mod.) to change TL and increase HAAT to 300 ft. Action Dec. 5.
- KUOL (101.7 mhz) Mena, Ariz.—Granted app. for CP to make changes in ant. sys.; increase HAAT to 299.25 ft., and change to C.P. ant. Action Dec. 15.
- KADO-FM (107.1 mhz) Texarkana, Ariz.—Granted app. for mod. of CP (BPH-820401AD, as mod.) to make changes in ant. sys.; increase ERP to 0.977 kw, and increase HAAT to 485 ft. Action Nov. 29.
- KNDE (99.5 mhz) Tucson, Ariz.—Granted app. for

mod. of CP (BPH-820915AH) to change ERP to 75 kw and HAAT to 172 ft. Action Dec. 6.

- \*KNNB (88.1 mhz) Whiteriver, Ariz.—Granted app. for CP to change TL and make changes in ant. sys. Action Dec. 14.
- KEZQ (100.3 mhz) Jacksonville, Ark.—Granted app. for CP to change HAAT to 504 ft. MEA under section 1.1305. Action Dec. 7.
- \*KEFR (89.9 mhz) Le Grand, Calif.—Granted app. for mod. of CP (BPED-820810AI) to make changes. Action Dec. 14.
- KUBB (96.3 mhz) Mariposa, Calif.—Granted app. for CP to change HAAT to 504 ft. MEA under section 1.1305. Action Dec. 7.
- \*KEFR (89.9 mhz) Le Grand, Calif.—Granted app. for mod. of CP (BPED-820810AI) to make changes. Action Dec. 14.
- KUBB (96.3 mhz) Mariposa, Calif.—Granted app. for CP to change HAAT to 504 ft. MEA under section 1.1305. Action Dec. 7.
- KRJ (92.7 mhz) Paradise, Calif.—Granted app. for waiver of section 73.1201(B)(2) of rules to identify as "Paradise-Chico, Calif."
- KBUL (107.1 mhz) Brush, Colo.—Granted app. for CP to make changes in ant. sys. and increase HAAT to 111 ft. Action Dec. 1.
- KGBS (96.1 mhz) Greeley, Colo.—Granted app. for waiver of section 73.1201(B)(2) of rules to identify as "Greeley-Fort Collins" Greeley, Colo. Action Dec. 13.
- KTUS (103.9 mhz) Snowmass Village, Colo.—Granted app. for mod. of CP (BPH-810817AE) to change SL. Action Dec. 13.
- \*New (91.5 mhz) New Port Richey, Fla.—Granted app. for CP to make changes in ant. sys.; specify new trans. and ant. sys., and increase HAAT from 180 to 193 ft. Action Dec. 1.
- WEDR (99.1 mhz) Miami—Dismissed app. for CP to change TL; change ERP to 100 kw; change HAAT to 600 ft., and make changes in ant. sys. Action Nov. 25.
- WIBN (98.3 mhz) Earl Park, Ind.—Granted app. for waiver of section 1201(B)(2) of rules to identify as "WIBN-Earl Park, Fowler, Kentland." Action Dec. 8.
- \*WBN (89.1 mhz) Fort Wayne, Ind.—Granted app. for mod. of CP (BPED-820621AJ, as mod.) to make changes in ant. sys; change TL; change ERP to 31 kw, and change HAAT to 452 ft. Action Dec. 1.
- \*KDIC (88.5 mhz) Grinnell, Iowa—Granted app. for CP to increase ERP to 0.419 kw; specify HAAT at 123.86 ft., and install new ant. Action Nov. 28.
- WLBJ-FM (96.7 mhz) Bowling Green, Ky.—Granted app. for CP to make changes in ant. sys.; change TL; increase ERP to 0.5 kw, and increase HAAT to 630 ft. Action Dec. 13.
- WKDO-FM (105.5 mhz) Liberty, Ky.—Returned app. for CP to make changes in ant. sys.; change TL; change ERP to 3 kw, and change HAAT to 238 ft. Action Dec. 15.
- KHAA (106.7 mhz) Port Sulphur, La.—Granted app. for mod. of CP (BPH-791113AC, as mod.) to make change in ant. sys. and change TL. Action Dec. 2.
- WGTF (96.3 mhz) Nantucket, Mass.—Granted app. for CP to make changes in sys.; install aux. system; decrease ERP to 5 kw, and decrease HAAT to 102 ft. Action Dec. 7.
- WEGS (95.3 mhz) Gaylord, Mich.—Granted app. for mod. of CP (BPH-821102AA) to change TL; change HAAT to 325 ft., and make changes in ant. sys. Action Dec. 7.
- WJBL-FM (94.5 mhz) Holland-Grand Rapids, Mich.—Granted app. for CP to increase ERP to 50 kw. Action Nov. 29.
- KFMC-FM (106.5 mhz) Fairmont, Minn.—Granted app. for mod. of CP to make changes in ant. sys.; increase ERP to 100 kw, and increase HAAT to 370 ft. Action Dec. 6.
- \*KSMR (92.5 mhz) Winona, Minn.—Granted app. for CP to change frequency; change TL; specify ERP at 8.61 kw; change HAAT to minus 205 ft., and make changes in ant. sys. Action Nov. 23.
- KBEQ (104.3 mhz) Kansas City, Mo.—Granted app. for CP to make changes in ant. sys.; change trans.; change transmission line, and increase ERP to 100 kw. Action Dec. 1.
- KBLL-FM (92.1 mhz) Helena, Mont.—Granted app. for proposed operation on 99.5 mhz; change TL; increase ERP to 30 kw; increase HAAT to 790 ft., and change TPO. Action Nov. 18.
- KCAP-FM (103.1 mhz) Helena, Mont.—Granted app. for proposed operation on 101.1 mhz; change TL; change ERP to 100 kw; increase HAAT to 758 ft., and change TPO. Action Nov. 18.
- \*WFGB (89.7 mhz) Kingston, N.Y.—Granted app. for mod. of CP (BPH-781016AM, as mod.) to make change in ant. sys. and change trans. Action Nov. 29.
- WNEW-FM (102.7 mhz) New York—Granted app. for

mod. of CP (BPH-830401AF, as mod.) to make changes in ant. sys.; change ERP to 7.8 kw, and change HAAT to 1,220 ft. Action Nov. 28.

- WUUU (102.5 mhz) Roma-Utica, N.Y.—Granted app. for CP to make changes in ant. sys.; increase ERP to 26.9 kw, and decrease HAAT to 647 ft. Action Dec. 1.
- WVCD (97.9 mhz) Hazelton, Pa.—Dismissed app. for CP to make changes in ant. sys.; change type ant.; change TL; decrease ERP to 19.5 kw; increase HAAT to 729 ft., and change TPO. Action Dec. 9.
- \*WBHA (90.9 mhz) Hemingway, S.C.—Granted app. for mod. of CP (BPED-820311AH, as mod.) to make changes in ant. sys.; requests mod. of CP to construct 889 ft. tower from location authorized. Action Dec. 13.
- New (102.9 mhz) Sisseton, S.D.—Granted app. for mod. of CP (BPH-830131AK) to change TL; change ERP to 100 kw, and HAAT to 463 ft. Action Dec. 6.
- KSLT (101.1 mhz) Spearfish, S.D.—Granted app. for CP to change TL; change ERP to 100 kw, and change HAAT to 1,702 ft.
- WCPH-FM (103.1 mhz) Etowah, Tenn.—Granted app. for mod. of CP to change SL. Requested waiver of section 73.125(B)(2) of the rules. Action Dec. 5.
- WZEE (92.9 mhz) Nashville—Dismissed CP to make changes in ant. sys. Action Nov. 30.
- KNOK-FM (107.5 mhz) Fort Worth—Returned app. for mod. of CP (BPH-820330AL). Action Dec. 6.
- KLSR-FM (105.3 mhz) Memphis, Tex.—Granted app. for mod. of CP (BPH-810601AA, as mod.) to make changes in ant. sys. and decrease ERP to 61.30 kw. Action Nov. 30.
- KVVW-FM (95.3 mhz) Pearsall, Tex.—Granted app. for mod. of CP (BPH-810911AB, as mod.) to decrease ant. height; increase ERP to 3 kw, and decrease HAAT to 202.5 ft. Action Dec. 12.
- WNRN (94.9 mhz) Virginia Beach, Va.—Granted app. for mod. of CP (BPH-6754, as mod.) to increase ERP to 50 kw. Action Dec. 12.
- KLYK (105.5 mhz) Longview, Wash.—Granted app. for CP to install aux. FM ant. Action Dec. 6.
- KEYF (98.5 mhz) Grand Coulee, Wash.—Granted app. for mod. of CP (BPH-820503AR) to change TL. Action Dec. 6.

### TV actions

- KNXV-TV (ch. 15) Phoenix—Granted app. for CP to change ERP to 1,084 kw vis., 108.4 kw aur. Action Dec. 8.
  - KABC-TV (ch. 7) Los Angeles—Granted app. for CP to change ERP to 141.25 kw vis., 28.9 kw aur.; change TL, and change HAAT to 3,213 ft. Action Dec. 5.
  - KXRM-TV (ch. 21) Colorado Springs—Granted app. for MP (BPCT-800402KF) to change ERP to 1,054 kw vis., 105.4 kw aur.; change HAAT to 2,085 ft., and change ant. and TL. Action Dec. 12.
  - WBBS-TV (ch. 60) West Chicago, Ill.—Granted app. for MP (BPCT-780907KM) to install aux. sys.; change ERP to 161.4 kw vis., 16.14 kw aur., and change HAAT to 1,581 ft. Action Dec. 5.
  - WFDG (ch. 28) New Bedford, Mass.—Granted app. for MP to change ERP to 2,754 kw vis., 275.4 kw aur., and change TL. Action Dec. 9.
  - Kirksville, Mo.—Review Board granted app. of KTVO Inc. to modify facilities of KTVO-TV, ch. 3, by changing ant. site; reducing ERP, and increasing HAAT. (BC 82-236). Decision of Dec. 5.
  - WRDG (ch. 16) Burlington, N.C.—Granted app. for MP (BPCT801208KI) to change ERP to 2,525 vis., 252 kw aur.; change HAAT to 837 ft., and change ant. and TL. Action Dec. 12.
  - KDOR (ch. 17) Bartlesville, Okla.—Dismissed app. for MP (BPCT-820712KL) to change ERP to 103.4 kw vis., 10.3 kw aur., and change HAAT to 538 ft. MEA. Action Nov. 30.
- ## In contest
- KGNS-TV Laredo, Tex.—Commission inadvertently granted application for voluntary assignment of license from Gulf Coast Broadcasting Co. to Burke Broadcasting Co. of Laredo. It has rescinded grant. Action Nov. 2, 1983.
  - Commission renewed licenses of 16 stations despite opposition from National Black Media Coalition and others. Those renewed were WCMR(AM)-WFRN(FM) Elkhart, Ind.; WAKY(AM)-WVEZ(FM) Louisville, Ky.; WDEF-

AM-FM Chattanooga, and WZTZ(TV) Nashville, Tenn. Commission renewed with EEO reporting conditions WFMP(FM) and WHMB-TV Indianapolis; WLAP-AM-FM and WLK-AM-FM Lexington and WLRS(FM) Louisville, both Kentucky, and WHIN(AM)-WWKX(FM) Gallatin, Tenn. (FCC 83-574). MO&O adopted Dec. 1.

■ Birmingham, Ala.—Commission denied app. for review by National Black Media Coalition and Alabama State Conference of Branches of NAACP and upheld Mass Media Bureau's action which granted app. for assignment of licenses of stations WAPI-AM-FM Birmingham, from Newhouse Broadcasting Corp. to WAPI Inc. (FCC 83-579). MO&O adopted Dec. 5.

■ Grover City, Arroyo Grande and Pismo Beach, all California—Denied Sonic Cable TV, operator of cable systems serving aforementioned Calif. communities, rescission of \$6,000 fine imposed on it for not maintaining signal leakage within proscribed standard, nor correcting its interference to Amateur radio communications, and ordered it to remit amount due within 30 days. (FCC 83-570). MO&O adopted Dec. 1.

■ Peoria, Ill.—ALJ John Conlin granted agreement; dismissed app. of Peoria Community Broadcasters Inc.; granted app. of Central Illinois Broadcasting Co. for CP for new FM at Peoria, and terminated proceeding. (BC 80-331-2). MO&O adopted, Nov. 22.

■ Indianapolis—Commission has affirmed Review Board's choice of Peoples Broadcasting Corp. as preferred app. for new FM on 109.7 mhz at Indianapolis. Competing applicants had asked for review of decision allowing Peoples to maintain its 58% full-time integration credit following death of Peoples' owner, Joseph Cantor, by awarding it 45.5% full-time credit for post-hearing proposal of son, Daniel. Order adopted Dec. 14.

■ Dubach, La.—Review Board approved settlement agreement; granted app. of Dubach Broadcasting Co. for new FM at Dubach; dismissed competing app. of Dubach Radio Inc. (BC 83R-99). Order adopted Dec. 13.

■ Pineville, La.—Commission dismissed without prejudice app. for assignment of CP for unbuilt station KVGQ(AM) Pineville, La., from Blac Inc. to EBCO Broadcasting Inc., and denied related request for exceptions to multiple ownership rules. EBCO's majority owner, Ben D. Johnson, is also part owner of co-located UHF. (FCC 83-569). Letter adopted Dec. 1.

■ Rayville, La.—ALJ John Frysiak granted agreement; dismissed app. of John T. Hunt; granted app. of Delta Communications Ltd. for new FM at Rayville, and terminated proceeding. (MM 83-181-2). MO&O adopted Nov. 23.

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

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

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

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

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

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

■ Ponce, P.R.—Commission denied Marsona Broadcasting Corp. review of Review Board decision (FCC 83R-15) granting Family Broadcasting Group new FM station at Ponce, and denied Marsona's mutually exclusive app. (BC 81-808-10 by order of FCC 83-559). Order adopted Nov. 23.

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

■ Cape Charles, Va.—Office of general counsel granted agreement; dismissed app. of HLD&M Communications; granted merged app. of FM 96 Associates Limited Partnership for CP for new FM at Cape Charles, and terminate proceeding. (BC 82-429-30). Order adopted Nov. 23.

## Legal activities

■ Pryor, Okla.—District Court of Mayes county, Okla., on Oct. 26, approved appointment of Ronald G. Kolker as receiver for KMYZ-AM-FM Pryor, and successor to Kenneth R. Greenwood, previous receiver, who was appointed March 21, 1983. Licensee of stations had been Communications Marketing Consultants, who bought stations two years ago for \$550,000 ("For the Record," Oct. 8, 1979). Filed with FCC, Dec. 13.

■ KMED(AM) Medford, Ore. (1440 khz, 5 kw-D, 1 kw-N)—Circuit Court of State of Oregon for Jackson County (stipulation no. 83-3108-NJ-1), appointed Sound Radio Enterprises Inc. as receiver of station from KMED Radio, a limited partnership. Sound Radio is owned by Martin and Cheri Hawke, who also own KSYC(AM)-KYRE(FM) Yreka, Calif. Martin Hawke was 25% owner of previous licensee of station, Northstar Broadcasting Inc., which sold station to KMED Radio Inc. two years ago for \$295,000 plus \$250,000 noncomplete agreement. KMED Radio has since defaulted on debts to Northstar. General partner of KMED Radio is Champion Broadcasting 40% owned by its president, Richard G. Mattson. Filed at FCC Nov. 30.

■ KUQQ(AM) [formerly KTLA(AM)] Fort Worth (1540 khz, 50 kw-D, 1 kw-N, DA)—Licensee S.G.M. Broadcasting Co. Inc., equally owned by Gabriel Salinas and Ramon Medrano, failed to make payments on \$650,000 loan to Heller-Oak Communications Finance Corp., which petitioned Texas District Court in Tarrant county, Tex. Court appointed Clifford F. McMaster as receiver on Nov. 21, 1983. Filed at FCC Dec. 6.

■ San Bernardino, Calif.—Faith Center Inc. has asked U.S. Court of Appeals for D.C. Circuit to review FCC's order (FCC 83-416, released Sept. 21), dismissing app.'s for review of dismissal of its renewal app. for KHOF-TV, San Bernardino. (BC 78-326). (Case no. 83-2219).

■ Sayville, N.Y.—Federal Magistrate David Jordan of U.S. District Court for Eastern New York, sentenced Victor G. Alcorn of Sayville to 18 months probation and ordered him to pay \$750 fine for operating unlicensed FM radio broadcast station in violation of Sec. 301 of Communications Act. Alcorn was arrested in July 1982. Release dated Dec. 9.

■ League of Women Voters Education Fund has asked U.S. Court of Appeals for D.C. Circuit to review FCC's decision (FCC 83-529), released Nov. 16, in which it determined that broadcast of debates between legally qualified candidates, arranged and sponsored by broadcast licensee, may be considered "on-the-spot coverage of bona fide news events," and exempt from equal opportunities requirements of Section 315(a)(4) of Communications Act. (BC 82-564). (Case no. 83-2194).

■ Alabama Power Company has asked U.S. Court of Appeals for D.C. Circuit to review FCC's order (FC 83-500, released Nov. 3) which partially granted Alabama Power's app. for review of a 1981 staff order by modifying that order to indicate that maximum annual pole attachment rate of \$1.56 (in lieu of \$1.13) was reasonable (Case no. 83-2191).

■ New York State Commission on Cable Television has asked U.S. Court of Appeals for D.C. Circuit to review FCC's decision (FCC 83-256), released Nov. 17, pre-empting state and local regulation of Satellite Master Antenna Television (SMATV) systems. (Case nos. 83-2190, 83-2196).

## Et cetera

■ Commission's Radio Advisory Committee to meet Jan. 12, 9:30 A.M., Room 330, 1200 19th St., N.W., Washington, D.C.

■ Commission has established certain procedural limitations on amendment of FM table of assignments and app.'s for new or modified FM stations during the preparation and pendency of BC 80-90. (1) All petitions and/or app.'s for FM channels filed on or before Dec. 16, 1983, will be entered in FM data base and will not be precluded by any proposals in omnibus rulemaking. (2) All petitions and/or app.'s filed after Dec. 16, 1983 are subject to being consolidated in omnibus proceeding if location selected is in conflict with one of channel assignments proposed in omnibus proceeding or counter proposals thereto. Those not in conflict will be processed in normal course of business after counterproposals have been received. (3) During comment period, commission will accept only counterproposals to proposed table. After comment period, all petitions filed for changes to table of assignments will be returned. These petitions may be

# Services

FCC DATA BASE

**dataworld™**

AM • FM • TV • LPTV • MDS  
• Tower Location/Height  
• Allocation Studies  
1302 18th St., N.W. Suite 502  
Washington, D.C. 20036  
(202) 296-4790 800-368-5754

301-731-5677

Complete  
Broadcast Facility  
Design & Installation

**Arrison**

Systems Ltd.

7515 Annapolis Road Suite 411  
Hyattsville Maryland 20784

**BROADCAST DATA SERVICES**  
Computerized Broadcast Service  
Including

Data Base/Allocation Studies  
Terrain Profiles

A Div. of Moffet, Larson & Johnson, P.C.  
(703) 841-0282

AERONAUTICAL CONSULTANTS

Tower Location/Height Studies

FAA Negotiations

**JOHN CHEVALIER, JR.**  
**AVIATION SYSTEMS**  
**ASSOCIATES, INC.**

1650 So Pacific Coast Hwy  
Redondo Beach CA 90277  
(213) 316-5281

**SOUTHERN**  
**BROADCAST SERVICES**

COMPLETE TURNKEY SYSTEMS  
STUDIOS, TRANSMITTERS  
TOWERS, ANTENNAS  
Full Rigging & Erection Services  
Custom Electronics Design & Installation  
PO Box 740, Alabaster, AL 35007  
(205) 663-3709

**UNUSED**  
**CALL LETTERS**

CALL LETTER SYSTEMS  
P.O. Box 12403  
Jackson, MS 39211  
16011 981-3222

Frequency Searches, Station Listings,  
FCC Applications for Educational and  
Commercial FM and TV LPTV SCA,  
MDS and Satellite Earth Stations  
**SPECTRUM PLANNING, INC**



1850 N. Greenville Ave.,  
Suite 122  
Richardson, TX 75081  
(214) 699-3536


# Professional Cards

**ATLANTIC RESEARCH CORP.**  
Jansky & Bailey  
Telecommunications Consulting  
Member AFCCE  
5390 Cherokee Avenue  
Alexandria Virginia 22314  
(703) 642-4164

**EDWARD F. LORENTZ & ASSOCIATES**  
CONSULTING RADIO ENGINEERS  
1334 G St. N.W. Suite 500  
Washington, D.C. 20005  
(202) 347-1319  
Member AFCCE

**A.D. RING & ASSOCIATES**  
CONSULTING RADIO ENGINEERS  
Suite 500  
1140 Nineteenth St., N.W.  
Washington, D.C. 20036  
(202) 223-6700  
Member AFCCE

**COHEN and DIPPELL, P.C.**  
CONSULTING ENGINEERS  
1015 15th St., N.W. Suite 703  
(202) 783-0111  
Washington, D.C. 20005  
Member AFCCE

TELEPHONE (703) 569-7104  
  
**CARL T. JONES ASSOCIATES**  
CONSULTING ENGINEERS  
1901 YARNWOOD COURT SPRINGFIELD VA 22153  
MEMBER AFCCE


**LOHNES & CULVER**  
Consulting Engineers  
1156 15th St., N.W. Suite 606  
Washington, D.C. 20005  
(202) 296-2722  
Member AFCCE

**A. EARL CULLUM, JR.**  
CONSULTING ENGINEERS  
INWOOD POST OFFICE  
BOX 7004  
DALLAS, TEXAS 75209  
(214) 631-8360  
Member AFCCE

**SILLIMAN AND SILLIMAN**  
8701 Georgia Ave. #805  
Silver Spring, MD 20910  
ROBERT M. SILLIMAN, P.E.  
(301) 589-8288  
THOMAS B. SILLIMAN, P.E.  
(812) 853-9754  
Member AFCCE

**Moffet, Larson & Johnson, P.C.**  
Consulting Telecommunications Engineers  
1925 North Lynn Street  
Arlington, VA 22209  
(703) 841-0500  
Member AFCCE

**DAVID STEEL & ASSOCIATES, INC.**  
P.O. Box 230  
Main St. & Melvin Ave.  
Queenstown, MD 21658  
(301) 827-8725  
Member AFCCE

**ANDRUS AND ASSOCIATES, INC.**  
ALVIN H. ANDRUS, P.E.  
351 SCOTT DRIVE  
SILVER SPRING, MD. 20904  
  
301 384-5374  
Member AFCCE

**HAMMETT & EDISON, INC.**  
CONSULTING ENGINEERS  
Box 68, International Airport  
San Francisco, California 94128  
(415) 342-5208  
Member AFCCE

**JOHN B. HEFFELFINGER**  
9233 Ward Parkway, Suite 285  
816-444-7010  
Kansas City, Missouri 64114

**JULES COHEN & ASSOCIATES, P.C.**  
Suite 400  
1730 M St. N.W.  
Washington DC 20036  
(202) 659-3707  
Member AFCCE

**CARL E. SMITH**  
CONSULTING ENGINEERS  
AM-FM-TV Engineering Consultants  
Complete Tower and Rigging Services  
8500 Snowville Road  
Cleveland, Ohio 44141  
216/526-9040


**VIR JAMES**  
CONSULTING ENGINEERS  
Applications and Field Engineering  
Computerized Frequency Surveys  
3137 W. Kentucky Ave. - 80219  
(303) 937-1900  
**DENVER, COLORADO**  
Member AFCCE & NAB

**E. Harold Munn, Jr., & Associates, Inc.**  
Broadcast Engineering Consultants  
Box 220  
Coldwater, Michigan 49036  
Phone: 517-278-7339

**ROSNER TELEVISION SYSTEMS**  
CONSULTING & ENGINEERING  
250 West 57 Street  
New York, N.Y. 10107  
(212) 246-2850

**Mullaney Engineering, Inc.**  
Consulting Telecommunications Engineers  
9049 Shady Grove Court  
Gaithersburg, MD 20877  
301-921-0115  
Member AFCCE

**HATFIELD & DAWSON**  
Consulting Engineers  
Broadcast and Communications  
4226 6th Ave., N.W.,  
Seattle, Washington, 98107  
(206) 783-9151  
Member AFCCE

**MIDWEST ENGINEERING ASSOCIATES**  
  
Consulting Engineers  
150 Wesley Rd  
Creve Coeur, IL 61611  
(309) 698-3160  
FW. HANNEL, PE.  
Member AFCCE

**MATTHEW J. VLISSIDES, P.E.**  
STRUCTURAL CONSULTANT  
TOWERS, ANTENNAS, STRUCTURES  
Studies Analysis Design Modifications.  
Inspections Supervision of Erection  
6867 Elm St., McLean, VA 22101  
Tel (703) 356-9765  
Member AFCCE

**C. P. CROSSNO & ASSOCIATES**  
CONSULTING ENGINEERS  
P. O. BOX 18312  
DALLAS, TEXAS 75218  
Computer Aided, Design & Allocation Studies  
Field Engineering.  
(214) 689-0294  
Member AFCCE

 **RADIO ENGINEERING CO**  
CONSULTANTS  
NORWOOD J. PATTERSON  
P.O. Box 420  
SANTA YNEZ, CA 93460  
(805) 688-2333  
Serving Broadcasters over 35 years

**JOHN F.X. BROWNE & ASSOCIATES, INC.**  
CONSULTING ENGINEERS  
525 Woodward Avenue  
Bloomfield Hills, MI 48013  
Tel: (313) 642-6226  
Member AFCCE

**D.C. WILLIAMS & ASSOCIATES, INC.**  
Consulting Engineers  
AM-FM-TV-LPTV-CATV  
POST OFFICE BOX 700  
FOLSOM, CALIFORNIA 95630  
(916) 933-5000

**R.L. HOOVER**  
Consulting Telecommunications Engineer  
11704 Seven Locks Road  
Potomac, Maryland 20854  
301-983-0054  
Member AFCCE

**SHERMAN & BEVERAGE ASSOCIATES, INC.**  
Broadcast/Communications Consultants  
Box 181, R.D. #2  
Medford, N.J. 08055  
(609) 983-7070

**LAWRENCE L. MORTON, E.E. AND ASSOCIATES**  
Consulting Telecommunications Engineers  
AM, FM, TV, LPTV, CATV, MDS, STL,  
Cellular, Field Engineering, Computerized  
Channel Searches  
21671 SUPERIOR LANE  
LAKE FOREST, CALIFORNIA 92630  
(714) 859-6015

**EVANS ASSOCIATES**  
Consulting Telecommunications Engineers  
AM-FM-TV-CATV-ITFS-LPTV-Satellite  
216 N. Green Bay Rd.  
THIENSVILLE, WISCONSIN 53092  
Phone: (414) 242-6000  
Member AFCCE

 **COMSEARCH™**  
INCORPORATED  
11503 Sunrise Valley Dr./Reston, Virginia 22091  
1701 North Greenville Avenue, Suite 814  
Richardson, Texas 75081  
Communications Engineering Services  
Harry L. Stemple, Virginia 703/620-6300  
G. Pat Marr, Texas 214/235-3156

**SELLMEYER ENGINEERING**  
Rt. 1, Box 270  
McKinney, Texas 75069  
214-542-2056  
Applications  
Facilities Planning  
Field Engineering

**EDM & ASSOCIATES, INC.**  
B/cast AM FM TV LPTV ITFS-Translator-  
Frequency Searches & Rule Makings  
C/Carrier Cellular, Satellites  
MDS, P/P Microwave  
FCC 1st Class & PE licensed staff  
1110 Vermont Ave., N.W., Suite 1130  
Washington, D.C. 20005 Phone (202) 296-0354

**George Jacobs & Associates, Inc.**  
Consulting Broadcast Engineers  
Domestic & International  
Member AFCCE  
8701 Georgia Ave.  
Silver Spring, MD 20910  
Suite 402  
(301) 587-8800

**DON'T BE A STRANGER**  
To Broadcasting's 191,781\* Readers  
Display your Professional or Service  
Card here it will be seen by station and  
cable TV system owners and decision  
makers  
\*1982 Readership Survey showing 52  
readers per copy

**LECHMAN, COLLIGAN, & JOHNSON**  
Telecommunications Consultants  
Applications - Field Engineering  
2033 M Street, N.W. Suite 702  
Washington, D.C. 20036  
(202) 775-0057

refiled after conclusion of rule making. Released Dec. 9.

■ Commission revised deadlines for comments and reply comments in MM 83-1148 (modification of FM and TV station licenses). Comments now due Jan. 16; reply comments, Jan. 31. Released Dec. 14.

■ Commission has directed Mass Media Bureau to review annually one third of all employment profiles of cable television employment units with 11 or more full-time employees as well as a number of randomly selected units with five to ten full-time employees. Action Oct. 6.

■ Commission is seeking comments on proposals for changes in processing procedures for LPTV and TV translator apps. These proposals include: Modification of cut-off rules to provide for "window" or date certain for filing apps.; elimination of requirement that financial information or certification be filed with apps., and designation of TV translators or certain types of translators as priority or separate class of service for processing purposes with LPTV secondary to it. (FCC 83-593). Notice of proposed rulemaking adopted Dec. 14.

■ Commission, in response to remand by U.S. Court of Appeals, D.C. Circuit, affirmed FCC's method of calculating \$217,938 refund due certain subscribers of AIR television transmission service which delivers signals of four Los Angeles TV stations to cable systems in various parts of Calif., Tex. Ariz. and N.M. (FCC 83-548). MO&O adopted Nov. 23.

■ Commission amended subpart K of part 90 to permit use of omnidirectional antennas with operational fixed stations operating in 450-470 mhz band. (PR docket 83-486). Report and order adopted Nov. 23.

■ Santa Paula, Calif., and Clark Air Force Base, Philippines—Common Carrier Bureau authorized Comsat to establish channels of communication through an Intelsat satellite for providing TV and associated audio services between Santa Paula, Calif., and an earth station at Clark Air Force Base, The Philippines, operated by The Philippines Communications Satellite Corp. (I-P-C-83-079). Memorandum opinion, order and authorization adopted Nov. 22).

■ Tentative winners of lottery for CP's for LPTV or translator stations held Dec. 12. Absent filing of petitions to deny and, upon determining selectees are otherwise qualified, grant of CP's will be made Jan. 13. (BPTT = UHF translator station; BPTTL = low power translator. UHF and BPTVL = low power translator, VHF)—Mobile, Ala., ch. 67 (Applied Communications Tech. Inc. (Applied Communications Tech. Inc.) (BPTTL-8009241Q)).—Howard, Colo., ch. 61 (Black Coalition for Media Diversity). (BPTTL-820423TV).—Key West, Fla., ch. 34 (Carter Broadcasting Corp. (BPTTL-820319SQ)).—Melbourne, Fla., ch. 63 (Minority Entrepreneurs Inc.) (BPTTL-810217CZ)).—Newberry, Fla., ch. 33 (Weather Center International Inc.) (BPTTL-820125TW)).—Ashburn, Ga., ch. 55 (Munsch-Westenhaver Co.) (BPTTL-820115SZ)).—Douglas, Ga., ch. 55 (Black Coalition for Media Diversity). (BPTTL-820423TM)).—Hazlehurst, Ga., ch. 63 (Jeff Davis Broadcasters Inc.) (BPTTL-820420SS)).—Burley, Idaho, ch. 53 (Creative Broadcast Communications). (BPTTL-820319RI) Biloxi, Miss., ch. 2 (Clearvision Communications) (BPTVL-811019TL)).—Jackson, Miss., ch. 56 (Sur Este Broadcasting Corp.) (BPTTL-810217TX)).—Jackson, Miss., ch. 69 (Applied Communications Tech. Inc.) (BPTTL-810217V4)).—Alamogordo, N.M., ch. 61 (Nathan R. Berke & Lucille D. Rubin) (BPTTL-820430TT)).—Charleston, S.C., ch. 58 (Southern Women's Voice Inc.) (BPTTL-810217V4)).—Corpus Christi, Tex., ch. 57 (Faith That Pleases God Church) (BPTTL-810217PG)).—Houston, ch. 69 (Frontier Gulf Broadcasting Inc.) (BPTTL-810217L8)).—Cedar City, Utah, ch. 22 (Russell Communications) (BPTTL-820430SL)).—St. George, Utah, ch. 14 (Russell Communications) (BPTTL-820430RZ)).—Newport News-Hampton, Va., ch. 43 (American Black Voice). (BPTTL-810217XY)).—Huntington, W. Va., ch. 55 (Neighborhood TV Co. Inc.) (BPTT-801029IB)).—Cheyenne, Wyo., ch. 11 (Russell Communications) (BPTVL-820319TE)).—Cheyenne, Wyo., ch. 49 (Majelmar Inc.) (BPTTL-811008TX)).—Laramie, Wyo., ch. 46 (Quentin L. Breen, Esq.) (BPTTL-8106221B)).

■ LPTV, proposed CP's—The following two apps. are not mutually exclusive with other apps. and absent petitions to deny will be granted: Alachua, Fla., ch. 69 (Cozzin Communications Corp.) (BPTTL-830218QZ)).—Brownwood, Tex., ch. 45 (Tel-Radio Communications Properties Inc.) (BPTTL-830218YN)).

■ Petition for reconsideration of action in rulemaking proceeding—Amendment of Section 76.51, major TV markets. (Orlando-Daytona Beach and Melbourne, Fla.) (RM-4557). Petitioner: James J. McGillan & Julia L. Frey, attorneys for Southern Broadcasting Corp. (WMOD-TV). Filed Nov. 28.

■ Petition for reconsideration of action in rulemaking pro-

ceeding—Establishment of spectrum utilization policy for fixed and mobile services' use of certain bands between 947 mhz and 40 ghz. (General Docket no. 82-334). Petitioners: AML and Hughes Aircraft Corp., microwave communications products. Filed Dec. 2. Harris Corp., Farinon division; Gill Industries and Western Communications Inc.; Association of Maximum Service Telecasters Inc.; National Association of Broadcasters; National Cable Television Assoc., and M/A-COM Inc. Filed Dec. 5.

■ Petition for rulemaking filed—National Association of Broadcasters requests amendment of rules governing broadcast of live and recorded telephone conversations. Comments due Jan. 13. Filed Oct. 12, 1983.

■ Commission has approved funding to continue Alaskan Propagation Project, initiated to obtain and analyze high latitude field strength measurements of AM-broadcast transmissions. Project has \$50,000 of FY-1984 Policy Research Budget committed to it. Action of Dec. 12.

■ Tulsa, Oklahoma—Mass Media Bureau granted, pursuant to Section 0.283 of Rules, significantly viewed status to Station KOKI-TV Tulsa (Ind., ch. 23), in the counties of Craig, Delaware, Mayes, McIntosh, Okmulgee, Pittsburg, Rogers, Sequoyah and Wagoner, all Oklahoma. Action of Dec. 1.

■ Part O of the commission's rules is being amended to reinstate Rule Section 0.121(c), negating FCC 83-239, which was adopted May 13, 1983. Rules provide for non-mandatory procedure for coordinating with Field Operations Bureau prior to filing license app. for purpose of protecting commission monitoring stations from strong signals. 0.121 Location of field installations. (c) Monitoring stations are located at following geographical coordinates: Allegan, Mich., 42°36'20" N. Latitude, 85°57'20" W. Longitude; Anchorage, Alaska, 61°09'43" N. Lat., 149°59'55" W. Long.; Belfast, Me., 44°26'42", N. Lat., 69°04'58" W. Long.; Canandaigua, N.Y., 42°54'48" N. Lat., 77°15'59" W. Long.; Douglas, Ariz., 31°30'02" N. Lat., 109°39'12" W. Long.; Ferndale, Wash., 48°57'21" N. Lat., 122°33'13" W. Long.; Fort Lauderdale, Fla., 26°06'08" N. Lat., 80°16'42" W. Long.; Grand Island, Neb., 40°55'21" N. Lat., 98°25'42" W. Long.; Kingsville, Tex., 27°26'29" N. Lat., 97°53'00" W. Long.; Laurel, Md., 39°09'54" N. Lat., 76°49'17" W. Long.; Livermore, Calif., 37°43'30" N. Lat., 121°45'12" W. Long.; Powder Springs, Ga. 33°51'44" N. Lat., 84°43'26" W. Long.; Sabana Seca, P.R., 18°27'23" N. Lat., 66°13'37" W. Long.; Waipahu, Hawaii 21°22'45" N. Lat., 157°59'54" W. Long. Effective date, Nov. 21.

■ Part O of Chapter 1 of Title 47 of Code of Federal Regulations, section 0.251(g) is revised and redesignated 0.251(h), and following new 0.251(g) is added: 0.251 Authority delegated. (g) General Counsel is delegated authority in hearing proceedings to dismiss: (1) interlocutory appeals to commission of actions taken under delegated authority when appeal is not authorized by commission's rules. (2) requests for substantive relief by commission which Commission may not grant because its jurisdiction over proceeding has terminated.

■ Los Angeles—FCC Erratum, correcting order in Faith Center Inc. proceeding for renewal of KHOF-TV—"It is further ordered, that Faith Center Inc. is authorized to continue operation of station KHOF-FM until 12:01 a.m., Feb. 17, 1984, to enable the licensee to conclude the station's affairs, provided, however, that if the licensee seeks reconsideration or judicial review of our order, it is authorized to continue to operate the station until 90 days after reconsideration or judicial review is completed. Judicial review is completed when the forum which has jurisdiction to review this proceeding issues its mandate." Released Nov. 29.

## Call letters

### Applications

Call Sought by

Call	Sought by
	<b>New AM's</b>
KAAN	Jerrell A. Shepherd, New Hampton, Mo.
KSPO	Melinda Boucher Read, Dishman, Wash.
	<b>New FM's</b>
*KSBC	Central Arkansas Christian Broadcasting Inc., Hot Springs, Ark.
KEKB	Jan-Di Broadcast Inc., Fruita, Colo.
*KPRN	Western Colorado Public Radio Inc., Grand Junction, Colo.
WGCY	John R. Noble, Gibson City, Ill.
KRRZ	Red River Broadcasting Corp., Fargo, N.D.
KNLR	Terry A. Cowan, Bend, Ore.

### New TV's

KMJD-TV	Pine Bluff Broadcasting Inc., Pine Bluff, Ark.
WETG	Arch Communications Corp., Hartford, Conn.
WMSN-TV	Center City Broadcasting Inc., Madison, Wis.

### Existing AM's

WZOR	WKEM Immokalee, Fla.
WXMS	WDAT Ormond Beach, Fla.
WQXM	WIZY Gordon, Ga.
KDLP	KQKI Bayou Vista, La.
WQUE	WGSO New Orleans
KTLK	KWAZ Lubbock, Tex.
KMXO	KMIO Merkel, Tex.

### Existing FM's

KVUU	KYNR Pueblo, Colo.
WQXM-FM	WIZY-FM Gordon, Ga.
KAKZ-FM	KYMG Derby, Kan.
WHFS	WLDM Annapolis, Md.
WMPX-FM	WGEO-FM Beaverton, Mich.
WLTE	WCCO-FM Minneapolis
WXKZ	WWNH-FM Rochester, N.H.
WHWK	WQYT Binghamton, N.Y.
WPGO	WAEM Charlotte, N.C.
*WSSB-FM	*WIMC-FM Orangeburg, S.C.
KKDQ	KGFX-FM Pierre, S.D.
KGAR	KTXI Mercedes, Tex.
KZXL-FM	KIKM-FM Sherman, Tex.
KUUT	KABE Orem, Utah

### Existing TV

WKRN-TV	WNGE Nashville
---------	----------------

### Grants

Call Assigned to

### New AM's

WGRR	Mobile Broadcast Service Inc., Prichard, Ala.
WNJR	Sound Radio Inc., Newark, N.J.
WKQW	Stephen M. Olszowka, Oil City, Pa.

### New FM's

KLOI	R&L Broadcasters, Grover City, Cal.
KHCR	Hamakua Broadcasting, Paauiio, Hawaii
WLKZ	The Fifth Estate Inc., Wolfeboro, N.H.
KDAK-FM	Carrington Broadcasting Inc., Carrington, N.D.
KSLT	Black Hills Christian Communications Inc., Spearfish, S.D.
WLLX	Prospect Communications, Minor Hill, Tenn.
WJKC	Radio 95 Inc., Christiansted, St. Croix, Virgin Islands

### New TV's

WCAJ	Celtic Media Inc., Birmingham, Ala.
KTAJ	St. Joseph Family Television Ltd., St. Joseph, Mo.

### Existing AM's

KPQP	KCNN San Diego
KJCY	KFLI Mountain Home, Idaho
WVLC	WKZE Orleans, Mass.
WSKQ	WVWJ Newark, N.J.
WPXY	WPXN Rochester, N.Y.
WXPX	WWKC West Hazleton, Pa.
KSSA	KFJZ Fort Worth
KBBL	KKAM Lubbock, Tex.
WQBE	WKAZ Charleston, W.Va.

### Existing FM's

KZAM	KRNN San Francisco
WKPE	WKZE-FM Orleans, Mass.
WKLH	WCXK St. Johns, Mich.
KAAN-FM	KAAN Bethany, Mo.
WPXY-FM	WPXY Rochester, N.Y.
WEYQ	WMOA-FM Marietta, Ohio
WQKT	WWST-FM Wooster, Ohio
WCNM	WBPZ-FM Lock Haven, Pa.
WQBE-FM	WQBE Charleston, W.Va.



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**KQPD-FM, Ogden/Salt Lake City, Utah**, is currently interviewing for a take-charge internal operations director. Must have a successful track record of marketing diagnosis, ratings achievement & management ability. Here is your opportunity to move up to the 42nd metro & position yourself with a marketing oriented, research based growing company. Contact Terry Mc Right, President, First Omni Communications, P.O. Box 9256, Ogden, UT 84409. 801-621-8200. EOE.

**Christian radio group** owner seeks management professional with demonstrated successful administrative/management experience. Must be highly motivated, with proven success in sales, administration, and promotion. Must understand the dynamics of the Christian community and must be a no-nonsense organizer, advance planner. Must be results-oriented. Our company is 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 28th Street., Independence, MO 64052.

**Proven sales manager** for new FM CHR. Rich but competitive Texas market of 250,000. EOE. Dick Fields, 915-263-7326.

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

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

**Classical**: greater Tulsa's fine arts station seeks music director who knows classical music, to program, produce, and announce. Please mail resume to KCMA, Owasso, OK 74055.

**Sales manager** - FM station, Miami, Florida, seeks self-motivated, independent individual who has previous radio sales experience. Salary (commensurate with experience) plus 15% commission. Immediate opening. Send your resume to: Fred C. Jacob, 325 East 28th Street, Grand Rapids, MI 49508, or call 616-452-3111. EOE.

**Research director**. Leading AM/FM combo in Southwest needs aggressive and experienced research director to do upgrade and expand call-out research. Compensation based upon experience. Incentives based on ability to generate additional call-out research clients. Growth company. Send resume and salary history to Box J-13. Position open now. EOE/MF.

**Florida Gulf Coast** - station manager, strong on personal local sales, sales management and community involvement. Small-medium size single station market. County population: 65,000; retail sales \$235 million. 5 KW non-directional; nice facility. Almost too good to be true. Ideal situation for person who wants to make big money now, and long term security. Good sales track record (long or short) a must, plus excellent credentials. Working conditions? You'll have a nice community and county, great station (2,000 sq. ft.) and other real estate, all new stereo equipment, and a very generous sole owner, who wants to delegate authority of this brand new acquisition, by March 1st. Resume to Box J-21.

**Sales manager**: top 25 Sunbelt market AM/FM combo seeks creative sales manager to guide, direct and lead sales staff to new horizons. Must have exceptional understanding of all phases of agency and retail sales. Salary, override & car. Send resume to Box J-25. All inquiries will be kept confidential.

**Los Angeles** suburban FM. New owner seeks hands-on general manager with strong credentials who is both sales and detail oriented. Must have proven ability to build a team that produces results and increases revenues. Excellent long term growth opportunity. Send detailed resume with salary requirements to: Radio, P.O. Box 49650, Los Angeles, CA 90049.

### HELP WANTED SALES

**KPOW, Powell, Wyoming**, has opening for experienced salesperson. Excellent commission plan with an honest growth situation. Call Bill Mack, 307-754-2251.

**Growing company** seeks experienced, successful salespeople for long term association. Excellent facilities, reputation, commissions. High standards of performance and ethics. Great Plains regional AMs and local FMs. Reply Box H-65.

**We offer an outstanding opportunity** for persons with excellent radio sales backgrounds to join our new and rapidly growing company. You will be selling our unique service to radio stations within your state and will work on a continuing basis with each of the client stations to fully develop use of our exclusive co-op reporting system. Stations applying our system to their operation can expect billing increases of up to 30% from overall retail sales. Nominal production on your part should yield \$40,000 gross income for you in the first year, \$60,000 the second year. If qualified, please call Bob Manley, 806-372-2329.

**Sales manager** for growing Northeast AM/FM close to NYC. Successful sales managerial experience is important. Job entails selection, training, supervision of salespersons, developing sales promotions, selling major local/regional accounts. Compensation package open, but tied to performance. Resume, references, compensation desired to Box H-89. EOE.

**SE Alaska group** seeks experienced radio salesperson. High income potential/benefits. Send resume to D. Egan, 3161 Channel Drive, Juneau, AK 99801.

**Sales seminar**. Attend late January or mid-February sessions. Professionally proven sales techniques. \$250 for 5 days. Write Results Radio, Box 741323, Dallas, TX 75374-1323.

**Suburban top 50** upstate NY contemporary country seeks aggressive salesperson to join expanding, aggressive station. This opportunity has unbelievable potential. Resumes & references to Box 374, Planetarium Station, NY, NY 10024.

**Grand Rapids, Michigan** - religious format station needs a strong, independent individual, who is a street sales person. Salary (commensurate with experience) plus 15% commission. Immediate opening. Send your resume to: Fred C. Jacob, 325 East 28th Street, Grand Rapids, MI 49508, or call 616-452-3111. EOE.

**Small market FM** acquiring medium market AM looking for professional, hard working sales personnel who aren't afraid to make money! Set and break sales goals in team atmosphere. Opportunity for advancement. Call Jim, 616-796-7000.

**Northern California**. KREO, Santa Rosa's #1 rated radio station, is seeking to fill 3 sales positions. 2 years minimum radio sales experience a must. Active account list, guarantee and company benefits. Inquiries confidential. KREO is an affirmative action/equal opportunity employer. Send resume to: General Manager, KREO, 1150-D Coddington Center, Santa Rosa, CA 95401.

**FM, Miami, Florida** - need experienced salesperson who is also interested in becoming the sales manager. Definitely not a desk job. Salary (commensurate with experience) plus commission. Send resume to: Fred C. Jacob, 325 East 28th Street, Grand Rapids, MI 49508, or call 616-452-3111. EOE.

**California** - beautiful central coast city with major college. Great climate. Highly respected full-time MOR AM with outstanding news/sports profile. Opportunity for self-motivated local sales professional with proven track record. EOE/MF. Dan Clarkson, General Manager, Box 787, San Luis Obispo, CA 93401.

### HELP WANTED ANNOUNCERS

**Immediate openings** for experienced newspeople and entertaining announcers. Full/part time possibilities. Recent tapes to WCNX, John Parks, Box 359, Middletown, CT 06457. EOE.

**Small-medium market FM/AM** contemporary country station in the Midwest looking for an experienced morning drive announcer. Must be an adult communicator. Salary \$14,000 plus to start. Send complete resume only with references to Box H-96. EOE.

**Announcer needed** for beautiful/easy listening. Midnight shift. Mature voice & delivery essential. Will consider minimum experience of exceptional beginner. Top-rated station. 1st class facilities. Beautiful area. Tape & resume to WSRS-FM, West Side Station, Worcester, MA 01602. EOE.

**SE Alaska group** seeking experienced drive and daytime personalities. Good \$ and benefits. Adult contemporary. Send resume and tape to D. Egan, 3161 Channel Drive, Juneau, AK 99801.

**Alaska**. Morning drive anncr., must be a pro. Min. experience 2 years. Heavy production. Remotes. Live show. Automation experience desirable. Salary \$1600 to \$1800 per mo., DOE. Audition tape/resume to: KSRM/KQOK, Soldotna, AK 99669.

**Mornings**. Top 25 market. Your chance to move up with an excellent group-owned midwestern A/C station in need of a personality or team with tremendous one-on-one skills. Must be fun, witty, topical, and adult. Voices and phones are great. We promise a top competitive income and complete support. Your talent will be intensely promoted to make you a household name. No background calls will be made without your approval. Send resumes to Box H-98.

**Announcers, broadcasting**, radio, TV, engineering. Many openings. Tape/resume mandatory. Broadcast Center, 305-898-0337.

**Small market FM** acquiring medium market AM needs you! Kids, druggies, burnouts stay away! Mature people wanting future with growing chain are encouraged to call Jim, 616-796-7000.

**You're a totally cool**, sharp top 40/CHR person. You're more than a one-line joke service jock. You're looking for the new fun cooker in the Sunbelt. Then your resume should be on its way to Box J-8. EOE.

**Personality/MOR station**. Lots of community involvement. No TNT. Emphasis is on personality. Tape and resume to: GM, KBET, Box 11710, Reno, NV 89510.

### HELP WANTED TECHNICAL

**Chief engineer** needed by top ten market adult contemporary FM. If you have at least 5 years radio maintenance experience, know top quality, competitive sound, and how to get it consistently, and can run a clean technical operation, we would like to hear from you. This position requires first-rate management and technical skills. We are a major market group broadcaster operating in nine markets. We offer an excellent salary/benefit plan and future growth opportunities. Qualified applicants should send their resume in confidence to Box H-85. EOE.

**Chief engineer**. Responsible for maintenance and supervision of Lamar University's NPR radio station, non-broadcast television lab, and electronic media equipment. Prior experience necessary. Must have ability to diagnose, troubleshoot and repair electronic equipment. Salary: competitive and negotiable. Fringe benefits. Resume to: George Beverley, Lamar University, Box 10064, Beaumont, TX 77710, prior to January 31, 1984. Lamar is an EEO employer.

**Chief engineer** for modern Midwest radio facility. Strong maintenance skills required. Send resume, references, and salary history to WIZE Radio, PO Box 1104, Springfield, OH 45501. Equal opportunity employer.

**Chief engineer**. Major Midwest market 5 KW AM/50 KW FM. Excellent salary/benefits. Major group owner, opportunity for advancement. Resume and references to Box J-6.

**Chief engineer wanted** - \$17,000 per year. 5,000 watt directional AM and 50,000 watt class B FM in the Palm Springs area. Call Bob Osterberg, Palm Springs area, daytime 619-347-2333. Evenings phone 619-340-3802.

**Chief engineer** for 50KW, DA2. Experienced in studio construction and maintenance, high powered AM transmitters, directional antennas, digital electronics, audio equipment repair, wiring and installation. Must be conversant with FCC rules and regulations and able to communicate effectively. Send resume and references to WGTO, P.O. Box 123, Cyprus Gardens, FL 33880. EOE, M/F

**Chief engineer** needed for small market radio station in Jamestown, New York, corporate headquarters for Goldman Group radio stations located in the foothills of the Allegheny Mountains on Chautauqua Lake. Excellent school system; four season living; great community and community spirit. Applicant must be able to handle state of the art maintenance of digital equipment for both AM and FM. Applicant must be able to plan for future equipment needs and capital projects. Overall responsibility for equipment maintenance of state of the art AM and FM radio stations, 1983 finalist in BM/E Magazine station of the year award. Must be able to file license renewals/applications for transmitters, earth stations, microwave, etc. Experience in repair and maintenance of broadcast equipment required. Some management experience helpful. Excellent opportunity for the right person. Please send resumes to WJTN, P.O. Box 1139, Jamestown, NY 14701, or call Mr. Merrill Rosen, Vice President, 716-487-1151. This position is available immediately.

#### HELP WANTED NEWS

**Assistant newscaster** in aggressive, information oriented, small market station. Call Kyle Brown, Powell, WY. 307-754-2251

**Executive producer.** 15-station satellite-interconnected network seeks experienced radio journalist. Produces/anchors nightly statewide award-winning 1/2 hour news program. Supervises reporters. Acquires program material. Supervises program budget. Initiates new programming. Markets network programs. Req: exc. journalistic credentials, written and oral communications skills. Exc. audio production skills and standards. Managerial ability. Send resume, audio cassette, 3 refs. to D. Kaplan, Alaska Public Radio Network, 2607 Fairbanks Street, Anchorage, AK 99503. Salary open. EOE. Open until filled.

**Morning news anchor** for leading adult contemporary AM/FM covering central New Hampshire and Vermont. Attractive rural towns, Ivy League college, outstanding cultural center, skiing, fishing, and more. Send complete resume, references and audition tape to Terry Boone, WNHV, White River Junction, VT 05001. EEO employer.

**Ecumenical radio news** agency in New York seeking "hands-on" executive director. Send resume and tape to Nelson Price, 475 Riverside Dr., #1370, New York, NY 10115. 212-663-8900.

**Wanted:** a sports/news combo who can do PBP and even sell the sports program. Entry level okay, but must be sports enthusiast. Send tape/resume to: Kevin Doran, WLEA, R.D. #1, Hornell, NY 14843.

**Reporter:** Immediate opening News/talk format. Strong writing ability a must. Good delivery a plus. Send resume/tape to: News Director, Box 7700, Sarasota, FL 33578.

**Ready to move up** from an anchor-only spot to morning anchor/news director? Or, are you tired of that part-time news desk/occasional anchor fill-in assignment? Call us today—we've turned on Southwest Michigan with our news commitment! Call Greg Blackwell, WCSY FM/AM, South Haven, 616-637-1138.

#### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Corporate program/production director** needed by Christian radio group. Bott Broadcasting Company is looking for a proven professional with solid experience. Must be highly motivated, committed to quality, and very creative. Must have ability to manage others and control overall sound of each station. Must be team player 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.

**S.E. Alaska group** seeks program director for AM adult contemporary station. Good \$ and benefits. Experienced applicants only. Send resume and tape to D. Egan, 3161 Channel Drive, Juneau, AK 99801

**Program director.** Baltimore's premier country music station, WPOC FM93, looking for highly motivated, mature programmer to become part of successful management team. Must be socially apt for contact with clients, audience and community leaders both inside and out of the radio station, as well as possess a demonstrated leadership ability to help station reach new ratings and image heights. Successful candidate will be thoroughly experienced in: audience research methods and their use; music research techniques; programming for cume and AQH including music rotation and recycling techniques; creative ability to quickly react to local events with imaginative promotions both on and off the air; on-air work, preferably with country or adult contemp formats; proven ratings track record; budget development and control; hire/fire, EEO recruiting, training and critiquing of mature air personalities. Immediate opening. Send resume and cover letter, with air check to: General Manager, Radio Station WPOC, 711 W. 40th St., Baltimore, MD 21211. Include salary requirements. An EEO employer & Nationwide Communications station.

**Creative commercial producer,** with announcing and copywriting abilities. Experienced! Medium market California station. Resume to Box J-15.

**Programmer** to develop monthly on-air schedule based on station library, network, syndicated and local sources. Occasional shifts as announcer. Requires thorough knowledge of classical music and minimum of three years experience programming same for radio. Announcer experience preferred. Capitol district area of New York State, with diverse recreational, cultural, educational opportunities. Resumes only: Manager of Human Resources, WMHT-FM, P.O. Box 17, Schenectady, NY 12301. EOE.

#### SITUATIONS WANTED MANAGEMENT

**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.

**General managership** wanted, medium market, East preferred. Sound background, impeccable references. Currently employed. Box J-23.

#### SITUATIONS WANTED SALES

**Need a sales manager?** No, you don't—you need more. There's a better way. Let me share the new direction, cut sales overhead, and increase billing. Sales problems solved, 602 Spring Willow, Allen, TX 75002.

#### SITUATIONS WANTED ANNOUNCERS

**Broadcast services graduate** looking for entry level position at station which serves adult contemporary market. I was taught by the best, but am always willing to learn more. Steven Yanick, 394 W. Loos, Hartford, WI 53027. 414-673-2472.

**Experienced DJ** working Midwest medium-large market. Go anywhere. Experienced PBP, good copy, production, news, interested in sales. Sales experience outside radio. Mike, 319-391-8291.

**Talk show host:** 20-year internationally known pro seeking relocation. Prefer major market, but will consider all offers. Top award winner. Personality plus wide audience appeal. Wizard on the phones. Excellent interviewer with great contacts. Need the best to boost ratings & profits? Write Box H-91.

**Versatile**—great for small market. Experienced in boardwork, writing, sales, prod., music. Good voice. Ross McIntosh, 2310 Dennison Ln., Boulder, CO 80303. 303-494-6541. Tape & res. available.

**Radio and writing.** DJ, talk, interviews too. Authoritative to Zany. Call a winner. Adrian, 201-773-3492.

**Jack of all trades.** Strong play-by-play, news, announcing. Seeking Midwest position. Mark Didtler, 312-693-2815.

**DJ at medium** - large Midwest market. Excellent PBP, production. Go anywhere, any format. Perfect for your station. Jeff, 319-381-4702.

#### SITUATIONS WANTED NEWS

**Ambitious sportscaster** with experience can provide expert PBP in football, baseball, basketball, & hockey, including interview work & sportscasting. If interested, call Mike Kelly, 312-652-2452.

**Young, hard-working** newsman with network experience will relocate to challenging position. Excellent editor/writer/reporter. Call Mike, 212-982-4266.

**10 years' experience.** Reporter/anchor. Los Angeles, San Francisco, Rome, Italy. Great radio voice. Christopher: 213-897-5460; 899-7989.

**Professional seeking** a sports or news position. Energetic, knowledgeable and personable. Play-by-play experience as well. Call Andy, 305-763-1686.

**Young Catholic priest** seeks career change in TV or radio as talk show host or related personality opportunity. Gifted with quick wit, abundant creativity, superb listener & engaging conversationalist. Excellent speaking voice. Please call Frank, 212-934-3428.

**Experienced news pro.** Reporter, anchor, writer, producer, talk-show host. Dedicated, flexible, organizer. Call Steve, 904-769-5350.

**Experienced reporter,** good voice, writing skills, news judgment. BA journalism. Prefer California or Southwest. Call 213-508-7148.

#### SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Experienced major market female programmer** seeks small or medium market programming position in southern Washington state. Oldies track record, extensive musicology in fields of AOR, AC, MOR, CHR, and '50's-'60's rock. I am interested in a stable, growth-oriented situation. References available. 415-222-6283, evenings only.

**Have pipes-will travel.** 25 yrs.' experience. Currently afternoon drive w/49 share. Top 100 mkts. only. Country or MOR. Let's talk. 512-722-2533.

## TELEVISION

#### HELP WANTED MANAGEMENT

**General sales mgr.** Hands-on manager in medium market. SW. Demonstrate success in this market, move up to station mgr. within mkt. or move to top 50 mkts. within 2 yrs. Excellent salary and benefits with multi-operator. Send resume to P.O. Box 27206, Houston TX 77027.

**Marketing/development director:** Great Lakes area community PTV station seeks seasoned individual to manage membership, auction, promotion, advertising, underwriting, planned giving, new venture development and yet unimagined ways of funding public broadcasting. Individual must possess developed sales skills, on-camera presence, management and leadership skills, knowledge and understanding of public broadcasting programming. Salary to \$40,000. Please send full resume and letter detailing your special qualifications for this position to Box J-9. All replies strictly confidential. EEO/AA employer.

**Vice president finance controller.** Television and radio group broadcasting company. Home base in Minneapolis, MN. Reply Box J-14.

**General Manager:** seeking a challenging opportunity? We are a growing station in the South. If you are a GM (min. 2 yrs. experience) or GSM (min. 4 yrs. experience) with strong organizational, budgeting, and sales ability, send resume to Box H-24. EOE.

**General manager** - top owned CBS affiliate in Southeast. Prefer three to five years experience. Must be experienced in budgeting/ cost control, with strength in sales, news and programming. EEO - M/F. Send resume to Box J-17.

#### HELP WANTED SALES

**Experienced television local sales manager,** ready to move into general sales management. Responsible for national sales and the supervision of local sales manager. Midwest television station ranked in the 40's. Write Box H-72.

**General sales manager:** UHF independent in beautiful area of Florida is seeking an aggressive, experienced salesperson to recruit, train, and manage sales department. Send resume to: WBSP-TV, P.O. Box 3985, Ocala, FL 32678.

**Immediate opening** for local sales manager. Need aggressive person to run with the ball. All replies in strictest confidence. Equal opportunity employer. Box H-60.

**Southeast network affiliate** needs GSM to profit from new growth plan under new ownership. If you can guide underdog to top dog and document it, send resume in confidence to: James J. Matthews, General Manager, WECA, P.O. Box 13327, Tallahassee, FL 32317.

**Sales manager.** Group owned, NBC affiliate in 140's ADI needs strong individual to replace retiring sales manager. Must be able to direct national, regional and local sales efforts and work with management to achieve goals. Very attractive compensation and benefits package. Send resume and salary history to: Al Marra, General Manager, WVVA Television, Inc., Rt. 460 By-Pass, Bluefield, WV 24701. Position available approx. 6/1/84. EOE, M/F.

**Local sales manager.** Small-market, group-owned, ABC affiliate, Midwest, seeks knowledgeable TV sales professional who can lead, teach, and motivate. Minimum three years TV sales experience required; previous management experience desired. Send resume and compensation requirements to Box J-1. Equal opportunity employer.

**Fast growing sports network** needs aggressive, self-motivated sales representative. National or network experience helpful. Requires extensive travel. Company benefits include profit sharing. Draw against commissions. Must be willing to relocate in Southeast. Send resume to Dee Ray, Executive Vice President, Raycom, Inc., 2100 Rexford Road, Suite 320, Charlotte, NC 28211.

#### HELP WANTED TECHNICAL

**Assistant chief engineer.** 20th ADI TV station has opening for asst. chief engineer. Requires FCC license and studio maintenance ability. UHF transmitter experience a plus. Send resume to Chief Engineer, KCSO-TV, P.O. Box 3689, Modesto, CA 95352.

**Broadcasting technician**—The New York bureau of a foreign broadcasting organization needs a broadcasting technician. A thorough understanding of broadcast operational practice and the ability to work under pressure to the highest professional standards is essential. Experience of Sony 3/4" tape machines would be an advantage. Frequent late evening work is envisaged. Send resume or letter of application to Box H-67.

**Chief engineer**—major group broadcaster in Sunbelt market is seeking chief engineer for a growing television station. Thorough management and technical background required. Excellent opportunity for the right person. Only the most highly qualified people should apply. Please send resume to Box H-78. EOE, M-F.

**Chief engineer** for new UHF station and production facility in Tucson, Arizona. Contact David Polan, 312-677-8300.

**Maintenance engineer.** Knowledgeable with analog and digital circuitry. Experience with VPR-2, ACR-25, VR2000-1200 video switchers, ENG microwave, TK-76's, and Sony 3/4 inch Umatics. General FCC license and SBE certification certificate preferred. Send resume to Box H-90. An equal opportunity employer.

**Maintenance engineer** for mid-market VHF network affiliate. Minimum Associate's degree in electronic or equivalent studio, ENG and transmitter maintenance experience required. FCC license desired. Resume to: Chief Engineer, WTOV-TV, Box 9999, Steubenville, OH 43952. 614-282-0911. EOE.

**TV studio maintenance engineer** (position re-advised). Must have minimum 2-3 years video and maintenance experience, possess 1st class FCC license. Have experience with RCA studio cameras, RCA switcher, RCA film chain, Sony VCRs, and character generator. Also responsible for Panasonic ENG cameras and Convergence editing system. Salary commensurate with experience. Work with full color studios with cable channel in dept. of journalism and radio-TV position open: January 15, 1984. Send resume and three current references to: Chairman, Dept. 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 station, weekly lab newspaper, yearbook, and full-color TV studios with channel on local cablevision system. An equal opportunity/affirmative action employer.

**Transmitter/microwave supervisor.** 3-5 years UHF experience for Austin, Texas. RCA 55KW transmitter. Position available immediately. Call Gene Doren, Director of Engineering, 512-471-4811, or write P.O. Box 7158, Austin, TX 78712. EOE.

**Move up to chief engineer** - new small market TV near Nashville seeks chief to oversee maintenance of all equipment. Great opportunity for staff engineer to move up to chief. Write Box H-104.

**Editor/technical director** is needed as a team member to solve complex video and computer animation challenges. Minimum five years television production experience with 1" SMPTE computer editing, ADO, motion controlled camera equipment and/or advanced video graphics systems. Non-smoker preferred for this high end facility. Resumes to: Z-Axis, 10800 East Bethany Drive, Aurora, CO 80014.

**Engineering maintenance supervisor:** will be responsible for maintenance of all studio equipment, including Ampex VPR, RCA studio and ENG cameras, Sony VCR, GV switchers, Compositor, etc. Will be required to supervise and train maintenance personnel. Four years TV broadcast technical training and experience required; prefer two years of electronic engineering, digital theory and experience, and prior supervisory experience. Send resume to Personnel Director, KTUL Television, Inc., P.O. Box 8, Tulsa, OK 74101. EOE.

**Television Broadcast maintenance engineer.** Top 20 VHF network affiliate located in the Southeast is seeking a transmitter/studio maintenance engineer. Applicant must have had at least five years experience with TV transmitters and studio equipment. Duties require extensive weekend and overnight work. Qualified applicants should send complete resume to Box J-10. EOE.

**Manager, engineering operations** - KQED seeks individual for managing operations of technical equipment for TV broadcast and production, and for designing and documenting technical systems. Also responsible for operational training of engineering personnel. Minimum 5 years broadcast and production operations experience with professional TV equipment; at least 2 years managerial/supervisory experience. Electronics or electrical engineering certificate from accredited technical institute required. First class FCC license and SBE senior broadcast certificate desirable. Send resume to KQED, Inc., Personnel Dept., 500 Eighth St., San Francisco, CA 94103. EOE.

**Maintenance technician.** Minimum 4 years experience on television broadcast equipment and 1st class or general class FCC license to work in major market (top 10) in NE U.S. Write Box J-24. EOE.

#### HELP WANTED NEWS

**Producer**—must have superb writing skills and solid news background. Good people skills are essential. Two years producing experience preferred. Send resume, video tape, writing samples and salary requirements to Steven D. Hammel, News Director, WSTM-TV, 1030 James Street, Syracuse, NY 13203. WSTM-TV is an equal opportunity employer.

**Our meteorologist** is leaving for a top 10 market. We are a news leader in the Southeast with a modern weather center and the latest in equipment including graphics, color radar, satellite, etc. If you are a meteorologist, creative, and have at least 2 years on-air experience at a commercial TV station, let us hear from you. Resume to Box H-103. EOE.

**News-director-anchor:** Experienced mature professional who can motivate/direct news staff. #1 rated news, good equipment-small market leader. Journalism degree a plus. Resume-tape to Program Manager, KIFI-TV, Box 2148, Idaho Falls, ID 83403. EOE.

**Co-anchor:** medium size market Midwest ABC affiliate needs co-anchor person for early and late news. Will do some reporting. No beginners please. EOE. Send resume and references to Box H-108.

**TV news reporter,** with anchor potential, for major market network affiliate. Must be experienced journalist with on-air reporting experience. Resume and writing samples to Box H-88. EOE.

**Reporter** - the South's first television station needs a general assignment reporter! At least 1 year television news experience required. Previous applicants need not reapply. No phone calls, please. Resume, writing samples, and salary history to Terry Bynum, News Director, WTVR-TV, Box 11064, Richmond, VA 23230. EOE, M/F.

**Primo People, Inc.,** now accepting tapes and resumes. Contact Steve Porricelli, Box 116, Old Greenwich, CT 06870. 203-637-0044.

**News director/anchor** wanted for 150-160th market. Group owned network affiliate has immediate opportunity for experienced newperson ready to move into management position. Must have organizational and writing skills and be people oriented. Resume only to Box J-5. EOE.

**Weekend sports anchor/reporter/.** Must be able to shoot and edit with ENG. Send tape and resume to Jeff Lenzen, Sports Director, WXOW-TV, P.O. Box 128, La Crosse, WI 54602-0128.

**Weeknight anchor.** Aggressive CBS affiliate in south-eastern Idaho seeks a smooth news professional to anchor early and late weeknight newscasts. Send tape and resume to News Director, KID-TV, P.O. Box 2008, Idaho Falls, ID 83403.

### For Fast Action Use BROADCASTING'S Classified Advertising

**Sports director.** Award winning news team in 100's market seeks another winner with dynamic delivery, strong writing & editing skills, & well-paced show. No beginners. Jack Keefe, 815-987-5348. EOE.

**Sports director.** Anchor weekday shows and supervise three person staff. Must be personable in delivery, creative in packaging, aggressive in coverage, and community oriented. Solid on-air experience mandatory. Send salary history, resume, and tape to Bill Perry, News Director, WATE-TV, Box 2349, Knoxville, TN 37901. EOE.

#### HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**WSMV-TV is accepting** applications for a management position to head up the newly created department of production and support services. This individual will supervise, direct, and motivate all production and engineering operations personnel, and will supervise the support services functions of the station. Local, network, and syndicated programming experience is desirable, but good people-handling skills and management experience are essential. Qualified applicants should submit a resume, and brief written description of why you should be considered for the position, to Erskine Lytle, Personnel Coordinator, Box 4, Nashville, TN 37202.

**Television director:** to direct 6 & 10 p.m. newscasts; supervise part-time crew; assist production mgr. and news dir. in producing station and prog. promos. Minimum one year experience; editing helpful. Send resume and tape to: Randy Mahoney, P.O. Box 4929, Victoria, TX 77903.

**Producer/director** - for production of commercials, promotion, etc. Minimum three years experience. EOE. Send tape and resume to Ken Dick, WVVA Television, Inc., Rt. 460 By-Pass, Bluefield, WV 24701.

**Feature producer** - WTVJ-TV. We are looking for a dedicated creative writer/field producer that knows what it takes to find and develop memorable human features in the south Florida area. Our PM team of professionals will welcome the kind of person that is both competitive and a team player - someone that will contribute to our high expectation of quality at WTVJ. Send reel and resume to Employment Manager, Wometco Enterprises, 45 N.W. 3rd Street, Miami, FL 33128. If you happen to have cold damp feet as you read this, you may want to apply today. Minority applicants are encouraged to apply. Equal opportunity employer.

**Director:** PBS station seeks director with videography experience. Must be able to direct multiple productions. (News experience preferred). Resume and salary requirements to Mark Filiaut, WGBY-TV, 44 Hampden Street, Springfield, MA 01103. Deadline 1/4/83. EOE.

**Hands-on producer/director** for growing TV production department. Responsible for remote and studio production of commercials, promotions and local programs on all videotape, formats. We are looking for a team player with a minimum three years experience in switching, editing, shooting and Chyron operation. Send resume and salary requirements to Bob Gremillion, Director of Broadcast Operations, 2912 ITM Bldg., New Orleans, LA 70130. No calls please. A Tribune Broadcasting station. Equal opportunity employer.

**Video engineer.** Rapidly expanding video production and post production facility has immediate openings for the following: video tape editors (2-jr. & sr.); studio maintenance engineer; remote vehicle maintenance engineer. Send resume and salary requirements to Frank J. Ayd, Flite Three Recordings, Ltd., 1130 E. Cold Spring Lane, Baltimore, MD 21239.

**Promotion manager** for WTRF-TV. Responsible for developing and executing campaigns in all media. Two years promotion experience or equivalent thereof. Also need excellent writing skills and familiarity with production techniques in all media. Send resume and sample of work no later than January 13 to Personnel Director, WTRF, 96-16th Street, Wheeling, WV 26003. EOE.

**Art director.** Art director position, WPVI-TV. Experience with Still Store system, electronic graphics; need creative individual to work with promotion department, as well as to service programming, public affairs and sales. Budget supervision mandatory. Send resume, samples, and salary history to Art Moore, 4100 City Line Avenue, Philadelphia, PA 19131. Totally confidential. Equal opportunity employer.

#### SITUATIONS WANTED TECHNICAL

**Videotape operator/editor.** Audio, studio, 1st ticket, major/medium market experience. Will relocate. Scott, 215-464-2947.

**Technician/asst. engineer.** TV or radio. First class phone. AA degree in electronics; tech school grad. Trained hands-on studio & transmitter operator & maintenance. Some work experience operation, maintenance, studio equipment installation. Lawrence Viel, 3574 Brook St., Lafayette, CA 94549. 415-283-8540.

#### SITUATIONS WANTED NEWS

**TV sportscaster** - 2 yrs. experience anchoring/reporting medium market. Presently sportscaster in L.A. Ken, 213-932-1510.

**Female anchor.** 9 years professional experience. Looking to return to the business after sabbatical. Call Cheryl, 918-627-2094.

**Professional seeking** a sports or news position. Energetic, knowledgeable and personable. Play-by-play experience as well. Call Andy, 305-763-1686.

**5 years' radio and 1 year TV** experience as reporter/anchor in Los Angeles, San Francisco, and Rome, Italy. Sharp and attractive writing, editing, and delivery. Let's talk! Christopher, 213-897-5460; 899-7989.

**Experienced producer/reporter:** features, mini-docs, special projects. Strong writing and field production. Seeks challenge with high quality news or magazine program. Reply Box J-16.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**1983 video school** graduate looking for entry level position in video/film production. Knowledge of camera, audio, editing. Call Ken, 212-260-4387.

**Production position sought** by recent college graduate. Strong background in talk, network, community affairs. Call Victor, 201-379-9582. Will relocate.

**ENG photographer,** editor, videotape operator seeks full-time position. Seven years TV-radio experience. Charles Rakestraw, 615-272-4625.

**Creative workaholic** looking for producer-director job in top 100 market. Contact Sara, 301-939-4168. Will relocate.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Telecommunications**—Kutztown University, located an hour from Philadelphia in southeastern Pennsylvania, is seeking an assistant professor to teach undergraduate and graduate classes in an established, professionally oriented program. Tenure track position. Ph.D. preferred. Teaching experience required. Should be able to teach audio or video production and one or more of the following: writing, law, programming, management, cable or new technologies. Salary competitive. Available January, 1984. Applications will be accepted until the position is filled. Send resume, transcripts and three letters of recommendation to Search Committee, Department of Telecommunications, Kutztown University, Kutztown, PA 19530. Kutztown University is an affirmative action/equal opportunity employer.

**Tenure track position** in broadcast production and direction, Ph.D. preferred, M.A. required. Experience in television production. Must show potential as teacher and researcher. Rank and salary dependent upon qualifications. Deadline for application is Jan. 13, 1984. Send letter of application and curriculum vita to: Dr. Mary I. Blue, Chair, Search Committee, Department of Communications, Loyola University, New Orleans, LA 70118. Loyola University is an equal opportunity/affirmative action employer.

**Graduate assistant**—person to study for MA in communications, beginning Summer term 1984. Annual stipend of \$8,169. Individuals with an undergraduate degree in broadcasting or related field, a 3.0 grade point average, and professional experience in radio or TV broadcast production, writing, and announcing are invited to apply. Should take Graduate Record Examination in February. Send resume to Mr. Carl Breedren, Extension Communications Specialist, GO22 McCarty Hall, University of Florida, Gainesville, FL 32611. Acceptable applicant must be approved by the University College of Journalism and Communications.

**Broadcasting:** assistant professor in broadcasting and mass communication. Tenure track, 9 month appointment. Salary range: \$15,000 to \$20,000. Teach both production and non-production courses. Work toward Ph.D. preferred; M.A. required. Teaching and professional experience required. Evidence of research interest and ability required. Submit letter of application, vita, and names and addresses of at least three references by January 31, 1984, to: Don B. Morlan, Chairperson, Department of Communication Arts, University of Dayton, Dayton, OH 45469. An AA/EEO employer.

## THIS PUBLICATION IS AVAILABLE IN MICROFORM

**University Microfilms International**  
300 North Zeeb Road,  
Dept. RR., Ann Arbor,  
MI 48106

**Broadcast teaching position,** instructor/assistant professor, beginning August 16, 1984. Ten month tenure track position: Ph. D. preferred. Successful teaching and professional experience desirable. Teach courses in two or more of the following areas: broadcast writing, corporate media, television production, mass media effects, media management, international broadcasting. Other areas possible. Supervise students in preparation of programs for closed-circuit TV operations. Advising/committee work. State-of-the-art broadcast level color facility and equipment; 2 TV studios; 5 radio stations fully open to students. Marquette University, an urban Jesuit University, enrolls over 12,300 students, 525 in the College of Speech, (190 majors in broadcast communication). Application letter indicating areas of teaching interest, training and experience, accompanied by a personal data sheet and credentials from Placement Service should be received by February 1, 1984. Michael J. Price, Dean, College of Speech, Marquette University, 1131 W. Wisconsin Ave., Milwaukee, WI 53233. Marquette University is an affirmative action/equal opportunity employer.

**The Department of Mass Communications,** St. Cloud State University, is seeking a person to fill full-time nine-month, tenure track position beginning with 1984-85 academic year. Teaching responsibilities will be radio-TV-film and other mass communication courses and will assist in related media activities where appropriate. Student advising and department committee assignments will be part of normal load. Half-time (45%) radio station manager's responsibilities will include daily management of university radio station, preparing and administering budgets, organizing and directing fund raising, training and supervising student staff and chairing the station's community advisory board. Doctorate preferred, ABD accepted, in mass communications or telecommunications with teaching and mass media experience required. Management experience and fund raising experience also desirable. The department is accredited by ACEJMC and has accredited sequences in news editorial and public relations. Person would assist in preparing for accreditation of the broadcasting sequence. For more information and application forms, contact Chair, Search Committee, Department of Mass Communications, Stewart Hall 135, St. Cloud State University, St. Cloud, MN 56301. Deadline for applications, vitae and transcripts is February 3, 1984. No phone calls. AA/EEO.

**University of Maryland** anticipates four positions: production, effects, writing, policy. Rank and salary negotiable. Ph.D. or equivalent. Applications or information: Lawrence Lichty, RTVF, Tawes Hall, College Park, 20742.

#### 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.

**Thomson CSF** hip pack for 602 microcam in good condition. 404-874-2252.

#### 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. VTRs, switchers, cameras. Call Quality Media, 404-324-1271.

**Turn-key construction**—we build new TV stations fast and cost effectively. Quality Media, 404-324-1271.

**Ampex ATR 800-2** audio recorders in stock—your Ampex AG440-351 trade wanted. We stock Ampex, Capitol, 3M tape and carts. Call us for your best price. NorthWestern, Inc., 800-547-2252.

**RCA TCR-100** cartridge tape machine, good condition. Contact Bill Orr, 614-460-3700.

**Sony BVH 1000 A,** time code generator, wave form, vectorscope, audio console, Sony monitor, rack mounted, low time. 404-874-2252.

**Hitachi FP-22** UD camera, 12 x 1 macro focus lens, 6 mos. old, \$11,500. 512-342-1757.

**Mobile unit.** 1973 International with 27' body, 30kw generator, air conditioning, custom consoles and more. Call Ray Miller, WGBY-TV, 413-781-2801.

**Schafer 7,000 automation** system. Complete, exc. Collins 830 FM 10K, exc. on air, available Jan. 507-825-4282.

**AM Harris MW-1A,** mint. Also, Gates BC5P2 5KW, CSI 2.5KW, Bauer 707 1KW, Gates 250 GY. Call M. Cooper, 215-379-6585.

**FM Collins 830 G2** 20KW w/22; also Harris 5H w/MS-15, CCA 10KW w/40 E. All are excellent. M. Cooper, 215-379-6585.

**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; 6500.

**3 Ikgami HL-79 cameras.** 2 Sony BVH500 portable one inch VTR's. Good condition. Best offer. Panavideo, Howard Goldsmith, 212-725-2211.

**Adda ESP200** still store, 2 disc drives, 2 control panels. Arvin SW-2 weather satellite signal processor including digital disc memory. David Layne, KCNC-TV, 303-830-6426.

**Adda ESP 150C** still store with 3 drives. Each drive stores 150 frames. Television Graphics, 201-444-2911.

**One 16 mm film chain** telemation island plus multiplexer, containing Eastman video films projector, IVC 200 color camera, Conrac 13-in monitor, (tube type), RCA slide projector. Total \$6000. KPOM-TV, 501-785-2400

## COMEDY

**Free Sample** of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

## RADIO PROGRAMING

**Polka Music Unlimited** now available on a barter basis exclusively in your market. Send coverage map & rate card to 323 Harrington Dr., North Syracuse, NY 13212.

**Super Bowl XVIII!** Long established audio production company available for assignments during Super Bowl Week in Tampa, Florida. Contact MediAide, Inc., 813-252-1212.

## INSTRUCTION

**San Francisco**, FCC license, 6 weeks, 1-23-84. Results guaranteed. Veterans training approved. School of Communication Electronics, 612 Howard St., SF, CA 94105. 415-392-0194.

## MISCELLANEOUS

**Breaking Into Broadcasting.** New revealing booklet gives details. Write Coastline Publications, PO Box 2477, Ventnor, NJ 08406, for free details.

# RADIO

## Help Wanted Technical

### STAFF ENGINEER

Temple University is seeking a Staff Engineer to maintain the daily operation of the University's radio station WRTI-FM.

The Staff Engineer has primary responsibility to maintain and repair studio equipment at the broadcast site. He/she should also be prepared to work with our consultant engineer at the transmitter site. The position also has responsibility for all engineering and operations records as required by the Federal Communications Commission. The applicant should also be experienced with working with volunteers and/or students in order to design formal or informal seminars to insure that all operators of studio or remote equipment are qualified to do so. The successful candidate should have a 1st Class operator's permit, bachelor's degree and at least 2 years engineering experience in public radio, preferably as a paid professional.

We offer competitive salary and excellent fringe benefits including tuition plan. Send resume and salary history to: TOM KUPNIEWSKI, Personnel Recruiter.



Rm. 203 Univ. Svcs. Bldg.  
1601 N. Broad St.  
Phila., PA 19122  
Equal Opportunity Employer

**For Fast Action Use  
BROADCASTING'S  
Classified Advertising**

## Help Wanted Management

# THE ARBITRON RATINGS COMPANY

A rare opportunity. . .

. . . with Arbitron in our Chicago office, as Central Division Manager. As one of three Division Managers, you will be reporting to the V.P. of National Radio Sales. You will be working in an exciting environment, calling on major market broadcasters and group heads, handling the day-to-day challenge of your regional sales staff, while maintaining contact with your Southeast regional manager in Dallas.

Prior management experience a must. The person we are seeking should have at least 3+ years experience as a radio sales manager and/or general manager. You should be a self starter, possess good management skills, be ready to travel, committed to hard work, and ready to meet the challenge of a competitive environment.

We offer an excellent salary plus incentive plan, generous and comprehensive fringe benefits, and an atmosphere conducive to professional advancement. To explore this rare opportunity, send your resume to:

Richard Lamb

### THE ARBITRON RATINGS COMPANY

A Control Data Company  
1350 Avenue of the Americas  
New York, NY 10019

An affirmative action employer.

### RADIO SALES MANAGER

Experienced sales manager needed for the #1 rated FM country-western station in south Texas. Need goal oriented individual with ability to train and motivate sales staff. Send resume and salary requirements to Box J-4.

## Help Wanted Announcers

### TRIVIA EXPERT

Need immediately: a contemporary, creative trivia expert/game show host. Should have facility with entertainment and sports trivia, and be a good communicator. No beginners. Send resume and tape to:

Operations Manager  
WERE  
1500 Chester Ave.  
Cleveland, OH 44114

## Help Wanted Programing, Production, Others

### PRODUCTION PRO

Unique opportunity with rapidly growing 4 million dollar Northwest Retail Advertising Agency. Current client list includes major National, Regional, and local retailers including jeans, waterbeds, and auto dealers. RESPONSIBILITIES: Concepts, Copy, Directing, Voice-work, production and post-production for Radio and Television. Applicant must have major market voice and delivery, a strong desire to succeed, and a minimum of 2 years broadcast production experience. Additional responsibilities include daily operation and management of in-house B-Track Recording studio. Salary commensurate with experience plus bonus incentive program. Send Complete resume with salary history, Tape, with production samples, copy examples, and photo to:  
Ron Land, President Ad+Impact, Inc., The Audio Works, Inc., c/o 2705 East 43rd, Eugene, Oregon 97405

## Situations Wanted Management

### EXPERIENCED RADIO GM

A professional with unique record now available. Stations are now #1 & 2 and most profitable in the market. I'd like to do the same for you. Midwest preferred, but will consider all offers. This is a real opportunity for the right company! Write Box J-18.

# TELEVISION

## Help Wanted Management

### MANAGER RF SYSTEMS

KNXT, a CBS station in Los Angeles, is looking for an experienced manager of RF systems.

Individual will manage KNXT and KKHR transmitter operations, ENG remote microwave, and two-way radio facilities. Qualified applicants must have a minimum of ten years experience. Should have familiarity with the design, installation, and maintenance of airborne and terrestrial microwave systems, radio communication systems, and other state of the art RF technologies.

Send resume and salary history to:

CBS  
Placement Office  
7800 Beverly Blvd.  
Los Angeles, CA 90036  
Men and women from all  
races desired.

## Help Wanted Management Continued

### ASSISTANT GENERAL MANAGER

Programming and production. KUON-TV and Nebraska ETV Network. Responsible for all programming and production operations for both KUON-TV and the statewide Nebraska ETV Network. Supervise program scheduling, information, production and operation departments and four major program production units. Serve on Network Management Council. Requires Master's in telecommunications or adult education plus six years TV programming and three years TV production experience, including five years administrative/supervisory experience. Additional experience may substitute for Master's degree. Send resume by January 22 to: Paul Few, Search Chair, KUON-TV/Nebraska ETV Network, Box 83111, Lincoln, NE 68501. AA/EOE.

### IMMEDIATE LOCAL SALES OPPORTUNITY

New independent TV station needs dynamic, aggressive local salespeople with proven track records. All candidates must have local sales experience in independent TV Ground floor operation with tremendous benefits. Fabulous growth opportunity. Contact: Ed Perl, Local Sales Manager, P.O. Box 50069, New Orleans, LA 70150-0069. 504-525-3838. EOE/M/F.

## Help Wanted Sales

### LOCAL SALES MANAGER

Sunbelt network affiliated station in major market. Looking for experienced television sales manager with ability to direct sales staff, good management skills, and communication a must. Send all details in first letter. Confidentiality assured. Equal opportunity employer. Write Box H-61.

### GENERAL SALES MANAGER

Goal oriented individual needed for executive level general sales manager position in top market station. If you're equipped with superior sales skills, organizational and motivational abilities, and you seek an outstanding opportunity with an aggressive company, send resume and letter detailing sales management credentials to Box J-12. EOE.

## Help Wanted News

### SPORTSCASTER

New York City network TV sports opportunity for experienced on-air talent. Must have solid history of both studio & feature work. Strong knowledge of national sports scene required. Journalistic background a strong plus. Beginners need not apply. Send resume and non-returnable cassette to: Sportscaster, P.O. Box 825, Gracie Station, NY, NY 10018. An equal opportunity employer. Female candidates encouraged to apply.

### TOP 20 WEATHERCASTER

Weathercaster/AMS Seal holder for top rated morning newscast. Science/health reporting also possibility. Send resume and tape to KBT, 1089 Bannock, Denver, CO 80204.

## Help Wanted News Continued

### NEWS DIRECTOR

Top 20 market. Desirable Sunbelt location. Opportunity for aggressive, innovative, top quality journalist with large newsroom experience to lead the news operations of a network affiliate in a highly competitive market. Candidate must be an excellent administrator and possess a thorough understanding of promotions. Resume with references to Box J-7. EOE. M/F

## Help Wanted Technical

### VIDEO MAINTENANCE TECHNICIAN

Miami area cable company seeks full-time maintenance technician to install, maintain and repair all studio associated equipment. Knowledge in Sony BDU A 200's, 800's, 50's. Also Sony 5850's, 5800's, 4800's, 3/4 inch studio tape systems. Knowledge of studio systems and associated equipment along with cable production van. Also knowledge needed in both studio and ENG Telecamera systems. Send resume in confidence to Robert Palmer, P.O. Box 969, Providence, RI 02901. EOE.

### TELEVISION MAINTENANCE ENGINEERS WTBS CNN

The leading news and sports satellite communications network has career opportunities for broadcast maintenance engineers. Openings are now available in Atlanta for engineers experienced in studio and ENG equipment maintenance. Turner Broadcasting System offers an excellent benefit and compensation program. Interested maintenance engineers may call 404-898-8700 between 9 A.M. and 5 P.M. EST Monday-Friday, or send resume in complete confidence to:

### TURNER BROADCASTING SYSTEM, INC.

1050 Techwood Drive  
Atlanta, GA 30318

Attn: Jim Brown, Corporate Engineering

TBS is an equal opportunity employer

## Help Wanted Programing, Production, Others



### FIELD PRODUCER

Highly rated, award winning program is accepting applications for creative, enthusiastic person who demonstrates skill at producing and writing compelling and exciting features. Minimum 3 years experience producing magazine format segments necessary. Send tape/resume to: Pat Ahl, Executive Producer, WCMH-TV, PO Box 4, Columbus, OH 43216. No phone calls, please. EOE. M/F.

## Help Wanted Programing, Production, Others Continued

### EXPERIENCED DIRECTOR

Visually take-charge of a daily, live, in-studio with audience, talk/information program. Should have the ability to be visually sensitive. Send resume to Box J-3. Equal opportunity employer, M/F.

## Situations Wanted News

### EXPERIENCED GENERAL ASSIGNMENT TV NEWS REPORTER

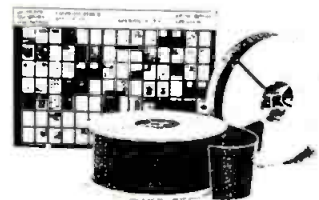
Whether reporting a spot news story on deadline, or developing an in-depth series, I know how to get the facts, and the pictures to match.

Visually interesting, understandable news stories, backed up with solid reporting.

If you want substance with the professional packaging, I am ready to help.

Box J-2.

**this  
publication is  
available in  
microform**



Please send me additional information.

### University Microfilms International

300 North Zeeb Road  
Dept. P.R.  
Ann Arbor, MI 48106  
U.S.A.

18 Bedford Row  
Dept. P.R.  
London, WC1R 4EJ  
England

Name \_\_\_\_\_  
Institution \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

## ALLIED FIELDS

### Help Wanted Management

# LAW PARTNERS WANTED

Small, long established AV rated law firm wishes to expand communications practice via new partners and associates. Some business required. Excellent opportunity. Replies held in strictest confidence. Please write Box J-20.

### ADVERTISING MANAGER BROADCASTING EQUIPMENT

Broadcast Electronics seeks a creative individual to direct the company's total space advertising/promotion/trade show program. Position reports to VP/Marketing.

Minimum requirements: 2 years' industrial product/ad merchandising experience & BS or MS degree, preferably in journalism. Applicant must possess good writing skills, in addition to creativity & management ability. No exceptions to minimum requirements.

Salary commensurate with experience, education, & abilities. Exceptional benefit package includes profit sharing plan. 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

### Radio Programming

#### WHAT ARE YOU DOING AFTER NEW YEAR'S?

Radio programmers and sales managers... Fight post-Holidays slump with MINUTE MAGAZINE, an income-producing, audience-building daily program that's yours at no expense. Informative, entertaining, customized to sound like you produce it, MINUTE MAGAZINE fits your format and attracts prestige advertisers. Time barter you'll never pay a dime except for the phone call to get all the details and hear sample show.

Call (212) 869-2160 (24 Hours)

### OLDIES ON TAPE A/C CHR/TOP 40 COUNTRY

Write:  
Burkhar/Abrams/Michaels/Douglas and Associates, Inc.  
6500 River Chase Circle, East  
Atlanta, Georgia 30328

## Help Wanted Instruction

### MEDIA MANAGEMENT

Emerson College, located in Boston's Back Bay, is seeking an assistant or associate professor in media management. The candidate will coordinate courses at the graduate level and teach management, law, and programming courses. A Ph.D. is preferred, but extensive experience managing a broadcast station or cable system will be considered. This position is available immediately.

Send applications to Dr. Frances Plude, Chair, Mass Communication, Emerson College, 100 Beacon St., Boston, MA 02116. AA/EOE.

# EMERSON COLLEGE

### Consultants

#### DO YOU REALLY WANT TO SELL?

Galaxy Radio Consultants. Specialty: turn-around assistance. Transition time (P. O. to closing).

8453 BAYRIDGE RD.  
CLAY, NY 13041

### Employment Service

#### 10,000 RADIO JOBS

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newpeople & 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.

#### RADIO, TV, AGENCY JOBS

Up to 500 openings every week. DJ's, news, PD's, eng., sales. In Australia, Canada, U.S., all markets, for beginners to experienced. Introductory offer: One wk. computer list \$8.00, or save \$38.05, 7 consecutive wks. for \$17.95. A.C.A. Job Market has thousands of jobs yearly in 3 countries. A.C.A. Job Market, 452 W. Dearborn St., Dept. B., Box 945, Englewood, FL 33533.

## Miscellaneous

#### THE BEATLES ARE BACK!!

The "Beatle Hideaway" is a custom-built mobile home, built and decorated to the Beatles specifications, and used as their living quarters and stage home during part of their 1964 American tour. All decorations and fixtures, even towels, dishes and accessories, are original. This vehicle has been featured worldwide on radio and TV, in newspapers and magazines. It would be ideal for a radio station remote studio, or traveling promotional exhibit, attracting big crowds everywhere. For information, please contact.

FLAGSHIP COMMUNICATIONS, INC.  
11916 Glen Valley Rd.  
Cleveland, OH 44141  
216-526-6017

## Miscellaneous Continued

### 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.

### VENTURE CAPITAL DEBT FINANCING

For Broadcasters  
Sanders & Co.  
1900 Emery St., Suite 206  
Atlanta, GA 30318  
404-355-6800

### GO PIGGYBACK IN THE SUN

Lease or rent SCA from best engineered station in Palm Springs, CA area. Full backup power. All uses considered. Phil Wells, KPSI, 174 N. Palm Canyon Dr., Palm Springs, CA 92262. 619-325-2582.

## Wanted To Buy Equipment

### AM/FM PRODUCTION & BROADCAST EQUIPMENT

needed for new 10,000 watt missionary radio station in Liberia, Africa. Tax deductible receipt available from Baptist Mid-Missions, Inc. Call Clarence Brueckner, 805-485-7777.

## For Sale Equipment

### FOR SALE OR LEASE

Ikegami HK-312E studio camera complete with Fujinon P16x17ESM lens. Vinten Mark III-A head, tripod and dolly for TV-81 cable. Also, Ikegami HK-302 studio camera w/Canon 15:1 lens. Both in excellent condition. Also, Ampex VPR-20 1" portable VTR w/TCG, PS and batteries and Ikegami ITC-730 color cameras, new. Call Jim Landy, 609-424-4660 or Brad Reed, 617-877-9570.

## Business Opportunities

### ONE INCH PRODUCTION FACILITY

Located in major SE market (top 20). Full blown production company/facility. Computerized editing with DVE & CG. Small remote truck. Grossed \$600K last FY. Owner's health forces sale. Asking \$ 800K. Write Box H-87.

## For Fast Action Use BROADCASTING'S Classified Advertising

**PUBLIC NOTICE  
BOARD OF TRUSTES**

The National Association of Public Television Stations' Board of Trustees will meet on January 19, 1984, at the Georgetown Hotel, Washington, DC, from 9:00 a.m. to 3:00 p.m. In addition to general business and staff reports, the agenda includes pending federal legislative and regulatory matters and planning for the NAPT's Annual Meeting 1984.

**Wanted To Buy Stations**

**MIDWEST PUBLISHER**

is seeking to buy, for \$500,000 to \$700,000 cash, an established radio station in the Ohio-Indiana-Kentucky-Illinois area. Please reply by letter only to: Anderson Newspapers, Inc., P.O. Box 1090, Anderson, IN 46015; Attn: Publisher. Thank you.

**For Sale Stations**

**W. John Grandy**

BROADCASTING BROKER  
1029 PACIFIC STREET  
SAN LUIS OBISPO, CALIFORNIA 93401  
805-541-1900 • RESIDENCE 805-544-4502

**TOP-RANKED C&W STATION**

in metro GA market. Priced for quick sale at \$450,000. Call Bob Thorburn, 404-458-9226.



**CHAPMAN ASSOCIATES\***  
nationwide mergers & acquisitions

**MIDWEST FULLTIME AM**

Regional class III facility covering an attractive small Midwest city. 1983 revenues \$760,000. Long history of profitability. Outstanding owner/operator opportunity. Asking price \$1,250,000; terms considered. Qualified principals only, please. Write Box H-92.

**DOMINANT AM-FM COMBO**

Carolina coastal, growth recreation area. 3KW FM, 1KW day AM, limited competition. Excellent opportunity for person wishing to leave big city pressures for leisure lifestyle and profit. \$1,500,000. \$300,000 down, large assumption for qualified buyer. Box E-176.



**R.A. Marshall & Co.**  
Media Investment Analysts & Brokers  
Bob Marshall, President

Fulltime AM in excellent growth area near top 75 metro market in Southeast. Well established facility with good equipment and real estate. Nice cash flow. \$650,000, with \$150,000 down payment. Good terms.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 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

**DOMINANT, PROFITABLE  
AM/FM—BY OWNER**

Dominant, long-established, highly respected 1,000 watt daytime AM and class C FM radio stations. 35 years' service to vast prosperous regional agri-business area of 8 counties in S. Minnesota. \$1 million sales, profitable, excellent staff, good equipment, ample land. Pioneer in Minnesota broadcasting with impressive record in community involvement over wide area. Inquiries invited from qualified buyers. Box H-95.



**Wilkins  
and Associates**  
Media Brokers

NJ	AM	\$600,000	30%
WV	AM/FM	\$850,000	30%
IN	AM/FM	\$500,000	20%
MI	FM	\$310,000	20%
AL	AM	\$360,000	20%
OR	AM	\$35,000	downpayment
CO	FM	\$30,000	downpayment
MS	AM	\$30,000	downpayment
NC	AM	\$7,500	downpayment
KY	FM	\$50,000	downpayment
MO	FM	\$50,000	downpayment
FL	Class C FM		

P. O. Box 1714

Spartanburg, SC 29304 803/585-4638

**CENTRAL OHIO  
CLASS A**

Columbus suburban, small but well equipped & maintained. Priced less 2x gross, \$425K cash. Financials first letter. WWWJ, Box 373, Johnstown, OH 43031.

**THE HOLT CORPORATION**

**MIDWEST MONEY MACHINE**

TERMS AVAILABLE. OVER HALF THE PRICE IS IN 9%, 15-YEAR NOTES!

Westgate Mall □ Bethlehem, Pa. 18017  
215-865-3775

**CLASS C FM**

in southern FL tourist area. Equipment like new Asking \$690,000, with \$140,000 down. Call Jim Mackin, 207-623-1874.



**CHAPMAN ASSOCIATES\***  
nationwide mergers & acquisitions

**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**



**For Sale Stations  
Continued**

**BILL - DAVID  
ASSOCIATES  
BROKERS - CONSULTANTS**  
303-636-1584  
2508 Fair Mount St.  
Colorado Springs, CO 80909

**VR BUSINESS BROKERS**  
North Miss. 250w 1530 KHz AM day-  
timer on 2 acres. Sale includes land  
and building. Good 1st station in-  
vestment. 901-685-9252.

**WALKER MEDIA &  
MANAGEMENT, INC.**

**BROKERS  
APPRAISERS  
CONSULTANTS**

■ John F. Hurlbut, President; Box 1845,  
Holmes Beach, FL 33509. 813-778-  
3617.  
■ David E. Hurlbut, Vice-President; Box  
553, Mt. Carmel, IL 62863. 618-263-  
3380.

**ONLY FM**  
in Rocky Mtn. mkt. Absentee owner is too far away.  
Equipment new is 1980. Price to sell at \$225,000 cash.  
Call Bill Lochman. 816-254-6899.

 **CHAPMAN ASSOCIATES\***  
nationwide mergers & acquisitions

**STAN RAYMOND &  
ASSOCIATES**  
**Broadcast Consultants & Brokers**  
Now available-AM/FM combos in NC, SC, AL,  
TN, FL, GA & others  
404-351-0555 1819 Peachtree Rd., NE  
Suite 606  
Atlanta, GA 30309

**MIDWEST FM**

Unusual circumstances present an unusual op-  
portunity to own a very good FM in a very nice  
"underadioed" market. Top ratings, equipment  
& staff, a colleges—Chicago not far away. You'll  
have to see it to believe it! From owner. Write  
Box J-22.

**RARE OPPORTUNITY  
TO ENTER STATION OWNERSHIP**

Small AM/FM—only stations in SW PA city. Good faci-  
lities, growing revenues, high potential. Present owner  
wants for upgrading. Extraordinarily long/favorable  
payout after 20% cash down. All details on request. No  
brokers, please. Write Box J-26.

**JAMAR RICE CO.**  
Media Brokerage & Appraisal

William R. Rice  
William W. Jamar  
(512) 327-9570

950 West Lake High Dr. Suite #103 Austin, TX 78746

**Dan Hayslett**  
A ASSOCIATES, INC.  
 **Media Brokers**  
RADIO, TV, and CATV  
(214) 691-2076  
11311 N. Central Expressway • Dallas, Texas

**GROWING  
TOP  
100**

Southeast market. AM/FM,  
separate or together. Excel-  
lent facilities. Only principals  
qualified to handle \$3.5 mil-  
lion transaction should reply  
to Box J-19.

**THIS PUBLICATION  
IS AVAILABLE  
IN MICROFORM**

**University Microfilms  
International**

300 North Zeeb Road,  
Dept. PR., Ann Arbor,  
MI 48106

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**  
**MEDIA BROKERS—APPRAISERS**

"Specializing in Sunbelt Broadcast Properties"  
5050 Poplar - Suite 1135 - Memphis, Tn. 38157

**BROADCASTING'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number),

c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

# Fates & Fortunes

## Media

**Robert Sutton**, president and chief administrative officer, WXFL(TV) Tampa-St. Petersburg, Fla., named president and chief executive officer for parent, Media General Broad-



Sutton



Faber

cast Group, comprising WXFL; WCBD-TV Charleston, S.C., and WJKS-TV Jacksonville, Fla. **William B. Faber**, chairman and chief executive officer, WXFL, named chairman of Media General Broadcast Group.

**Paul Gilmor**, president and general manager, WHBC-AM-FM Canton, Ohio, retires. **William Chambers**, VP and director of operations, WHBC-AM-FM, succeeds Gilmor.

**Frank Roberts**, executive VP, WREG-TV Memphis, and director of sales for parent, New York Times Broadcast Group, assumes additional duties as general manager of station.

**Sy Yanoff**, executive VP and general manager, WNEV-TV Boston, named president and general manager.

**Tony Lupo**, VP and general manager, WVCG(AM) Coral Gables, Fla., named executive VP of parent, Statewide Broadcasting.

**Dennis Ryan**, national-regional sales manager, WIBX(AM)-WIBQ(FM) Utica, N.Y., joins WIIN(AM)-WFPG(FM) Atlantic City as general manager.

**William Hoverson**, station manager, KFGO(AM) Fargo, N.D., named general manager.

**Barry Bruce**, station manager, WQXA(FM) York, Pa., named general manager, WNOW(AM)-WQXA.

**Dan Morris**, general manager, WCOL(AM)-WXGT(FM) Columbus, Ohio, joins WBBY(FM) there in same capacity.

**Michael Eigner**, VP, general sales manager, KTLA(TV) Los Angeles, named VP, station manager.

**Ed Sander**, general sales manager, Taft Broadcasting's WTVN(AM) Columbus, Ohio, named station manager at Taft's WDAE(AM) Tampa-St. Petersburg, Fla.

**Cynthia Winning**, manager, marketing services, Daniels & Associates, Denver, named director of marketing services.

**Brenda Monaco**, from Group W Satellite Communications, Stamford, Conn., joins Essex Group, Greenwich, Conn.-based operator of 53 cable systems in eight states, as administrator.

**William O'Toole**, director, operations, Manhattan Cable TV, New York, named VP, field operations.

**Diane Sass**, VP, research and marketing, Metromedia-owned WNEW-TV New York, named VP, research, for Metromedia Television division there.



Myer

**Paul Myer**, director of government relations, ABC, Washington, named VP, director, government relations.

**Adriane Gaines**, director of administration, Unity Broadcasting Network, New York, named VP.

**Edie Argereow**, office manager, Knight Quality Group Sta-

tions, Boston, named VP, director of accounting services.

**Sheri Germain-Stambaugh**, business manager, Metromedia's KRLD(AM) Dallas, joins co-owned KNBN-TV there in same capacity.

**Jeffrey Rosen**, general attorney, employment practices, ABC, New York, named senior general attorney, employment practices.

**Richard Hockman**, general attorney, network governmental regulation, ABC, New York, named senior general attorney, network governmental regulation.

**Bob Betts**, member of staff, Milwaukee School of Engineering, named general manager of its noncommercial WSME(FM) Milwaukee.

**Susan Betts**, account executive, KWIZ-AM-FM Santa Ana, Calif., joins noncommercial KLON(FM) Long Beach, Calif., as marketing director.

## Marketing

**John J. Morrissey**, chairman, Kenyon & Eckhardt, New York, left firm Dec. 31, at termination of five-year contract. No successor has been named.

**Ronald Ricca**, account supervisor, N W Ayer, New York, named VP.

**Bette Gollrad**, account supervisor, Cunningham & Walsh, New York, named VP. **Susan**

# Broadcasting

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

**Broadcasting Magazine**  
 3 years \$160       2 years \$115       1 year \$60

(Canadian and international subscribers add \$20 per year)

**Broadcasting Cablecasting Yearbook 1983**

The complete guide to radio, television, cable and satellite facts and figures—\$75 (if payment with order \$65) **Billable orders must be accompanied by business card, company letterhead or purchase order. Off press April 1983.**

Name \_\_\_\_\_  Payment enclosed

Company \_\_\_\_\_  Bill me

Address \_\_\_\_\_ Home? Yes  No

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of Business \_\_\_\_\_ Title/Position \_\_\_\_\_

Signature \_\_\_\_\_ Are you in cable TV operations  Yes  
 (required)  No

For renewal or address change  
 place most recent label here

The one to read when there's time to read only one.

**Spiegel**, art director, Laurence Charles & Free, New York, joins C&W in same capacity.



Wadsworth

**Robert Wadsworth**, senior VP, management supervisor, SSC&B, New York, named executive VP.

**Douglas McClure**, Ford division advertising manager, Ford Motor Co., Dearborn, Mich., named advertising director, marketing staff.

**Dave Donelson**, VP, general sales manager, Avery-Knodel Television, New York, joins Katz Television Continental there as member of bronze sales team. **Steve Shifman**, from WRKS-FM New York, joins Katz radio and television sports sales as account executive.

**Debra Ann Schwartzbauer**, media estimator, Creamer Inc., Pittsburgh, named assistant broadcast buyer.

**Anna Fountas**, supervisor, media research, Campbell-Ewald, Warren, Mich., named manager of media information services.

**Elaine Womack**, account executive, Tacher Co., Seattle-based representative firm, named VP, radio sales.

**Robert Belviso**, VP, creative director, Al Paul Lefton Co., Philadelphia, joins Quinn & Johnson, Boston, as senior VP, executive creative director. **Peter Justinus**, VP, Teaman Lehman Associates, Norwalk, Conn., research firm, joins Quinn & Johnson, as director of research.

**Gerry Linda**, regional director, marketing, planning and research, Marsteller Inc., Chicago, named senior VP, director of business and human resource development.

**Donald Jones**, from Eaton Corp., Henderson, Ky., joins Keller-Crescent Co., Evansville, Ind., as planning associate, marketing services division.

Appointments. Adam Young: **Mark Goldschmidt**, sales manager, independent division, to national sales manager, same division; **Joann Kelleher**, account executive, Katz American Television, Chicago, to independent sales manager, Chicago, and **Faith Oakes**, assistant to local sales manager, WNEU-TV New York, to research analyst, New York.

**Chris Miller**, from McCann-Erickson, Atlanta, joins Burton-Campbell there as VP, director of media.

**Robert Albright**, from Lotus Repts, Dallas, joins Katz Radio, Atlanta, as account executive. **Margaret O'Keefe**, payroll assistant, Katz Communications, New York, named payroll manager.

**William McGee**, general sales manager, WLOU(AM) Louisville, Ky., joins National Black Network, New York, as account executive.

**Elizabeth Ewing**, from Katz Communications, New York, and **Angela Pumo**, from Eastman CableRep, New York, join Warner Amex Satellite Entertainment Co. there as

account managers, advertising sales, Nickelodeon.

**Joan Gerberding**, general sales manager, WHWH(AM) Princeton, N.J.-WPST(FM) Trenton, N.J., named VP, sales.

**John Jones**, local sales manager, KTLA(TV) Los Angeles, named general sales manager, succeeding Michael Eigner, named VP, station manager (see "Media" above).

**Katy Elliott-Attebery**, from Metromedia's KTTV(TV) Los Angeles, joins co-owned KNBN-TV Dallas as VP and general sales manager.

**Wanda Lewis**, local sales manager, WTVR-TV Richmond, Va., named general sales manager.

**John Rhein**, from WWJ(AM) Detroit, joins CKLW(AM)-CKJY(FM) Windsor, Ontario, as general sales manager.

**Juhree Ayres Fletcher**, Eastern sales manager, KNXT(TV) Los Angeles, named general sales manager.

**Paul Garvin**, senior account executive, KMGK(FM) Des Moines, Iowa, named sales manager.

**William Horn**, sales manager, WQNY(FM) Ithaca, N.Y., joins WCEC(AM) Rocky Mount, N.C., in same capacity.

**Dave Bunnell**, regional sales manager, KHOU-TV Houston, joins KTUL-TV Tulsa, Okla., as national sales manager.

**Ellen Johnson**, from WCPX-TV Orlando, Fla., joins KSAT-TV San Antonio, Tex., as national sales manager.

**Leslie Glenn**, associate director of research, King World Productions, Summit, N.J., joins WCIX-TV Miami as research director.

**Grier Kimbrel**, general sales manager, WVGC(AM)-WYOR(FM) Coral Gables, Fla., joins WCIX-TV Miami as regional sales director.

**Stan Levy**, sales manager, WNBC-TV New York, named to newly created position of manager of sales development.

**Paul Shakeshaft**, from KYUU(FM) San Francisco, joins KBRG(FM) there as account executive.

**Steve Ramirez**, from KISW(FM) Seattle, joins KNBQ(FM) Tacoma, Wash., as account executive.

**Mark Mariani**, from WLUP(FM) Chicago, joins WBBM-TV there as account executive.

**Nancy McKinley**, from Major Market Radio, New York, joins WYNY(FM) there as account executive.

**Joseph Keefe**, sales coordinator, CBS-TV, New York, joins WNEB(AM) Worcester, Mass., as account executive.

## Programing

**Donald March**, independent producer and former president, CBS Theatrical Films, joins HBO Premiere Films, New York, as senior VP.

**Louis Israel**, VP, WW Entertainment, New York, named senior VP, sales.

**James C. (Denny) Crimmins**, president and editor-in-chief, Business Times, New York-

based producer of business programming over Entertainment and Sports Programming Network, named chairman of board. **William J. Ryan**, chief operating officer, succeeds Crimmins as president.

**Dalton Danon**, executive VP, sales and marketing, Polygram, Los Angeles, joins Lorimar Syndication there as VP, feature film syndication.

**Jodi Leibowitz**, programming secretary, Katz Programming, New York, named programming research analyst. **Peter Chislett**, television sales research analyst, MMT Inc., New York, joins Katz Programming as research analyst.

**Robert Gumer**, associate director of business affairs, Columbia Pictures Television, Burbank, Calif., named director, business affairs.

**Jeffrey Carroll**, regional manager, Continental Cablevision, Boston, joins ABC's Tele-First Entertainment Recording Service, Chicago, as general manager.

**Grace Palmer**, from Total Communications Systems, New Kensington, Pa., joins Century III Teleproductions, Boston, as assistant to producer.

**Jody Crabtree** and **Douglas Holloway**, from Time Inc.'s defunct *TV-Cable Week*, New York, join USA Cable Network, Glen Rock, N.J., as account directors.

**David Ogreaan**, communications representative, Entertainment and Sports Programming Network, Bristol, Conn., named senior program acquisitions specialist.

**James Augustine**, advertising sales manager, Warner Cable, Pittsburgh, joins Total Communications Systems, Kensington, Pa.-based television sports programming producer, as sales manager.

**Claudia Gillespie**, manager of acquisitions, ON TV, Oak Media Corp., Los Angeles, named director of acquisitions.

**Barbara Cline**, manager of programming services, NBC Sports, New York, named program services director. **Carolyn Skinner**, production associate, NBC Sports, New York, named associate producer.

**Fred Hift**, VP, marketing, worldwide, Almi Distribution Corp., New York, named VP, marketing, for parent Almi Group there.

Sales managers, syndication sales, Fox Telecommunications, named VPs: **David Skillman**, Los Angeles; **Dennis Juravic**, Chicago; **Al Shore**, Irving, Tex.; **Tony Bauer**, Atlanta, and **Jim Puffer**, New York.

**Jerrold Solowitz**, from Cannon Releasing, Los Angeles, joins MGM/UA Entertainment there as director of worldwide tape services.

**Daniel Blugerman**, from Michigan Trade Exchange, Detroit, joins Metro Traffic Control, Baltimore-based provider of traffic information to radio and television stations, as regional manager, Detroit and Cleveland.

**Marrick Sayers**, manager, management services department, The Burbank Studios, Burbank, Calif., named director of management services.

**Jeffrey Clarke**, manager of news and current affairs, noncommercial KETC(TV) St. Louis, joins *The New Tech Times*, series produced by noncommercial WHA-TV Madison, Wis., and

distributed to 260 public stations nationwide, as executive producer.

**Dave Shafer**, operations director, WCZY(FM) Detroit, joins CKLW(AM) Windsor, Ontario, as program director.

**Bill Castleman**, program manager, WKBD-TV Detroit, joins KNBN-TV Dallas as program director.

**Brian McNeal**, operations manager, Stuart Broadcasting, Lincoln, Neb., joins KDIG(AM) San Bernardino, Calif., as program director.

**Alan Popkin**, producer-director, Valley Cable TV, Encino, Calif., named manager of video production.

**Pamela Browne**, from Group W's WBZ-TV Boston, joins co-owned KYW-TV Philadelphia as producer, *People are Talking*.

**Carl Yastrzemski**, retired baseball player with Boston Red Sox, joins WNEV-TV Boston as sports reporter. He will also be active in station's public service, community relations and marketing efforts.

**Gary Gillis**, freelance sports anchor-reporter, WBZ-TV Boston, joins WNEV-TV there as sports reporter.

**Rod Luck**, from WWDB(FM) Philadelphia, joins WCPX-TV there as sports director.

**Andy Leopold**, from KTTV(TV) Los Angeles, joins WCIX-TV Miami, as sports director.

**Peter Meade**, assistant VP, Warner Amex Cable Communications, Boston, joins WBZ(AM) there as air personality.

**Steve Esposito**, sports director and air personality, WMOH(AM) Hamilton, Ohio, joins KTSM-TV El Paso as sports anchor.

## News and Public Affairs



Saitta

**Joseph Alan Saitta**, VP and executive director of news and special programming, Metromedia's KTTV-TV Los Angeles, named VP, news, Metromedia Television. He will continue to supervise KTTV's news operations, and remain based in Los Angeles.

**Kathy Lavinder**, director of news, ABC Entertainment Radio Network, New York, named general manager, news programming, ABC Radio. **Don Dunphy**, manager, news advisory service, ABC-TV, New York, named director, syndicated news service.

**Tom Doerr**, from WSB-TV Atlanta, joins KTUL-TV Tulsa, Okla., as news director.

**Jan McDaniel**, news assignment manager, CBS, Washington, resigns.

**Bruce Kanner**, regional sales executive, United Press International, Chicago, named national manager, group broadcast sales.

**Brian Peterson**, news director, WBAY-TV Green Bay, Wis., joins KMGH-TV Honolulu in same capacity. **Thomas McCarey**, assistant news director, WBAY-TV, succeeding Peterson.

**Bob King**, acting news director, WXFL(TV)

Tampa-St. Petersburg, Fla., named news director.

**Ken Hartnett**, fellow, institute of politics, John F. Kennedy School of Government, Harvard, Cambridge, Mass., joins WCVB-TV Boston as executive editor, *Newscenter 5*.

**Lou Giserman**, news director, WGST(AM) Atlanta, joins United Press International, New York, as news director. **Rob Navias**, Capitol Hill correspondent, UPI, Washington, named to Los Angeles bureau as head of Olympic programming project.

**John Price**, news director, WWVA(AM)-WCP(FM) Wheeling, W. Va., joins WTRF-TV there in same capacity.

**Kenneth Middleton**, assistant news director, WJLA-TV Washington, joins WTSP-TV Tampa-St. Petersburg, Fla., as news director.

**Patrick O'Donnell**, news director, KWGN-TV Denver, joins group owner, KSN Television Group, Wichita, Kan., as executive news director, succeeding **Al Sandubrae**, resigned.

**W. Richard Nelson Jr.**, chairman of broadcast journalism department, University of Missouri (Columbia), joins KSN Television's KSNW-TV Wichita, as news director.

**Hank Silverberg**, assistant news director, WCTC(AM) New Brunswick, N.J., joins WGHQ(AM)-WBPM(FM) Kingston, N.Y., as news director.

**Jim Riegert**, from KIQO-FM Atascadero, Calif., joins KFRE(AM)-KFRY(FM) Fresno, Calif., as news director.

**Vic Heman**, director of news operations, KABC-TV Los Angeles, named executive producer, early news.

**Phyllis Quail**, news producer, Storer Communications's WJBK-TV Detroit, joins Storer's WJKW-TV Cleveland as executive producer, 6 p.m. news.

**Victor Rocha**, from KOLR-TV Springfield, Mo., joins KYTV(TV) there as news producer.

**Paul Threlfall**, news manager, KAKE-TV Wichita, Kan., retires after 29 years with station. He will remain as consultant to station.

**Sean Mallory**, director, *Saturday Magazine*, WDMV-TV Washington, named director, 6 p.m. news.

Appointments, KRON-TV San Francisco: **Bob Hodierna**, city editor, *San Jose* (Calif.) *Mercury*, to associate news director, coverage; **Darryl Compton**, news operations manager, to associate news director, operations, and **Ian Pearson**, news director, KHOU-TV Houston, to associate news director, programs.

Named broadcast editors, Associated Press: **Mike Richardson**, operations manager, KOKE-FM Austin, Tex., to head of Texas AP Network, new statewide radio news network, based in Dallas; **Chris Dahl**, from AP's sports department, New York, to Hartford, Conn.; **Len Iwanski**, from Bismarck, N.D., bureau, to Albany, N.Y., and **David Staats**, from Columbia University, New York, to Portland, Ore.

**Gary Shephard**, from CBS News, Los Angeles; **Don Kladstrup**, from CBS News, Paris, and **Steve Taylor**, from defunct Satellite News Channel, Washington, join ABC News as correspondents in Los Angeles, Paris and New York, respectively.



**W. Frank Harden**, president, State Telecasting Co., Columbia, S.C., retired Dec. 31, but remains on the board of parent, State-Record Co., and continues to serve in a consulting capacity. Harden has formed his own firm, Performance Inc., based in Columbia, to represent corporate clients in meeting and convention management.

**Steve Sabato**, from defunct Satellite News Channel, Stamford, Conn., joins WTNH-TV New Haven, Conn., as news producer. **Tom Noel**, from WHTM-TV Harrisburg, Pa., joins WTNH-TV as reporter.

**Eileen Crochiere**, morning editor, WOCB(AM)-WSOX-FM West Yarmouth, Mass., joins WCIB(FM) Falmouth, Mass., as news and public affairs director. **Ken Lancaster**, from WCOD-FM Hyannis, Mass., joins WCIB as evening news anchor-reporter.

Appointments, WTHR(TV) Indianapolis: **Don Ellison**, anchor KSTP-TV Minneapolis-St. Paul, to weeknight late news producer; **Pamela Riesmeyer**, from WIRE(AM), to night assignment editor and associate producer, and **Doug Blake**, from WFIE-TV Evansville, Ind., to photographer-editor.

Appointments, WPLG(TV) Miami: **Tana Carli**, anchor, WJKW-TV Cleveland, to same capacity; **Laura Sweeney**, promotion director, WQAM(AM) Miami, to news archivist-video producer; **Richard Auchter**, news photographer-editor, WSVN(TV) Miami, and **Barry Zuckerman**, news photographer-editor, KWTW(TV) Oklahoma City, to same capacity.

**Susan Mauntel**, from KTLA(TV) Los Angeles, joins KCWS(TV) Glenwood Springs, Colo., as co-anchor.

**Wayne Fariss**, anchor-reporter, WSVN(TV) Miami, retires after 25 years with station.

**Tom Sillen**, news director-anchor, KTZO(TV) San Francisco, joins KTIM-AM-FM San Rafael, Calif., as morning news anchor and air personality.

**Stan Stovall**, from WBAL-TV Baltimore, joins KSDK(TV) St. Louis as 6 and 10 p.m. anchor. **Jennifer Blome**, morning and noon news anchor, KSDK(TV), named 5 p.m. anchor.

**Margaret Justus**, weekend reporter, KLDH-TV Topeka, Kan., named reporter and morning anchor.

**Joe Cioffi**, from KRIS-TV Corpus Christi, Tex., joins WVUE(TV) New Orleans as weekend weather anchor.

**Thomas Earl**, from WSEE(TV) Erie, Pa., joins

WPXI(TV) Pittsburgh as weather anchor.

**Tim Scholten**, from WREX-TV Rockford, Ill., joins WIFR-TV there as news photographer. **Norm Fankell**, from KDLH-TV Duluth, Minn., joins WIFR-TV as weekend weather anchor.

**Dave Rose**, news director, KNAZ-TV Flagstaff Ariz., joins KOAA-TV Colorado Springs as reporter.

**Tom Stringfellow**, from WSAZ-TV Huntington, W. Va., to WVUE(TV) New Orleans as reporter.

**Michael Seidel**, from WMDT(TV) Salisbury, Md., joins WYFF-TV Greenville, S.C., as weekend meteorologist.

**Joseph Conway**, from KTXL(TV) Sacramento, Calif., joins WKYC-TV Cleveland as weather anchor.

**Bryn Hazell**, news director, KTVL(TV) Medford, Ore., assumes additional duties as public affairs director.

## Technology

**Lee Paschall**, president, American Satellite Co., Rockville, Md., named chairman. **John LeMasters**, from Harris Corp., Melbourne, Fla., joins American Satellite, succeeding Paschall.

**Carl Pehlke**, president, Texscan Corp., Phoenix, named chairman and chief executive officer. **James Luksch**, executive VP, Texscan, succeeds Pehlke.

**Thomas Mayes**, controller, John C. Nordt, Cedar Grove, N.J.-based precious metals firm, joins Tele-Measurements, Clifton, N.J., as chief financial officer.

**Crawford (Mac) McGill**, director of engineering, technical operations, NBC-TV and NBC-owned WRC-TV Washington, named VP television program production operations, NBC, New York.

**Peggy O'Keefe**, from broadcast equipment division, RCA, St. Louis, joins Townsend Associates, Westfield, Mass., as Midwest regional sales engineer, television transmission systems.

**Donald Haight**, manager, Cupertino, Calif., operations, Ampex Corp., named to newly created position of director of business management, audio-video systems division. **Robert Wilson**, from Wheelabrator-Frye, Pittsburgh, joins Ampex, Redwood City, Calif., as controller, audio-video systems division.

**Mark Elden**, engineering director, Group W Satellite Communications, Fairfield, Conn., joins Showtime/The Movie Channel, Los Angeles, as director of engineering.

**Carol Langer**, financial analyst, M/A-COM Video Systems, Burlington, Mass., named controller.

**Mark Guttman**, operations crew chief, NBC affiliate WNYT(TV) Albany, N.Y., joins NBC-TV, New York, as on-air technical manager.

## Promotion and PR

Appointments, NBC press department, in reorganization of Los Angeles and New York offices: **Matt Messina**, manager, entertainment press, New York, to director, entertain-

ment press; **Virginia Holden**, senior column editor, New York, succeeds Messina; **Helen Manasian**, manager, corporate press, New York, to director, corporate press; **Peter Hamilton**, administrator, corporate press, and **Stan Appenzeller**, senior column editor, both New York, to corporate press managers; **Dom Gioffre**, administrator, radio press, New York, to radio press manager; **Doug Mauldin**, manager, press and publicity, Los Angeles, to director, drama program publicity; **Bill Kiley**, features editor, to director, comedy program publicity; **Rolf Gompertz**, publicity representative, to director, general program publicity; **Kathy Gilpin**, director, press and publicity, to director, press services, and **Gene Shepherd**, manager, syndication and national publicity, to manager, corporate press.

**Edward Mahlman** and **A. Thomas Tebbens Jr.**, account supervisors, Lewis, Gilman & Kynett, Philadelphia public relations firm, named VP's.

**Jamie Padnos**, program publicist, Showtime/The Movie Channel, New York, joins USA Network, Glen Rock, N.J., as publicist.

**Mary Harz**, publicity manager, Ballantine/Del Rey/Fawcett division of Random House, New York, joins United Media Enterprises there as manager, licensing promotion.

**Arthur Anderson**, director of public relations, HBM/Stiefel Advertising, New York, joins Betsy Nolan Group, New York-based public relations firm, as VP.

**Charles Glenn**, executive VP, advertising, publicity and promotion, MCA-Universal, Los Angeles, resigns.

**Rob Carpenter**, from Salt Lake City-based Bonneville Broadcasting System, joins CBS Radio, New York, as manager, affiliate-program promotion.

**Joan Logue-Henry**, director of public relations, Unity Broadcasting Network, New York, named VP.

**Maggie Day**, commercial coordinator, WNBC-TV New York, joins co-owned WYNY(FM) there as advertising and promotion coordinator.

## Allied Fields

**Peter Dalton**, president, KLM Electronics, elected president, Society for Private and Commercial Earth Stations, New York.

**A.C. Nielsen Jr.**, chairman of board, A.C. Nielsen Co., Northbrook, Ill., elected chairman of Museum of Broadcast Communications being developed in Chicago. Museum is joint project of Chicago chapter of National Academy of Television Arts and Sciences and Illinois Broadcasters Association.

**Larry Campbell**, VP and general manager, The Research Group, Seattle-based radio research firm, named senior VP.

**Ann McIntosh**, producer and consultant, Boston Community Access and Programing Foundation, Boston, joins Machanic & Popkin, Cambridge, Mass.-based communications consultants, as partner. Name will be changed to Machanic, Popkin & McIntosh.

**James Loper**, president, noncommercial KCET(TV) Los Angeles, joins Academy of

Television Arts and Sciences there as executive director, succeeding **Tricia McLeod Robin**, resigned.

Elected officers, Ohio Association of Broadcasters, Columbus, Ohio: **Clark Pollock**, Nationwide Communications, president; **George Joachim**, WMRN-AM-FM Marion, vice president, and **Neil Pugh**, WHIO-TV Dayton, corporate secretary.

**Jill Buckley**, political media consultant, J. Buckley & Associates, Washington, named media consultant for Democratic Party's 1984 *Democratic State of the Union*, to be offered for live broadcast following President Reagan's State of the Union address.

**Harry Way**, director of media, Colgate-Palmolive, New York, joins Ad-Supported Television Association as executive director.

Elected to executive committee, Congressional Radio-Television Correspondents Galleries, Washington: **Charles Gibson**, ABC; **Nora Wolf**, Associated Press Radio; **Janet Westmoreland**, CBS, and **Cookie Roberts**, National Public Radio.

## Deaths

**Weston C. Pullen**, 66, retired VP, broadcasting operations, Time Inc., New York, and former president, defunct Time-Life Broadcasting, died of complications from stroke Dec. 16 at his home in Old Lyme, Conn. He is survived by his wife, Mary, son and daughter.

**William J. Kaland**, 68, radio and television producer, director and writer, died of complications from Parkinson's disease Dec. 25 at his home in New York. Kaland was with Group W for 19 years (1955-1974) as national program manager, director of program development and executive producer for radio public affairs. Among his awards were Peabody in 1973 for radio series, *Breakdown*. Since 1974, Kaland had served as consultant to Group W and others. Survivors include his wife, Claire, manager of business operations, Television Information Office; daughter, and two sons.

**Marion Woodward**, 81, former international division chief, Common Carrier Bureau, FCC, Washington, died of heart attack Dec. 15 at Arlington hospital. He is survived by his wife, Edna, and son.

**William T. Bradley**, 39, manager of marketing, Comsat General, Washington, died of cancer Dec. 16 at his home in Reston. Survivors include his wife, Eduvigas, and three daughters.

**R. David Riley**, 39, bureau chief, Associated Press, Portland, Ore., died of heart attack Dec. 19 following stomach surgery. He is survived by his wife, Chris, son and daughter.

**Don Butler**, 41, executive producer and co-host, *Northwest Illustrated*, KOIN-TV Portland, Ore., died Dec. 2 of cerebral edema due to lack of oxygen while climbing Mount Everest on vacation in Nepal. He is survived by his wife, Laura.

**John Vivyan**, 63, television actor whose credits included featured role on *Mr. Lucky* in 1959, and appearances on *I Love Lucy* and *77 Sunset Strip*, died of heart disease Dec. 20 at Santa Monica (Calif.) hospital.

## Tauke and Tauzin: the A team for broadcast dereg

Last year, when the National Association of Broadcasters began its search for some one to lead the charge for broadcast deregulation in the House of Representatives, it found some two instead: Republican Tom Tauke of Iowa (a member of the Telecommunications Subcommittee) and Democrat Billy Tauzin of Louisiana (who sits on the parent Energy and Commerce Committee). So far, the pairing of the high-spirited Cajun, Tauzin, and the earnest Midwesterner, Tauke, has proved fruitful for broadcasters. Together they have succeeded in attracting more than 220 cosponsors for their broadcast deregulation bill, H.R.2382, and have managed to keep the subcommittee's attention focused on the issue.

(The Tauke-Tauzin bill is modeled after a bill introduced by then-Congressman James Collins [R-Tex.] in the 97th Congress, and would codify the deregulation of radio that the FCC has written into its rules, extend it to television and protect broadcasters against challenges for their licenses at renewal time.)

The first signs of their success came last spring, when the two junior House members decided to tackle an impediment to broadcast deregulation in the form of Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.). Wirth was willing to deregulate radio and later on television, if broadcasters agreed to pay a fee for their use of the spectrum; the revenue would be used to help subsidize public broadcasting. NAB found Wirth's spectrum fee proposal unacceptable, so did Tauke and Tauzin. They were instrumental in forcing him to back down on the issue.

Wirth continued to negotiate with the NAB and the Senate Commerce Committee over the fees, but they were deadlocked. Enter Tauke and Tauzin, who decided to try to attach their bill as an amendment to the FCC authorization bill pending before the subcommittee (BROADCASTING, May 9, 1983, et seq.).

It was a gutsy move. Bypassing a subcommittee chairman is not an easy task. However, they enlisted the aid of a key subcommittee member, Democrat Al Swift from Washington, author of a broadcast deregulation bill that would quantify the public interest standard in terms of nonentertainment programming.

After several weeks of intensive behind-the-scenes negotiations, even the full committee chairman, John Dingell (D-Mich.), appeared sympathetic to the roll-Wirth movement. The chairman ultimately persuaded Wirth to drop the spectrum fee idea and conditionally required that the subcommittee report out a broadcast bill by Oct. 15



Thomas Joseph Tauke—member, U.S. House of Representatives, second congressional district, Iowa, Republican; b. Oct. 11, 1950, Dubuque, Iowa; BA, 1972, Loras College, Dubuque; JD, 1974, University of Iowa, Iowa City; legislative and political reporter, *Telegraph Herald*, Dubuque, and Midwest stringer, *New York Times*, 1969-71; assistant director of public relations, College of Engineering, University of Iowa, 1972; partner, Curman, Fitzsimmons, Schilling & Tauke, Dubuque, 1975-79; member, Iowa General Assembly, 1975-79; elected to U.S. House of Representatives, November 1978, re-elected 1980, 1982; single.

(BROADCASTING, May 30).

A bill never emerged and the debate over legislation dragged on until Congress adjourned in November. Tauke and Tauzin hung tough and devoted numerous hours with Wirth and others discussing the issues but were unable to resolve their differences. Quantified programing standards had become the centerpiece of the new legislation and while neither Tauke nor Tauzin could muster much enthusiasm for the concept they remained willing to work out a compromise. This month they are expected to pick up where they left off.

Swift is full of praise for the pair.

"They are both eminently rational people with whom you can talk things out. I see them as problem solvers. When Tauke and Tauzin offer an amendment, people automatically take it seriously. They are not gadflies. If they are working it they are working it hard," says Swift.

He describes their style of leadership as nonconfrontational. It is a style, he adds, that gains respect.

Despite their "nonconfrontational" head-on collision with Wirth, there is "no bad blood" between them, say staff members. "They are both well respected and well liked," said a Wirth aide. In the past Tauke and Tauzin have been valuable Wirth allies on energy and common carrier issues, and Tauke and Wirth were united in the effort to defeat the administration's Radio Marti bill

(a working relationship described by a Wirth aide as "superb").

□

Born and raised in Dubuque, he is a "loyal Iowan," says Reid Crawford, who served with Tauke in the Iowa House. "He's remained active in the Dubuque community and people appreciate that," says Crawford.

One indicator of Tauke's political success lies within his congressional district. Iowa's second district traditionally voted Democratic. That is, until 1978, when Tauke upset incumbent Representative Michael Blouin, capturing 52% of the vote.

During his tenure in Congress Tauke has earned the respect of his party's leaders. Says Representative James Broyhill (R-N.C.), ranking minority member of the Energy and Commerce Committee: "He's my right arm. When you're the leader on a committee like this and there are so many controversial issues, and when you are outnumbered the way we are on the Republican side, it is just refreshing to have a man like Tom Tauke who is willing to come forward and take on some of these tough issues."

For the 33-year-old Tauke, now serving his third term in Congress, politics has consumed most of his adult life. His interest in politics surfaced in high school when he became involved in a teen-age Republican group and later escalated when he worked as a legislative reporter for the *Telegraph Herald* in Dubuque, covering the Iowa state legislature in 1970. The cub reporter also was attending classes at Loras College, but says he found journalism the more demanding, and apparently more attractive: "I attended classes one day a week, usually, and skipped the others [although he still found time to be student body president]. It was a terrific education for me."

While he enjoyed journalism, Tauke decided to pursue a legal career. "In part," he says, "because I felt a law degree would leave other options open to me."

□

For Tauzin, born and raised in Louisiana's bayou country, politics was a family affair. Both grandfathers were parish representatives. In college Tauzin campaigned for state senator Harvey Peltiur Jr. He must have impressed Peltiur: for the next four years Tauzin served as Peltiur's legislative aide. He also attended law school, graduating from Louisiana State University in 1967.

Those years in the Louisiana state senate left a lasting impression on Tauzin, and fueled his own political ambitions. In 1971 he officially threw his hat in the ring, and was handily elected to the Louisiana House of Representatives, serving there until 1979.

Tauzin was on a fast track, and his years in the state legislature were marked by success. He was named chairman of the powerful House Natural Resources Committee, an unusual appointment for someone who had served in the legislature for fewer than four

years. And from 1974 to 1979 he served as chief floor leader for then governor Edwin Edwards.

During his years in the Louisiana House, Tauzin also practiced law—a general practice, which included some criminal law. But criminal law was an unpleasant experience. “I didn’t enjoy criminal work. It was very excruciating and I tended to carry a lot on my own shoulders. You’re not supposed to do that. I was appointed to defend a guy and I did and I got him acquitted. And later found out he was guilty. The fellow went on to commit a very violent crime and I was deeply affected. I thought he was innocent at the time.”

□

Meanwhile, Tauke, like Tauzin, was making a name for himself in politics. He became chairman of the Dubuque county Republican party at age 22, the same year he graduated from college. And only a year after he finished law school, in 1974, he was debating on the floor of the Iowa General Assembly.

Originally, Tauke felt he might enter politics later in life. “I thought of politics as something I might do when I was 55 and established and could afford to do that kind of thing.” But when the party was looking for a candidate to run for the general assembly, Tauke’s name came up and he agreed to run. He lost that race, but ran again only a few months later in a special election for the same seat. This time he won.

During his four years in the state legislature, Tauke was a partner in the law firm of Curman, Fitzsimmons, Schilling & Tauke. “It was difficult because I was serving in the Iowa legislature in Des Moines, 200 miles away, and trying to practice law in Dubuque.”

But neither Tauke nor Tauzin appears to have any difficulty doing several things at once. Their energies, explains one lobbyist familiar with the pair, are “inexhaustible.”

The 40-year-old Tauzin was elected to represent Louisiana’s third district in 1980. He won the seat during a special election, when Republican David Treen gave up the post to become governor. Tauzin’s victory signaled the return of the district to Democratic control.

Congressman John Breaux (D-La.), who attended law school with Tauzin, finds him to be one of the brightest individuals in Congress. “I can say that without any hesitation,” says Breaux, who sponsored Tauzin’s appointment to the Energy and Commerce Committee. “He doesn’t need a lot of preparation to grasp issues. He can pick up a bill and find things that have gotten by the staff attorneys who wrote it,” Breaux says.

To broadcasters, Tauke and Tauzin have become the “dynamic duo.” They are unique, says one lobbyist. “Not only are they sensitive to the needs of the industry but they are able to translate those needs.” Their combined talents have proved handy during



Wilbert Joseph (Billy) Tauzin—member, U.S. House of Representatives, third congressional district, Louisiana, Democrat; b. June 14, 1943, Chackbay, La.; BA, Nicholls State University, Thibodaux, La., 1964; JD, Louisiana State University, Baton Rouge, 1967; legislative aide, Louisiana State Senate, 1964-68; partner, Marcel, Marcel, Fanguy & Tauzin, 1968-72; private practice, 1972-76; partner, Sonnier & Tauzin, all Thibodaux, 1976-80; Louisiana House of Representatives, 1971-79; elected to U.S. House of Representatives, May 22, 1980, re-elected November 1980, 1982; m. Gayle Clement, Jan. 23, 1965; children—Kristie, 13; Bill, 10; John, 7; Thomas, 6, and Michael 1.

the debate over broadcast deregulation. “I think Tauzin sees things early, and Tauke has the ability to seize the moment at hand,” says another lobbyist.

One thing their union has produced is mutual respect and admiration. Tauzin says he was keenly interested in the broadcasting deregulation issue, but he also looked forward to working with Tauke. “One of the incentives to going forward with the bill was a chance to work very closely with Tom,” says the Louisiana Democrat.

“I like Billy,” says Tauke. “He is a wonderful person to work with. Certainly it helps to have someone from the opposite side of the aisle,” says the Iowa Republican. In addition, he says, the Tauke-Tauzin merger has “great alliteration.”

Tauzin sat on the Telecommunications Subcommittee in the last Congress but did not return. He was extremely displeased when the chairman (Wirth) failed to renew his membership on the subcommittee last year. “I had really found an area of interest that made my being in Congress worthwhile. I don’t want to be here if I can’t contribute something. Tim recognized that and he very graciously offered to allow me to sit in on any hearings and allow me to input into the process,” says Tauzin. Little did Wirth know just how active a role Tauzin would take.

It seems certain that this role will increase

when the lawmakers meet in January to continue their negotiations over a broadcast bill. “We are about at the point where either we fish or cut bait,” Tauzin says. “Tom and I have notified Tim that one conclusive meeting would be desirable. At that meeting we would decide that we either have agreement or we don’t,” says Tauzin.

Tauke agrees. “Obviously, the fact is that we are two months behind the Oct. 15 deadline and we apparently are at a substantial distance from reaching a conclusion that would represent a consensus. And I have a few more ideas I want to explore with the parties. But I think it is fair to conclude that there needs to be a change in the negotiating process, or a conclusion to that process.”

While they share the same views on broadcast deregulation, the pair doesn’t always hold the same opinions. Tauzin is a conservative Democrat who joined with his southern colleagues, the so-called Boll Weevils, to support major Reagan programs in 1981. And Tauke, a moderate Republican, tends to side with liberal Democrats on foreign policy but primarily remains conservative on economic issues.

What lies ahead for the two? “I think there’s a point in a person’s political career when he knows it is time to hang it up and move on to something else. That point is, if I can gauge it from my Baton Rouge experience, when you reach that stage when you feel like you’ve made some significant contributions and that a lot of what you are doing now is beginning to be rehashed and you’ve run out of fresh ideas. Those are signals that it’s time to move on. I am not anywhere near that here. I am just beginning to have some job satisfaction, and feel like I am doing some things,” Tauzin says.

Tauke, a bachelor, doesn’t see politics as a life-long career. “Today when I look at members who have served in Congress 30 or 40 years, I admire them greatly, but I really have a difficult time seeing myself in that position.” He would like to try his hand at a few other things. “First of all I would like to practice law in a serious way. Second, I would like to start a business. I think that would be a tremendous challenge. I very much like the academic life and would like to be a college professor or, better yet, a college president.

“Congress has been for me an unexpected and a wonderful opportunity. It has given me an opportunity to tackle issues and encounter personalities that I could never have been expected to experience. It has made my life much richer in many ways.”

Tauzin, who lives with his wife, Gayle, and five children in suburban Virginia, also finds life on Capitol Hill rewarding. But, the avid hunter and fisherman misses the bayou. “If I could be in heaven right now, I’d take the Capitol and the work I do here, which I love, and move it on the bayou somewhere and I would be in absolute heaven.”

# In Brief

**National spot radio advertising for November jumped 15.4% over same period in 1982**, with billings totalling \$61,112,000. **Year-to-date, spot is up 11.8%**, to \$640,468,200. Meanwhile, **network radio sales for November dipped 1.3%** to \$20 million with **year-to-date up 19%** to \$237,578,070. Spot data comes from Radio Expenditure Reports Inc. (RER) which relies on financial information supplied confidentially by 15 rep companies. Network figures are collected from six broadcast companies (ABC, CBS, NBC, Mutual, RKO and Sheridan) by accounting firm of Ernst & Whinney.

**ABC Video Enterprises's option to acquire 8.5% interest in ESPN from Getty Oil expires tomorrow (Jan. 3).** ABC Video spokesman said last Thursday that no decision had yet been made, but **sources indicate that ABC will exercise option**, permitting it to acquire late this year up to 49% of Getty's interest in cable programming service, which now stands at 85%. Under option agreement, ABC has been pouring money—as much as \$20 million, according to some estimates—into service for past year. Should it decide not to exercise option, it will get substantial portion back.

**Mobil Showcase Network has lined up ad hoc network of 56 stations to carry three specials** set for first half of 1984, Granada Television's *King Lear* (Jan. 25), Tara Productions' *Two By Forsythe* (Mar. 28) and Thames Television's *Voyage Round My Father* (April 19). Lineup, which will reach potential 70% of U.S. television homes, includes eight ABC, five CBS and 12 NBC affiliates, 25 independents and 6 PBS stations.

**WABC-TV New York's weekly late night music video show, Hot Tracks, may be syndicated nationally by Golden West Television**, which would pay WABC-TV fee for producing 90-minute show and which would distribute it on barter basis, reserving six minutes for national advertising and offering 12 to stations. Final decision, likely to be made next week, is being held up while ABC Entertainment evaluates possibility of developing program into vehicle for ABC-TV.

Registration at two major upcoming industry trade shows appears to be running both hot and cold. At **Association of Independent Television Stations annual meeting** in Los Angeles Jan. 14-18, registration at present is about **770**, although INTV notes registrations are still coming in and figure is bound to go higher with sign-ups at door. Last year INTV attracted 750 attendees, including door registrations. At 21st annual **NATPE International** conference in

**Coming attractions.** In anticipation that the FCC will lift its limit on the number of stations a company can own, as well as with an eye to expanding its other communications interests, Taft Broadcasting Co. announced an agreement to spin off its domestic theme parks division to a group of investors led by the company's Attraction Group management for \$167.5 million. Taft Chairman Charles S. Mechem Jr. told BROADCASTING the company could seek additional radio and television properties if the FCC lifted its ban of seven AM's, seven FM's and seven TV's—Taft already owns four VHF network affiliates and three independent UHF's, plus 11 radio stations and agreement to buy KEX(AM)-KQFM(FM) Portland, Ore. (BROADCASTING, Nov. 28, 1983). Mechem said Taft would probably not consider stations below the 50th market, "although that doesn't necessarily mean stations in the top 15." Mechem also stressed that Taft was leaving room to expand into other communications avenues, such as cable or cellular or mobile telephone, if "right" opportunities arise. Properties to be spun off in leveraged buyout deal include Kings Island, near Cincinnati; Kings Dominion, near Richmond, Va.; Carowinds, near Charlotte, N.C., and Hanna Barbera Land, now under construction in Houston. Taft will reinvest \$5 million from the transaction and keep a one-third interest in the new company. In its fiscal year ended March 31, 1983, Taft's domestic theme parks earned \$97.2 million in revenues and \$10.7 million in net earnings.



**Mr. Chairman.** Leonard Marks was sworn in on Dec. 20 as chairman of the U.S. delegation to the World Administrative Radio Conference on shortwave broadcasting, to begin in Geneva on Jan. 10 and run until Feb. 10. Mark's wife, Dorothy, held the Bible, as Selwa Roosevelt, the State Department's chief of protocol, administered the oath. The delegation will include 38 members.

San Francisco from Feb. 9-14, registration is expected to hit 6,000 mark, including walk-ins, according to Phil Corvo, NATPE executive director. Last year's figure was about 5,900, which included over 2,000 registrations at door. Corvo said to date about **180 exhibitors have signed up** for booths on floor, **down from previous year's 249** exhibitors. Corvo attributed drop to fact that this year is first NATPE has required all exhibitors to be in one hall, plus some smaller companies are not able to buck higher costs and others feel it's not worth exhibiting since they have no new product. Also, Corvo noted that about 10 companies will be selling out of their own suites at Fairmont hotel and not joining exhibitors on floor.

Broadcasting industry is well on its way toward stereo television sound. **Multichannel (television) Sound (MTS) Subcommittee** of Electronics Industries Association, meeting in Washington two weeks ago, **recommended MTS transmission system of Zenith Radio**, Glenview, Ill., and **complementary companding (noise reduction) system of dbx Inc.**, Newton, Mass. Subcommittee will submit the recommendation by Jan. 30 to **FCC**, which has indicated its willingness to adopt systems as national standards. In addition to stereo sound, MTS system can be used to broadcast auxiliary audio service such as foreign language sound track. Although it's likely the FCC will adopt systems and authorize MTS broadcasting, how quickly broadcasters will move to provide new services is uncertain. Some may perceive new service as a costly enhancement that will increase neither audiences nor advertising revenues. But television set manufacturers would like to see the broadcasters move to stereo as quickly as possible, since stereo sound would encourage people to buy new sets with MTS capability.

**NBC-TV is adding new daily game show, Hot Potato**, to its daytime lineup, beginning at noon (NYT) on Jan. 23. Half-hour series, from Barry & Enright Productions, replaces *Go!* Series involves competition for cash prizes by two three-member teams of individuals with similar professions or interests.

**Charles Z. Wick**, director of USIA, acknowledged last week that he occasionally tape recorded his telephone calls without informing other party but stopped practice after his staff expressed concern about it. Wick's acknowledgement came in statement read by USIA spokesman Jim Bryant that responded to story on tapings that appeared in Wednesday's *New York Times*. Newspaper said it had obtained transcripts of conversations Wick taped in 1982 with **Senator Mark O. Hatfield (R-Ore.); Kenneth L. Adelman**, director of Arms Control and Disarmament Agency's **Walter H. Annenberg**, former Ambassador to Great Britain, and actor **Kirk Douglas**. Wick said he taped calls only to assure accuracy and facilitate



appropriate follow-up, and that he often advised caller of taping. However, because of haste, he added, "I did not do this consistently." When his staff raised "concerns" about taping, Wick said, he realized he "may have been insufficiently sensitive to concerns some may have about the practice of recording telephone conversations" and that, as result, he discontinued practice. Left unclear was when calls were taped. While *Times* said recordings it obtained were made in 1982, Wick said he began practice in January 1983 and continued it "for several months." Wick's statement apparently is not putting issue to rest. Staff of Senate Foreign Relations Committee is looking into circumstances of taping.

On Jan. 1, **Public Broadcasting Service** started new division, **PBS Enterprises, to oversee PBS revenue generating projects**, with emphasis on new technologies. Neil Mahrer, PBS senior VP for marketing and development, is executive director of enterprises, which could become wholly-owned subsidiary of PBS.

**Procedure FCC has proposed for filing of new low-power television applications could easily be extended to other mass media services.** So said **James McKinney**, FCC Mass Media Bureau chief, in remarks to Association of Federal Communications Consulting Engineers in Washington. He was referring to notice of proposed rulemaking that FCC adopted last month (BROADCASTING, Dec. 19, 1983). Under the commission proposal, applications for all new LPTV's would be accepted only during specified number of days. No more would be accepted after that "window" was closed. Familiar cut-off list would be eliminated and there would be no opportunity to crossfile. One advantage: New procedure would prevent pirates from stealing applicant's engineering for competing applications. "If any of this works and gets support out there, we'll propose to do it across the board," McKinney said.

**ABC is approaching its 100th consecutive week as leader in early morning ratings with Good Morning, America.** According to ABC research, GMA achieved 5.8 rating/27 share for week ended Dec. 16—its highest rating since May, 1983. For same week, NBC's *Today* scored 4.0/20 and *CBS Morning News* recorded 3.6/17. For first 12 weeks of fourth quarter, *GMA* led *Today* by 9/10 of rating point, ABC said, and *CBS Morning News* by 1.1 rating points. In daytime programming for first 12 weeks of fourth quarter, ABC leads 6.9/24, followed by CBS with 6.6/24 and NBC with 4.6/17.

**Playing games.** *Warner Communications Inc.'s Atari unit and competitor Activision have joined hands to form company to distribute video games over subcarrier channels on FM stations. The yet-to-be-named joint venture would broadcast video games and eventually other electronic software to homes outfitted with special SCA receivers that plug into video computer systems, according to sources. In a joint statement, the two companies said the proposed service would license software from a variety of suppliers, including Activision and Atari. Test service is expected to begin first half of this year with commercial launch to follow in second half. Atari has sent out letters to select medium-size market FM stations requesting to negotiate leases for their SCA subcarriers. According to one general manager at FM station that Atari has contacted, joint venture is seeking the entire SCA band, from 54 khz to 99 khz, to transmit digital audio information. In addition, Atari and Activision have reportedly signed multi-million dollar agreement with Regency Electronics, Indianapolis-based manufacturer of radio and electronic equipment, to design and build special SCA receiver for service (Regency manufactures SCA receivers used by DataSpeed, service which provides real-time market quotations). Spokesman for joint venture said service initially would be compatible with Atari's 2600 Video Computer System, but would eventually be adaptable to other video game systems as well as personal and home computers. At present, Atari's 2600 model accounts for 14 million units out of a total of 20 million home video game systems in U.S., spokesman said.*



**Grand opening.** Prime Minister Margaret Thatcher attended opening ceremonies in London for UPITN, the video newsgathering organization supplying Independent Network News and others with international news coverage. John Corporon, president of INN, spoke with the prime minister, and the recorded conversation was made a part of the daily feed. In picture above, Corporon is at left, speaking with Thatcher (center, with back to camera). Others are unidentified.

**Directors Guild of America has filed class action suit against Columbia Pictures International**, charging studio with employment discrimination against racial minorities and women and violations of 1964 Civil Rights Act. Action was taken last month in U.S. district court in Los Angeles after discussions between guild and Columbia broke down Oct. 20. Union claims no women were hired as directors during last three quarters of 1982 and that 96% of work hours during same period were filled by white male directors. DGA says it is seeking specific affirmative action plan from studio.

**Mid-America Television Co. has changed its name to LDX Broadcast Inc.** to better identify company as part of communications holding company, LDX Group Inc. LDX Broadcast Inc. is now one of four major companies composing LDX Group Inc., which is principally owned by Kansas City Southern Industries. LDX Broadcast Inc. is licensee of WEEK-TV Peoria, Ill., and KRCG(TV) Jefferson City-Columbia, Mo. Other companies in LDX Group include LDX Inc., long distance phone service; LDX Network Inc., microwave network, and Telcom Engineering, telecommunications consulting firm.

**ABC News Washington** announced number of changes at its Washington bureau: Robin Vierbuchen Sproul, manager of Washington news coverage, ABC Radio news, to director of Washington news coverage; Rita Flynn, general assignment correspondent, to White House correspondent, succeeding Ann Compton, named Capitol Hill correspondent; Dennis Trout, general assignment reporter, to State Department correspondent, succeeding Anne Garrels, who is being assigned to Central America; Kathy Slobogin, producer, *Closeup*, ABC News, New York, to Washington bureau in same capacity; Jon Bascom, correspondent, defunct Satellite News Channel, Washington, to correspondent, and John Wulff, studio engineer, to associate director.

**Number of women employed by broadcasters rose 1% in 1983**, according to employment profiles released by FCC last week. Profiles show that of 132,773 full-time employees, 26.9% were women, as compared to 25.9% in 1982. Employment of minorities grew even less: figures show that 12.8% of total were minorities in 1983, compared to 12.7% in 1982.

**William Demarest**, 91, veteran television and film actor who played role of Uncle Charley on CBS's *My Three Sons* television series, died of apparent heart attack Dec. 27 in Palm Springs, Calif. Demarest's other television credits included *Love and Marriage* and *Tales of Wells Fargo* series on NBC.

# Editorials

## Leaving the door open

Until the text of its decision becomes available, the FCC's termination of its foray into children's television programming cannot be precisely appraised. If the press release announcing the children's decision is of a piece with some others that have preceded it, judgments based on it are subject to future correction. Still, the commission appears to have done what it ought to have done, or almost to have done it.

To its credit, the commission decided against the adoption of quotas for children's programming on commercial television. It also noted, quite correctly, that the growing proliferation of video delivery systems virtually guarantees a reasonable volume of programming designed for the young. But, according to the press release, "broadcasters continue to be subject to enforceable obligations. The bedrock obligation of every broadcaster to be responsive to the needs and interests of its community, including the specialized needs of children in that community, remains."

That kind of language can mean just about anything an FCC wants it to mean. In its present composition, the FCC would be acting out of character if it began reviewing "enforceable obligations" to the young at license renewal time. But what about a future FCC bent on restoring regulation, especially if encouraged by the likes of Peggy Charren, who also goes by the name of Action for Children's Television. Charren, as noted before, never tires. Despairing of her kind of regulation at the present FCC, although she announced she would appeal its latest action, she has euchred Tim Wirth, chairman of the House Telecommunications Subcommittee, into introducing a bill establishing quotas in commercial television programming targeted at the young.

What the FCC could have said in its final disposition of the children's rulemaking was that 242 television channels were specifically reserved for educational purposes, including the instruction of children, in the knowledge that the commercial system could not be expected to perform that function. Too bad the commission missed the chance to state the facts.

## Telling figures

At this time a year ago it was noted on this page, with unusual foresight, that the year made famous by George Orwell was but a year away. "For admirers of the pluralistic society that [Orwell's] Big Brother would hate," it was remarked here at the time, "the comforting thought to be harbored at the outset of 1983 is that Orwell's 1984 can't happen here. So many channels of communication are coming into operation that dissent in all its shades has more chance for expression than it has had in any previous culture larger than the tribe."

The comforting thought to be harbored at the outset of 1984 is that there is even more reason for confidence in the proliferation of avenues of expression. Not only are new modes of electronic communication coming into being; the established modes continue to expand.

It is generally assumed that AM radio is a mature service, yet the AM station universe increased by 58 in 1983 to stand at 4,726. In the same year, 103 FM stations went into business, to enlarge the FM total to 4,594. Television broadcasting is a saturated medium? Seventy new stations went on the air in 1983, to swell the total to 1,149. These figures do not count FM translators, of which 741 are on the air now, having increased by an astonishing 242 since 1982, or television translators, now totaling 4,681, up 273 in 1983. Cable television growth continues:

35% of U.S. homes a year ago, 40.5%—34,114,000 now. It is unnecessary to wait for new low-power TV stations, new multi-channel multipoint distribution systems, new direct-to-home satellite broadcasting stations, new satellite-delivered master antenna television systems to come into existence before recognizing that competition in electronic delivery is already fierce.

"No Big Brother," it was said here a year ago, "has arms long enough to collect within its stifling embrace the profusion of American channels of communication.

"That is not to say that smaller brothers will not try to keep control over those elements of the Fifth Estate that remain to be given First Amendment parity with the printed press. For every Bob Packwood or Mark Fowler who want to set radio and television free there is a Timothy Wirth who refuses to admit that the asserted scarcity of media was never a legitimate excuse and is now a joke."

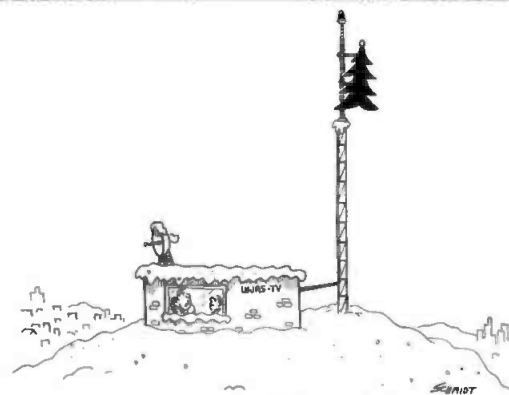
A bad joke, it is said here now, that gets worse every year.

## The men who

Among the cardinal attributes of the American political system is that it seems to produce the right person at the right time. In the case of the broadcasting industry's attempt to achieve deregulation legislation in the House of Representatives, the system has produced two such Mr. Rights at the same moment: Tom Tauke of Iowa and Billy Tauzin of Louisiana, whom the editors have deemed to be true "Fifth Estaters" (and whose careers are detailed on pages 110 and 111).

It may be that all the efforts these two have expended in the deregulatory cause will come to naught. If that is so, the blame will belong elsewhere; broadcasters could not have had more earnest advocates in this campaign, nor any who would have devoted more energy, patience and persistence to pushing this burden uphill. And when one reckons that, in the long run, they have had nothing to gain from the process other than the satisfaction of doing their best against long odds, it is no less than a wonder that Tauke and Tauzin have stayed the course.

It remains in the best interest of broadcasters to stay the course as well. No matter how bleak the legislative prospects may look at the moment, there are many persons of good will working diligently behind the scenes to insure it all comes out right in the end. Those 226 co-sponsors for Tauke-Tauzin's H.R. 2382 say loud and clear that this is legislation whose time has come.



Drawn for BROADCASTING by Jack Schmidt

"The FCC is reporting that a large, tree shaped area is not receiving our signal."

# HELLO MAINE, WE'RE WGME!

Back in '54, when TV was the new kid on the block, Channel 13 joined the broadcast community in Portland, Maine. From day one, our purpose was to be a vital part of our community. Our founding father, Guy Gannett, lent his name and we became WGAN-TV. Our new call letters "WGME" reflect our past and our future.

"WGME" - We're Gannett of Maine.

In this, our 30th anniversary year, our name has slightly changed. Our aim remains the same.



**WE'RE GANNETT OF MAINE**

## We've got it before you want it.

At ADM Technology we manufacture the most advanced audio consoles available. We incorporate new ideas and quality improvements into every console we build. You can be sure the ADM® console you order today will come through with the latest innovations in audio technology.

Our ADM 1600 Series II is a typical example. It is well equipped to handle a broad range of broadcast, production and post-production requirements and has a full measure of expandability.

Although it is a compact, basic console it is constantly updated to share the latest in technological advances with the larger ADM consoles.

Engineered to exacting standards and manufactured to the most rigid tolerances, all ADM's are backed by our exclusive 5-year warranty.

Let's talk consoles soon. Contact ADM Technology, Inc. - The Audio Company - 1626 E. Big Beaver Road, Troy, MI 48084, Phone (313) 524-2100. TLX 23-1114.



# ADM

The  
Audio  
Company

WEST CENTRAL SALES  
(817) 467-2990

WEST COAST SALES  
(415) 945-0181

MAIN OFFICE AND  
EAST COAST SALES  
(313) 524-2100